Summary.

Subject matter: Improving the competitiveness of local tourism in the international tourism market.

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Information about customer organization: Tourism Company Ltd. "Light" in Pyatigorsk.

Topicality of the research:
International tourism is one of the main types of international economic activity, a difficult and complex area that has important influence on both the structure and the general situation in the world economy and on the economy of most countries and regions of the world. The development of tourism has a stimulating effect on economic sectors such as transport, communications, trade, construction, agriculture, consumer goods, and is one of the most promising areas of economic restructuring.

Objective of the research: rationale for ways to improve the competitiveness of the Russian Federation in the global tourism market and to develop practical recommendations for improvements in the Russian Federation on the basis of the analysis of international experience.

Tasks of the research are:
- The study of the concept of competitiveness, the structure in the field of tourism;
- Consideration of factors and evaluation methods to ensure the competitiveness of tourism enterprises;
- The study of the formation of competitive relations, contemporary forms of competition in tourism;
- Analysis of the specific activity of Russian companies in the international market of tourist services;
- Research objects of competition and the dynamics of competitive Russian tourist enterprises;
- Identification of problems creating a competitive environment for Russian tourism enterprises;
- Research activity Tourism Organization (for example, the travel agency "Light") in the international sphere;
- Analysis of competitiveness, mechanisms providing for firms "Light";
- Develop strategies tourists companies’ competitive functioning of domestic and tourist industry in the modern world.

**Theoretical and practical significance.** Scientific and practical results, recommendations and suggestions can be used as a methodological basis for finalizing the Concept of development of Russian tourism, the development of the federal program for the development of tourism and programs for the development of the market of tourist services at the regional level. The results and suggestions can be used by the Ministry of Sports and Tourism, the Federal Agency for Tourism of the Russian Federation to improve the management of tourism, as well as for the accelerated development of tourism. They may be of interest to the relevant bodies of executive power in all the subjects of the Russian Federation, individual businesses and associations to improve its performance.

**Results of the research are:** The most significant results obtained by the author:

Competitiveness of tourism products - it is a relative and generalized characteristic of tourism services, which expresses its favorable contrast to the competitor product tour satisfying all the needs of the consumer.

The competitiveness of firms - is a relative characteristic, which reflects the difference of the firm from its competitors, the degree of satisfaction of the needs of potential customers on the effectiveness of employment and the right strategy for working with the client and with the competing firms.

Under the competitiveness of the tourism industry should understand the performance of individual sectors of the national economy, estimated in addition to
the traditional criteria for indicators, specific to the industry and describes the degree of stability and dynamism in different types of economic development of the country and the world at large.

The factors influencing the competitiveness are: technical and economic - quality, commercial factors - the conditions of the product; legal - technical, the presence of an effective marketing strategy, the level of management and staff, the technological level of production, the tax environment in which the company operates, the availability of funding sources.

The main methods of assessing the competitiveness are: horizontal analysis or trend analysis, in which the figures are compared with the same for the other periods, vertical analysis, which considers the structure of indicators by a gradual descent to a lower level of detail, the factor analysis - analysis of the impact of individual elements of the competitiveness of enterprises on overall economic performance, a comparative analysis - a comparison of indices with similar averages or with those of competitors.

Modern forms of competition are: pure monopoly market, pure (perfect) competition, monopolistic competition, oligopoly. Studied types of competition: honest and unfair. And the way they compete: price and non-price methods.

Recommendations.

Based on the analysis of domestic tourist companies (for example, Ltd. "Light") in the international tourism market, we can offer the following recommendations to improve the competitiveness of tourism products and tourist companies in the international market of tourist services:

- Orientation in the age category from 20 to 50;
- Diversification by attracting more budget travel products;
- Decrease in the price of travel products company;
- To transform the image of firms by means of expansion of the site.

Developed recommendations to improve the competitiveness of the tourism industry of the Russian Federation, namely:

1) value for money in Russia;
2) the development of tourist infrastructure sector;

3) creation of a website, colorfully describing and giving information about each destination of the Russian Federation.

We have tried to give a complete and perfect guidance to help Russian tourist companies go out and be competitive in the international tourism market. And Russian tourism industry as a whole will also be able to become competitive in the international tourism market.