Subject matter of the dissertation: DEVELOPMENT PROGRAMS MOTIVATION
(example Ltd. Tour firm "Vira-Tour")

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Customer organization: Ltd. Tour firm "Vira-Tour"

Topicality of the research: The country's transition to market conditions and the RF output on the global level of development, requires the service sector enterprises to improve production efficiency, product competitiveness through the implementation of scientific and technological progress, efficient forms of management and modern management practices. 
Currently, one of the major problems of modern Russia is to build an effective system of management of enterprises in the implementation of which, a key stress are experts in the field of human resource management. 
Therefore, the modern organization management activities should be aimed at increasing the efficiency of their employees through appropriate measures, effective ways to motivate staff to ensure activation of the human resource.
The main trends in the development of motivation and businesses in today's conditions are: focus on strategic approaches, attention to the inner motives of work, the active development of economic, social and psychological methods of stimulation.
In the context of the dynamic development of tourism companies in the North Caucasus Federal District, dramatically increases the need to create a motivational environment ensures optimal resource mobilization, and the development of existing human resources. The crucial causal factor in increasing the effectiveness of the personnel in the tourism company is the development of incentive programs, whose main objective is to obtain maximum benefit from the use of available human resources, thus enhancing the overall efficiency and profitability of tourist firm as a whole.
A high level of motivation for quality work in the field of tourism is not just desirable, but necessary, as the very existence of the enterprise is put in direct dependence on the quality of work of its employees.

Objective: the formation of the regulation and control of the results of work motivation and behavior of personnel in the tourism company LLC "Vira-Tour."
Tasks:
1. To study the theoretical foundations of human resource management;
2. Consider the theory of motivation to the personnel management system;
3. Identify the current level of incentive programs in the tourist company LLC "Vira-Tour";
4. Form a set of proposals to improve the motivation of staff in the tourist company LLC "Vira-Tour."

Theoretical and practical significance of the study. served as the basic tenets of the theory of personnel management, the Labour Code, the work of leading Russian and foreign scientists in the study area. The study used both theoretical and empirical methods.

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Results of the research: Results of graduate studies can be used in the practice of tourist firm LLC "Vira-Tour", and in the activity of tourist organizations of the North Caucasus Federal District.

Recommendations: In the study of tourist company of economic methods of the system of wage employees: wages and designed only to (paper) bonus system for employees. In modern conditions, developing a method of remuneration system low effective. It is therefore advisable to carry out corrective actions that will help more rational approach to this problem in the system of remuneration of employees in the tourism firm. During the summer tourist season of the tourism company LLC "Vira-Tour" (managers for the sale of package tours) is proposed to pay a royalty on sales of 10%, pay for overtime, to pay quarterly bonuses and allowances to the salary for strenuous working conditions in the season. Conduct staff development and training through the tourist company. In addition to the above incentives to employees to pay these bonuses and
allowances:
- Payment for all overtime work on weekends or holidays produce double the amount;
- Provide financial assistance to employees who find themselves in a difficult situation;
- Pay a one-time reward for years of service, for example, this fee to pay employees who have worked in the tourism company 10 years, 20 years, etc.;
- At the end of each quarter to see the book reviews, and offers customers and provide additional incentive allowance for employees noted in her reviews of appreciation.