РЕФЕРАТ

Тема выпускной квалификационной работы (Subject matter of the dissertation): Tasks and techniques for regional tourist resources promotion (by example of a tourist agency “Grand-Tour”)

Автор ВКР (Author of the master’s dissertation): Julia Rusak

Научный руководитель ВКР (Scientific supervisor of the master’s dissertation): Tatiana Kolchugina

Сведения об организации-заказчике (Customer organization): tourist agency “Grand-Tour”.

Актуальность темы исследования (Topicality of the research): Nowadays tourism industry is one of the most rapidly developing sectors of economy. Russian Federation possesses a rich tourist and recreational potential, but still the tourist trade is developed unevenly. The Northern Caucasus Federal District is a unique region with ample opportunities for tourism development, yet the proceeds of the industry make a slight percent in the economy of the region. To change this situation and promote regional tourist resources it is necessary to create and develop effective strategies of the promotion.

Цель работы (Objective): The objective of the dissertation is a complex analysis of the possible ways of regional tourism development and development of the promotional strategy.

Задачи (Tasks): The main tasks of the dissertation are: to describe the tourism industry potential of Russian Federation and The Northern Caucasus Federal District, to carry out marketing analysis of Pyatigorsk competitive environment and to develop the strategy of promotion by example of a tourist complex “Mara”.

Теоретическая и практическая значимость исследования (Theoretical and practical significance of the research): Theoretical significance of the research consists in the revelation of promotional techniques. The practical significance consists in the usage of the stated conclusions and suggestions for the development strategy elaboration.

Результаты исследования (Results of the research): The main conclusion of the research for the tourist agency “Grand-Tour” is that Pyatigorsk competitive environment is rather powerful and well organized and for the relatively young tourist agency as “Grand-Tour” the most efficient development strategy would be
provision of new products. New and prospective tourist complex “Mara” was suggested as an example of such new product.

Рекомендации (Recommendations): As promotion of “Mara” through tourist agency “Grand-Tour” the author of the dissertation suggests to provide customers with information about the complex on the web-site of the agency, release business cards and promotional leaflets. Another way of print advertisement “Grand-Tour” can use is advertisement in magazines. As a method of sale promotion “Grand-Tour” can offer discounts and provide special offers aimed to increase the number of sales. In addition the agency can take part in local exhibitions and contests with tours organized for “Mara”. All these actions will allow “Grand-Tour” agency to become a representative of the tourist complex “Mara” and will assist in competitive recovery.