Abstract of the Master dissertation

Subject matter of the dissertation: The Control system of quality of tourist's services in the international tourism (By way of example of travel agency “Light”)

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Customer organization: LLC “Light”

Topicality of the research: According to UNWTO – World Organization of the United Nations – the share of tourism in the world export of services makes 30% and takes place after export of fuel, chemical production and cars. The standards for certification of services of tourism are seldom applied in our country. Some large tour operators apply the international ISO standards in the work. The committee of tourist services developed the ISO/TC standards 228 of tourism and associated services. Introduction in practice of standards, is extremely necessary, therefore the subject of this research is very actual for the Russian reality today.

From the point of view of the partners working in economically developed countries, existence at the company of a control system of quality, serves not only the guarantor of quality of the final product (service), but also essentially reduces risks of the insurer at the conclusion of transactions. It allows to reach considerable economy and does a product more competitive. All arguments listed before in favor of quality management system on the international ISO 9001:2000 standards are easily applicable to tourist branch.

Objective: To investigate management of quality of tourist's services in the international sphere and to determine the ways of improvement of a control system by quality of service in LLC “Light”.

Tasks: 1. To analyse concept of quality of services and the main indicators of quality of service at the tourist's enterprises, to define their classifications;

2. To reveal motivations and the actuality of introduction of a control system of quality of services at the enterprises of tourist branch.

3. To investigate the normative legal support at the enterprises in tourism
4. The qualitative analysis of a condition of the tourist market Pyatigorsk and a place of travel agency of the "Light" in tourist and recreational activity of the region.

5. To estimate quality of services of LLC “Light”.

6. To develop a control system of quality at the LLC “Light”.

**Hypothesis:** The quality management of tourist's services in the international sphere should be carried out on the basis of obligatory certification of tourist services.

**Novelty of the research:** Scientific novelty of the research consists in development of theoretical and methodical aspects of formation of a control system by quality of a tourist product and development of practical recommendations about its introduction.

**The main principles to be depended:**

1. The control system of quality of services should be directed, first of all, on improvement of process of granting a tourist product.

2. The control system of quality of a tourist's product should cover all stages of life cycle of a tourist product: marketing and market studying, the analysis of requirements to quality of a tourist product, planning of a tourist product, process of granting a tourist product.

3. The characteristics of process of granting a tourist product in a control system of quality describe the actual or desirable level of the services provided by tourist firm. Therefore requirements to tourist services within a control system of quality should have dynamic character and should be corrected annually.

**Theoretical and practical significance of the research:** The motivation and the actuality of introduction of a control system by quality of services at the enterprises of tourist branch are revealed; stages of process of development and introduction of a control system by quality of service in travel agencies are proved.

The developed techniques and offers on development of the system of quality management of service in travel agencies allow to increase efficiency of
practical activities of travel agencies in the sphere of quality management of tourist services. State-of-the-art reviews, conclusions and results can be used by the companies for improvement of own activity on service quality management

**Results of the research:** We came to a conclusion that the control system of quality of services should be directed, first of all, on improvement of process of granting the tourist product which quality defines potential possibility of travel agency to render the services which are meeting the requirements of consumers. The control system of quality of services in the sphere of tourism should consider specific characteristics of activity of the tourist enterprises which are shown that:

- they don't make substantiated production. Consumption of services begins after their granting;

- the most part of the personnel rendering services directly contacts to the consumer. In the course of service rendering the consumer perceives and estimates level, professional knowledge, social skills of staff of the tourist organization;

- The ways of the provided services are various: they can be realized on the basis of the standard tourist program, and are in some cases provided on the basis of the agreement between the tourist organization and the consumer;

- management of process of providing the majority of tourist services has the character similar to management of the project. Therefore stages of receiving and an assessment of intermediate and resulting effects should be defined.

These general characteristics of activity of travel agencies essentially distinguish service process from production and result in necessity of special interpretation of a control system of quality of services in travel company.

**Recommendations:** Introduction of a control system by quality of a tourist product offers the following advantages: For travel agency as a whole:

- interfunctional barriers should be eliminated;

- quality teams according to the solution of the problems concerning various structural divisions should be formed;

- the relations between divisions by a principle "supplier consumer" should be formed;