SUMMARY

Topic of the Graduate Qualification Paper: PUBLIC RELATIONS AS A FACTOR OF SUCCESSFUL OPERATION OF A SERVICE AND TRAVEL ORGANIZATION (through the example of the operation of an international holding “TEZ TOUR”)

Customer Organization: Representative Agency of “TEZ TOUR” in Pyatigorsk

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Relevance of the topic under research: Areas of public relations activity widely used in modern travel industry represent an array of techniques and practical arrangements, the choice of which varies depending on the aims and goals set, as well as the economic capacity of the company. However, in practice the performance of any travel company to a large extent depends on the complex usage of techniques and arrangements, which in its turn, demands that the science community and practicing PR-specialists should work out the meaningful information policy and PR-ideology of the operation of travel industry companies which agree with the realities of the contemporary social, cultural and economic environment. At present practically all companies in the domestic travel market widely use the whole range of PR-methods and techniques as they are fully aware of the importance and significance of PR activity in promoting their own tourist products and building brand recognition.

The purpose of the research: complex analysis of the essence, mechanisms and basic lines of PR activity in the operation of the international travel company “TEZ TOUR” and the development of guidelines for their further improvement.

This purpose stipulates the necessity to solve several operational tasks:

1. to systematize the conceptual approaches to the definition of the essence of the idea of “public relations in the travel industry”;
2. to characterize the basic lines of PR-activity in the travel industry from the point of view of their specific features, techniques in use, efficiency;
3. to define the role of public relations in the operation of the travel company “TEZ TOUR” and present a practical analysis of the mechanisms and areas of PR-communication used by the company;
4. to develop the guidelines for the improvement of public relations management of LLC “TEZ TOUR”.

Theoretical and practical significance of the research consists in the conceptual evaluation of the effects from using different lines of PR-communication in travel industry. Certain conclusions resulting from the study build up a theoretical foundation for further research of the problems of complex PR-strategy implementation in the operation of a travel company.

The results of the research may be used in the operation of Russian travel companies, agencies for the purpose of development and implementation of the complex PR-strategy and building the identity of the generated tourist product.

The results of the research. At the present stage the holding “TEZ TOUR” needs immediate development of methodological and practical recommendations to improve the public relations management of LLC “TEZ TOUR”. One of the alternatives to solve the problem can be the introduction of the matrix model of PR-strategy which, if correctly and gradually implemented, is able to build up the efficient system of strategic planning of public relations activity of LLC “TEZ TOUR”. The main stages of its implementation should be strategic planning of the campaign itself, identification of the target audience of the holding, brand platform and communication brief, and the evaluation of the efficiency of PR-strategy in use. Such a model seems to be the best possible for this company in the context of the development of modern Russian travel industry market and lines of PR-activity already used.

Key words: public relations, public relations in travel industry, travel company, travel holding, PR-strategy, PR-ideology, matrix model of PR-strategy.