Summery

**Subject matter of the dissertation:** Improving the system of promoting domestic tourism products abroad (for example, the tourist company "Light").

**Author of the master’s dissertation:** Ustinova Anastasia Vladimirovna.

**Scientific supervisor of the master’s dissertation:** associate professor of innovatics, management and law Lukyanchikov M.S.

**Customer organization:** Travel agency "LIGHT" has been working on the Russian tourist market for 20 years. The firm is engaged in the development and promotion of domestic, inbound and outbound tourism. For many years the company is working with major tour operators, such as VKO TRAVEL, TEZ TOUR, DETUR, BSI GROUP, TRAVELLAND, PAC GROUP, ALEMAR TOURS.

**Topicality of the research:** Tourism - one of the most promising sectors of the global economy, the potential of which in Russia is used insufficiently. Thus practically all Russian regions have a certain tourist attraction and potential for development of tourist infrastructure. However, despite the high potential for tourism and recreational opportunities, the country still has a small place (about 1%) in the global tourism market. The high tourist potential of Russia confirm the estimates of the World Tourism Organization, which, by 2020 Russia will be one of the most visited countries in the world.

**Objective:** to study the domestic tourism product offered by travel agency "Light" to develop recommendations aimed at improving the promotion of domestic tourism product abroad.

**Tasks:** To realize this objective, tasks were set:

- To review the main approaches to the promotion of tourist products
- Identify specific domestic inbound tourism market;
- Carry out a practical analysis of factors affecting inbound tourism;
- Develop recommendations to improve the promotion of domestic tourism product abroad.
Theoretical and practical significance of the research: The theoretical and practical significance of the research determined by the fact that the scientific and practical problems related to the solution of specific problems for improved promotion of domestic tourism product abroad.

Results of the research: The result of the research is developing promotion of domestic tourism product abroad.

Recommendations: Activities to promote the attractive symbolic characteristics of the region in tourist terms, audiences receive information only about the merits of tourism in the country and its colorful features. The main emphasis in this case is, as a rule, the richness and value of tourism resources as the primary motivational factor in tourism. Thus, the active promotion of potential tourist resources of the region may increase the flow of tourists even in the underdeveloped tourism industry. It should also be more time to pay attention to the increasing tendency of promoting these types of tourism such as ecotourism and adventure tourism that do not require a high level of service.

2. The role of promoting the development of Russian tourism increases the need to mitigate and refutation of the negative opinions regarding the safety of the existing tourism in Russia, and especially in the North Caucasus republics.

3. By stimulating demand for the region's tourism product, marketing communications will promote the maximum use of existing for today the material-technical base of tourism, that is, solving the basic problem of the tourist complex in a failure of investment resources.