

Subject matter of the dissertation: INNOVATION IN TECHNOLOGY OF TOURIST SERVICES (for example, travel agencies, LLC "Summer").

Author of the master's dissertation: Shekyan L.G. V - year student of the Institute of International Service of Tourism and Foreign Languages.

Scientific supervisor of the master's dissertation: Kanidant Philosophy, Senior Lecturer, Department of Tourism and hotel service - L.A. Burnyasheva. Doctor of Pedagogical Sciences, Professor of intercultural Communication - A.M.Akopyants.

Customer organization: Limited Liability Company "Summer" exists in Pyatigorsk since 1990. The very same network of travel agencies "Summer" is the first travel company to CMW, which produced charter flights to Egypt. Travel company "Summer" has offices in cities such as: Lermontov, Essentuki and Pyatigorsk, the company plans to open in the town of Mineral Waters. The first travel agency was opened in the town of Pyatigorsk, in 2004 was the opening of the company in Lermontov, in 2010. in Essentuki.

Topicality of the research: The study of the nature of innovation, specific innovation is particularly important, since aggregating the results of progress, innovation can be used to improve the delivery of tourism services.

In our country, the market of tourist services is underdeveloped, which leads to historical relationship to the field of tourism services as a secondary subject, compared with the industrial and agricultural production, and therefore need to realize that the scope of tourist services is one of the leading sectors of the economy and the need to invest in the growing market of tourist services. At present, our country's economy is the increasing development of the scope of the provision of tourist services, Customer Service is being further developed and significantly increases the share of services in the economy of the country's gross national product.

Changes in the system of social relations, and called resonance innovations in technology to provide tourist services, require a theoretical understanding and demonstrate the openness of innovation issues. The urgency of the matter justifies the choice of the theme of our work, "Innovations in technology tourism services (for example, travel agencies, LLC" Summer ").

Objective: Explore the innovations in technology to provide tourist services to travel agencies example Ltd. "Summer" in Pyatigorsk, find ways to improve this sector and to make proposals for innovation.

Tasks: Because of this writing, has identified the following objectives:

- Disclosed the value of innovation, and its role in the technology of tour services;

- The study of the implementation and use of technology innovations in the Russian and foreign markets;

- Analyzed the kinds of innovative technologies used in the travel agency Ltd. "Summer";

the introduction and development of innovative forms of tourism services in the European continent;

- Disclosed the value of intercultural communication in the conduct tour business;

- The use of foreign experience in the tourism industry and hotel industry as an example of the French company Accor.

Theoretical and practical significance of the research: is to develop and add to existing developments in the technology of improving the provision of tourist services and the ability to use its results in the preparation of recommendations to improve the technology of tourist services in the tourist

company "Summer" in Pyatigorsk, which then can serve as a basis for beginning to improve tourist services throughout the region.

Results of the research: providing innovative technology, tourism services, hospitality and travel company, LLC "Summer". Use a travel agency reservation system. We reviewed problems intercultural communication and its role in the tourism industry.

Recommendation: our recommendations for the final matter of the dissertation:

- increase the use of advanced reservation systems
- the level of foreign languages
- increase knowledge on intercultural communication
- the introduction of innovative technologies for modern tourist industry