Abstract of the Master's dissertation

Subject matter of the dissertation: Specificity of the promotion and implementation of international travel products by regional travel agencies (for example, the activity of "Adriatic" of Stavropol)

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Customer organization: Travel Agency Company «Adriatic»

Topicality of the research: Analysis of the international tourism market, a study of the existing methods of promotion and implementation, and development of recommendations for the introduction of new effective methods, taking into account the specific characteristics is particularly relevant.

Objective: To develop proposals to solve the problems of promotion and implementation of international tours, taking into account the specifics of regional travel agencies.

Tasks: 1. To consider the theoretical and methodological features of the promotion and implementation of international travel agency of tourism products.
2. To analyze the market of international tourism in the Russian Federation.
3. To identify the dynamics of the regional outbound tourism market and the specific promotion of international tourism routes.
4. To develop a new tour with a description of infrastructure facilities.
5. To make documentary film as one of the proposed new methods developed to promote the tour.

Hypothesis: Hypothesis of the dissertation research is that in today's environment characterized by increasing complexity of the relationship between the major tour operators and regional tourist agencies, in promoting the efficiency of the model and the implementation of international tours must be based on the use of modern methods of promotion of international tours in the international tourist market

Novelty of the research: Using the concept of association of travel agents and tour operators of Stavropol will increase as the competitiveness of the proposed forms and methods of promotion and the level of services provided.

The main principles to be depended: Based on the analysis of the travel agencies, "Adriatic", were considered important economic indicators that determine the effectiveness of the development of the travel agencies.

With the proposed new methods of promotion and implementation of international tours, tour operators and travel agents in Stavropol can upgrade to the mutual cooperation.

Designed to promote the tour to Kenya for honeymooners, and implementation of tourism products should be used a documentary film created by the author, that fully complements the proposed tour.

Theoretical and practical significance of the research: Results of the study extend the system of scientific ideas about the specifics of the promotion and
implementation of international tours by regional travel agencies as a significant factor of turopereyting.

**Results of the research:** Materials of Master's dissertation may be of interest to regional enterprises in the tourism sector.

**Recommendations:** Using the concept of association of travel agents and tour operators of Stavropol, will increase as the competitiveness of the proposed forms and methods of promotion and the level of services provided