Essay

Theme of master's qualification work: Theory and practice customer service (on the example of the tourist company «Apache»)

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Information about the organization: limited liability company travel company «APACHE» - the branch of the company TEZ TOUR in the city. Pyatigorsk.

The actuality of the research: Many firms, enterprises, and organizations are involved in servicing tourists. In the conditions of the competition, their main task is the organization of the correct and quality service to the customers (tourists). What is the firm more considered and, as a consequence, the effective technology of servicing customers, and that's where they go. All this causes the relevance and importance of the research problem.

The purpose of the qualification work: justification of the ways of increasing the quality of customer service on the example of the travel Agency «APACHE».

Tasks:
- to study the subjects of the market of tourist services;
- to analyze the contents of the process of customer service;
- give a detailed description of the technologies of customer service (documentation of relations between the travel Agency with the client, tour bookings and organization of settlements with clients, work with the client in difficult situations and after completion of travel);
- define the requirements to the quality of service for tourist enterprise and conditions for the creation of quality service;
- to give a General characteristic of the tourist firm «APACHE»;
- review the main directions and groups of clients of the company;
- describe the organization of service of tourists;
- to submit to the development of measures to improve the quality of service of tourists.

Theoretical significance of the work consists in the fact that the results of the study contribute to a better understanding of the characteristics and laws of the organization of customer service.
**Practical value of work** consists in the possibility to use the results of research in the process of preparation of future specialists in the sphere of tourism. The proposed set of measures to improve the quality of customer service can be used by the managers of the travel Agency «APACHE» in the process of servicing clients.

**The results of the research**: the analysis of the LLC «Apache» allows to make the following conclusions:

1. The client always reported the list of documents, necessary for registration of the tour, as well as optional, but required information: for example, on preventive vaccination, about the peculiarities of entry and stay in a foreign country, the specifics of behavior during the trip.
   An important element of customer service is a documentation of the relationship. The documents can be divided into three groups: documents for order (application, a sheet of booking, the reservation confirmation); the documents for the client (contract, voucher, the voucher, memo, an insurance policy, a ticket for transportation); - the documents asserting the identity of person (passport, power of attorney for children, etc.).

2. Booking of the tour is as follows. Manager prepares all the necessary information: the place of destination, tour number, the name of the tourist, the dates of departure and return. Then he communicates with the representative of the tour operator. Then ask all the questions on the terms of the tour. Agent tour operator reported all the above-mentioned information, including the hotel, the number of people in the room, the type of bed - double bed, two single, etc. If the tour does not include travel, agent, reported the number and date of flight booked Manager for the client. The Manager gets the number of made them the order. Having received from the agent tour operator confirmation of the order, the Manager shall have the right to take from the client money.

3. When booking the tour, in order to reserve a place, it is necessary to make a Deposit is not refundable in case of cancellation of the trip. The admission of tourists to participate in the visit is carried out upon presentation of a special voucher confirming the 100-percent payment. Payment is deemed to be final only on receipt of the tour operator. As a rule, tourists book their trip for 1-3 weeks, making the full value immediately.

4. Of great importance is the instruction of clients before the trip. At the meeting of the group of each client (the family) is an envelope with a package of documents, which is necessary to take the journey. The package of documents included the customs Declaration and a sample of their filling; map of the city, information sheet. On the eve of the travel company's staff on the phone to remind tourists of the forthcoming trip.

5. In the case of the existence of the circumstances hindering the implementation
of trips in the stipulated terms, it is necessary to create conditions to ensure the potential client tourist service with the necessary changes. In conflict situations to save the image of the firm may sell tickets at cost (below cost) as agreed with the administration. The client initially sets out the claim to the company, if any, most often on the phone, addressing himself to the Manager who has concluded a contract with him. The Manager should listen carefully to the client, understand the essence of the conflict and to make every effort to «repay» the conflict situation. If the client addressed to the company with written claim, the claim shall be considered within 10 days after its receipt.

6. Considered by us OOO tourist company «APACHE» is a subsidiary of the company TEZ TOUR in the city. The company has a large, constantly growing, a network of regional offices throughout Russia. «APACHE» enjoys the well-deserved reputation of one of the most high-tech companies of the region. Complete computerization and an adjusted system of work do not allow the loss of information that allows the firm to smoothly and clearly serve dozens of agencies, even in the peak tourist season. Travel Agency only works with proven and reliable partners.

7. As most of the companies «APACHE» has no clear specialization and is engaged in the offers on many fronts. At the present time, the main directions are children's educational programs in great Britain, Canada and the United States, as well as in other countries, and various educational programs for adults. Also today in the assortment of «APACHE» there are areas such as Andorra, Austria, Bali, Brazil, Bulgaria, Greece, Dominican Republic, Egypt, Indonesia, Spain, Italy, China, Cuba, Malaysia, Maldives, Mexico, UAE, the USA, Thailand, Turkey, Sri Lanka. The company carries out the bus tours through Europe, treatment and rehabilitation in Russia and abroad. Additional travel Agency «APACHE» offers guided tours of the cities of Caucasian Mineral Waters, Kabardino-Balkaria, Karachayevo-Cherkessia, North Ossetia, treatment in sanatoria KMV, carries out the reception of organized groups in KMV.

8. The company offers and develops individual tours, taking into account the interests, Hobbies and wishes of the client; additionally implements hotel reservation, transfer services. Organizes beach vacation, exotic tours, ski tours, tours for newlyweds, corporate tours, shopping tours, always in the presence of the so-called «burning» tours. Also «APACHE» is engaged in registration of foreign passports and visas, provides legal advice to travelers and tourist companies. Before designate their proposal, travel Agency «APACHE» carefully examining each route, analyzes the hotel, selects the transport, gets acquainted with the guides and develops the technology of work with foreign partners.

9. The main priorities in the work of the tourist companies are personal attention to each client and creative approach to any problem. The special pride of the company is that every year, up to 50% of the customers are re-converted, and another 20% are on the recommendations of friends. Some went with the company
in various travels by 3-4 times. Managers of travel Agency «APACHE» think carefully about the system of discounts, bonuses and special tariffs, which can be made available to any interested person depending on the tour. Thanks to the efficient functioning of the feedback each new tourist season in the development of programs for the next year employees of travel companies try to take into account all the comments and wishes of the individual and corporate clients.

10. The staff of «APACHE», consisting of 8 people, uses the standard algorithm of customer service. Approaches LLC «APACHE» to work with customers and the services offered new and highly effective. The staff of travel agencies work quickly and accurately. Making the trip every client is carried out in the shortest possible time. The process of registration of documents in the travel Agency «APACHE» also is standard.

11. The company's staff pays special attention to monitoring the quality of services provided at all stages. They carefully monitor every application from the moment of receipt to the company, prior to the return of the tourist home. Managers are always call with the client at the end of the tour, to learn opinion of the client. Moreover, employees do not lose contact with the clients and in the future, congratulate them with official and personal holidays, as well as alert about promotions and discounts.

12. In accordance with the standard «Tourist services. General requirements», the staff of the travel Agency «APACHE», including the senior management team, has professional training and qualifications, including knowledge of and ability to apply them in practice. Staff is able to give a clear answer to the visitor of the question; owns the information, necessary for the consumer and it constantly updates; improves their qualification not less than once a year.

13. To improve the quality of services in the travel Agency «APACHE» one can recommend: to expand the area of the premises and the increase of personnel; to continue to improve qualification of the personnel (the culture of communication, interest in work, and improve foreign language in the volume of work); develop new operator of the program, introduce additional services; pay more attention to advertising the campaign in the mass media; send out promotional materials by mail to potential customers; to issue souvenir products; to develop a web-site and support it; participate in various seminars, exhibitions, conferences. All of these aspects will help to improve the quality of the service in the travel Agency «APACHE», and further prosperity.

**Recommendations:**
- to expand the area of the room and to increase the number of staff;
- continue to improve the qualification of the personnel;
- develop new operator of the program, introduce additional services;
- to pay more attention to advertising campaigns in the press, on television, radio;
- to produce souvenir production: calendars, calendars, postcards, booklets, badges, lighters, pens, mugs;
- to develop a web-site and support it;
- to participate in various seminars, exhibitions, conferences.