Subject matter of the dissertation: improvement of process of the organization of business tourism by the JSC OLYMP company «Pegas Turistik».

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Customer organization: JSC OLYMP touristic company «Pegas Turistik».

Topicality of the research: The most vital issue of the present is the problem of a lack of time first of all for rest because of compaction of the schedule of work of the modern people, minimum conditions for recreation. In this situation the sphere of tourist's services can render the invaluable help in satisfaction of recreational and improving needs of the modern person who has become essential and vital. In this regard the tourist's industry actively responds to inquiries of the present and allows to combine work and rest process within business tourism.

Today business tourism is a synthesis of rest, improvement, entertainment and knowledge. However the organization of business trips is specifics due to initiative of their development belongs to the client – firms which want to hold business event.

In this regard from tour operators and travel agencies is required special attention to organization of events of this type and representing of all opportunities for satisfaction of inquiries of the client. And, as we can see on the practice, not all enterprises of the tourist's industry are capable to cope with this task. The solution of this problem can be serious scientific development and definition of specifics of business tourism with further presentation of practical recommendations about introduction of this technology and its timely improvement.

Objective: development of improvement mechanisms of the organization of business tours in a context of human wants.

Tasks:
- to define key aspects of the theory of human wants;
- to study tourist requirements as specific group of needs of the person;
- to open essential characteristics of business tourism as independent segment of tourist's services;
- to develop the program of short-term training for the team members of travel agency on the organization of business trips bearing in mind the theory of human wants.

**Theoretical and practical significance of the research:** The materials presented in work can be used as within theoretical training courses on special disciplines, and in work practice of travel companies and the hotel enterprises. The developed program of short-term training seminar can form a basis for advanced training courses for staff of tour operator and tourist firms.

**Results of the research:**
- «Pegas Turistik» has no sufficient experience in the organization of the business tours which complexity is first of all that the consumer mostly himself dictates conditions of carrying out action (a place, time, service level, etc.);
- for the purpose of increase of efficiency of professional activity of employees «Pegas Turistik» in the direction of the organization of business rounds we developed the program training course including the following sections: theoretical block of preparation, interactive block, game block, postgame block and block of conclusions.

**Recommendations:** This program training course made a basis of recommendations about optimization of process of preparation of business tours and introduction in daily practice of training programs for the organization personnel in this direction. We believe that the mechanisms developed by us can actively be used not only in the course of training for managers of travel agencies, but also promote increase of professional qualification of staff of hotels, sports complexes, excursion bureaus.