

SUMMARY

Theme: «Integrated marketing communication as an integral part of the development of tourism businesses (for example, the travel Agency "Discovery")»

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Key words: integrated marketing communication, synergetic effect, PR, traditional advertising, internet-promotion, direct sales, sales promotion, tourist business.

Relevance of the research topic. Interest in the concept of integrated marketing communications exhibit marketing experts of the enterprises of different branches of economic activity, including tourism business representatives. This trend is typical for the Russian Federation, where from year to year the number of tourist firms grows. To promote their services successful tourist firms use the tools of integrated marketing communications, including traditional advertising, PR, sales promotion, direct sales, numerous technologies of online promotion. These circumstances determine the relevance of the chosen topic of the diploma study.

The goal: to identify the peculiarities of application of integrated marketing communications for development of tourist business on the example of a specific travel Agency (tourist Agency "Discovery", Pyatigorsk).

Tasks. The implementation of the declared objectives guided the formulation and solution of the following tasks:

- to describe the concept, nature and instruments of integrated marketing communications;
- to explore the use of tools of integrated marketing communication in tourism business;
- to analyze the activity of tourist firm "Discovery" (Pyatigorsk);

to develop a program of optimization of work of the integrated marketing communications of the tourist company "Discovery".

Theoretical and practical significance of the research. For the decision of tasks of graduate study were selected such scientific methods as analysis and synthesis, inductive, methods of generalization, of abstraction. In the theoretical Chapter, it was used the historical method.

In the practical part we have applied the methods of statistical analysis, SWOT analysis, questionnaire, and content analysis of publications of the travel Agency "Discovery" in the Internet space (on the official website, social networks, online directories) and SEO-site audit.

The results of the research. In the conducted thesis study, we solved all the tasks.

Recommendations. Consistent implementation of the recommendations contained in the description of this project will enable the travel Agency "Discovery" more efficient use of integrated marketing communications, to achieve a significant synergetic effect by adding to the ongoing travel Agency ads in traditional local media (magazines, radio) and street billboards to promote the use of Internet communications.