Abstract

The theme of qualifying work: Problems of improving the quality of the tourist product and organizational aspects of the work of travel agencies with tourists complaints (for example, the travel agency «Mouzenidis Travel» Pyatigorsk).

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Information about the enterprise: Travel agency «Mouzenidis Travel» Pyatigorsk.

Relevance of the research: Nowadays the successful development of the national economy is impossible without the development of services. In our country the development of market relations largely depends on the organization of the service economy, its major factor is the satisfaction of customer needs. In such conditions the best criterion is consumer complaints. In tourism they are often associated with the experience of traveling abroad, by comparing the level of service and quality of the tourism product, and they desire to have the same conditions for recreation, travel, business travel in their country. It's hard to deny that Russian tourist companies’ job with complaints of the clients are insufficiently effective. So, there are delays with the term of complaints, inappropriate communication with consumers, breach of contract or their fulfillments are not fully. All this determines the significant relevance of final qualifying research, as the decision of the main tasks that provide the quality of the tourist product, allows the Russian tourist product become competitive in the international market.

Objective: theoretical justification and practical development of tourist product based on work with tourists’ complaints. The applied goal is the development of directions to improve the work of the travel agency on account of the client evaluations.

Tasks:
- to study the modern aspects of the quality of the tourist product on the basis of the definition of service quality in tourism and ways of its provision and identify areas of improvement in the quality of tourism products in the market competition;
- to identify the features of individual perception by tourists of the quality of services by analyzing the typical complaints of Russian tourists;
- to analyze organizational-economic activity of one of the enterprises of tourist industry of the region (Pyatigorsk);
- to characterize the travel agency’s complaints management for tourists, taking into account the laws and regulations;
- to develop the ways of the travel agency’s activity according to the client evaluations.

The theoretical significance lies in the fact that the results of the research can be used to study and implement modern forms of tour agency’s work with customers’ complaints, because it summarizes the results of current research.
The practical significance. Practical significance of the work is executives and staff of the travel Agency "Mouzenidis Travel" can use results of the research in the current marketing work. Also general conclusions and suggestions will be useful for other tour enterprises.

Results of the research. To implement some recommendations into «Mouzenidis Travel» in Pyatigorsk which the final qualifying work have, you can significantly improve the company's image in the highly competitive market of tourist services in the region of Caucasian Mineral Waters, Stavropol Territory.

Recommendations:

• Travel agencies need to encourage the best employees more frequent, and evaluate independent customer reviews.
• It is necessary to perform the travel conditions for tourists, that they paid for
• It is necessary to demand from staff attentive and professional accompaniment of the tourist from the arrival in office to coming home and even afterwards
• It is necessary to respond to any costumers’ complaints
• Selling managers must be well-qualified.
• It’s not allowed to sell bad-quality services of hotel and catering without warning tourists.
• It is necessary to pay special attention to customers service with "early booking" tours
• Employees of travel agencies need to know what complaints are reasonable and which are unreasonable.
• It is important not to lose contact with tourists after travel
• A travel company need to maintain a database of all claims and complaints of its customers.