

SUMMARY

Subject matter of the dissertation: ANALYSIS AND PERFECTION OF THE SYSTEM OF MARKETING COMMUNICATIONS IN THE TRAVEL AGENCY Ltd "LION"

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Customer organization: Travel Agency ltd "Lion"

Topicality of the research: The questions of forming the mechanisms of effective marketing communications are among the most important ones in planning of marketing activity of organizations from different fields including travel industry. Successful work of many travel agencies demonstrates that professional marketing communications and the skills of the specialists while using them determine a lot of things: recognizability of the agency's brand, increasing of customers' loyalty to the offered tourist product and as a result increasing of sales volume of the tourist product itself.

Objective of the research: Developing of the theoretical basis and practical recommendations to improve the system of marketing communications in travel agency Ltd "LION" to promote its image and services in customers' market in Essentuky.

Tasks of the research:

1. To study theoretical and methodical basis of marketing communications which are used in promoting goods and services including peculiarities of marketing communications in travel industry;
2. To analyze the systems of marketing communications in travel agency Ltd "Lion";
3. To detect problems in the work of marketing communications in travel agency Ltd "Lion";

4. To develop measures aimed at improvement of the system of marketing communications in travel agency Ltd "Lion" to promote its image and services in customers' market in Essentuky.

Theoretical and practical significance of the research: the results and recommendations as well as the offered system of measures aimed at improvement of marketing communications can be useful not only for promoting image and services of travel agency Ltd "Lion" but also other travel agencies in customers' market in Stavropol territory. The results of the research can also be used in training courses of the Department of Financial Economical and Legal Guaranteeing of Managerial Activity of Pyatigorsk State Linguistic University.

Results of the research: Theoretical and practical basis of marketing communications as a mechanism of promotion travel services in customers' market were analyzed, in particular, the significance of marketing communications in promoting goods and services was emphasized, the system and types of marketing communications and the character of marketing communications in travel agencies were shown, the system of marketing communication in travel agency Ltd "Lion" was analyzed. The measures to improve the system of marketing communications were developed.

Recommendations: The offered measures demand the following organizational changes in the work of the travel agency: updating the current organizational structure which means introduction of the marketing department and personal changes. It is also necessary to minimize costs. The above mentioned measures have economic justification. It is confirmed that such changes will allow the agency to economize and save financial resources necessary for improvement of the system of integrated marketing communications in the agency.

In order to introduce the integrated approach to promoting the image and services of travel agency Ltd "Lion" in customers' market in Essentuky a special program for promotion as well as a model of integrated marketing communications were developed. The most profitable means of marketing communications at present were offered, economic justification for their usage was given. The key idea for creating the brand of the agency was developed and criterion indicators for its following assessment were given.