SUMMARY

Theme of final qualifying work: Marketing analysis of non-price factors of formation of incomes of the tourist enterprise (on the example of travel agency "Time travel" Nevinnomyssk)

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Information about customer organization: travel Agency "Time travel" Nevinnomyssk.

Relevance of the research topic: The price of the product plays a significant role for a consumer in choosing between other competing products. However, apart from the price there are many factors that also have a significant impact on consumer preferences. In the tourism industry, the consumer evaluates the ratio of price and quality of tourist services and products. Thus, non-price factors such as quality, prestige of tour and travel agency, convenience of preparation to the trip and reservations are strongly influencing on the consumer's choice of the travel agency and its services.

However, many Russian firms pay insufficient attention to the issues of non-price marketing. This is due to the misunderstanding of the importance of the issue, lack of funds for expensive market research, lack of scientific and applied research of these issues.

The purpose of the study: theoretical analysis of non-price methods of marketing and its impact on the income of tourism enterprises, and also the use of the collected material for analysis of these parameters for one of the companies in the industry, also selected for externship.

Tasks:
- a study of the major non-price factors of increasing revenue of modern tourist enterprise in the system of its marketing;
- identification of applied areas of increasing revenue by improving non-price performance of firms;
- characteristic of the activity of one of the enterprises of tourist industry of the Stavropol territory (travel agency "Time travel" in Nevinnomyssk) on non-price stimulation of demand, sales;
- identification of areas of non-price marketing to increase the revenue of selected enterprises in the form of recommendations for its management;
- generalization of the use of analysis of nonprice factors in the activity of the tourist enterprise in order to increase income, improve work efficiency.

Theoretical and practical significance.

The theoretical significance lies in the fact that the research presents views of a number of authors dealing with issues of non-price factors of formation of incomes of
tourism enterprises. Also there is an analysis of opportunities to increase revenue through non-price marketing in the initial chapter. Methodological basis WRC is unity of goals, objectives, structure research, and the use of scientific methods, such as: system analysis and synthesis; sociological research methods; theoretical analysis of monographic sources and periodical material, other resources; systems analysis of regulatory documents; analysis using graphical and tabular forms.

The practical significance of the work. The second Chapter of the work has an applied nature. It investigated the issues illuminated by the example of the travel Agency "Time travel" in Nevinnomyssk. The General characteristic of activity of the enterprise. The non-price determinant of demand, sales and income, which are applied by the company is analyzed. The Chapter concludes the section containing recommendations to the Agency on improving non-price marketing to increase firm revenues.

The results of the study. During externship 10 areas of non-price marketing travel "Time travel", which provides the company not only benefits, but profits are identified. A ranking of non-price factors on the level of impact on income increase torpidity.

Recommendations. Based on the study of the problem general conclusions and recommendations on all observed areas of non-price marketing are made, in particular for travel agency "Time travel".