SUMMARY
THE FORMATION OF A MARKET INFORMATION SYSTEM FOR ENTERPRISES OF TOURIST INDUSTRY
(on the example of the tourist Agency «Bel-Tour» Pyatigorsk)

Author: Khapova Amina Aslanovna
Supervisor: candidate of economic Sciences, senior teacher of the chair of tourism and hotel service - Alekseeva Margarita Alekseevna

The topicality of the research is that it opens the possibilities provided by the methods of modern marketing, efficient enterprise management in the tourism industry with the use of the integral system of marketing information. Diploma subject of the study relates to ensure performance management, development of the tourist enterprises on the basis of the comprehensive analysis of different signals the market, and which are formed within the firm.

The relevance of this final qualifying work is due to the possibility of using developed on the theme of the elements of a market information system for specific enterprises of tourist industry by the company, and other agencies with similar market orientation.

The extent of the problem development cannot be considered marginal, absolutely no need for improvement. Although foreign and domestic scientists marketers made a significant contribution to the study of questions of formation of system of marketing information for businesses, including tourism, this subject needs further development, pilot-tested on specific companies, and to be adjusted on the basis of the practical implementation of theoretical positions.

The aim of the work is in the collection and generalization of theoretical material on the problems of forming and using marketing information, as well as the study of these issues in the activity of one of the enterprises of tourist industry, in particular - tourism firms operating in the market of the region of Caucasian Mineral Waters, in Pyatigorsk). Also the purpose of final qualifying work can be considered as the identification and resolution of problems associated with the collection, analysis and use of marketing information tourist Agency "Bel-
that this company can be the basis for further research.

**Work tasks** are derived from the objectives of the study and can be formulated as follows:

to reveal the theoretical principles, formulated in the works of domestic and foreign authors on the formation of the marketing information tourist enterprises;
to summarize the collected material;
explore the influence marketing information on the conduct and results of marketing researches;
to formulate the main directions of marketing research of the enterprise;
to develop a system of marketing information and use it to build recommendations travel agent company for improvement of marketing and strengthen its market positions.

**The object of research** in this paper is a travel company "Bel-Tour", Pyatigorsk.

**Subject of research** - the activity of tourist enterprises, including working with marketing information, aimed at creating an integral system of marketing information company, through the development of separate components of this system, with the aim to set the vector of works for further deepening of the research.

**Structure of work:** thesis consists of three chapters, introduction, conclusion, bibliography of sources and applications. The first Chapter of the work is devoted to theoretical issues of marketing information company. In her study the information sources in modern marketing and characteristics of external and internal marketing information company, selected tasks of marketing research. The second Chapter is analytic and contains the analysis of features of formation of system of marketing information for a tourism firm. Here disclosed the essence of marketing research of the tourist's enterprise, especially for the travel agent of the company and the directions of using a travel agent marketing information about the market.

In the third Chapter of thesis collected data on industrial activity of tourist Agency «Bel-Tour», Pyatigorsk. There is a description of how we organize the collection
and analysis of marketing information. Because work at the enterprise is conducted in a small volume, in the last paragraph developed and completed forms for storage and processing of information about the company and about market processes around it. The conclusion contains generalizations and conclusions on the subject matter.