ABSTRACT

The topic of the thesis: Traditional and innovative forms of the effective sales organization of tourist product (based on the sample of a travel agency "Mouzenidis Travel" Pyatigorsk)

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Customer organization information: a travel Agency "Mouzenidis Travel" Pyatigorsk.

The relevance of the research topic is stipulated by increasing competition, market fluctuations of the world and Russian economy and the maximized degree of markets’ saturation with goods and services, rising consumer culture improvements, the variability of the nature and structure of market demand, the rapid expansion and renewal of the product range in all sectors, including tourism, and the large number of similar products. All the factors create difficulties for businesses to implement sales, despite the fact that they were popular in the production on the market before.

This way the role of marketing activity of firms dealing with tourism and travel is increasing in such a situation. So the issues associated with the selection and implementation of innovative forms of the organization of effective sales of tourist product has become actual along with traditional approaches.

Russian travel agencies pay not enough attention to sales techniques, the traditional ways are commonly applied and it usually results in losing the competition with foreign holdings, which arrange this work as a well-organized processes are provided with sufficient financial resources.

Therefore this fact also proves that expertise in both traditional and innovative forms of sales and distribution should be summarized to allow using the best practices and to create unique ways of selling in any travel company.

The objective of the work: a synthesis of theoretical and applied material of knowledge on the issues of organization of sales of the tourist product, as a part of the functional business marketing, particularly highlighting the experience of traditional forms in providing accommodation services combined with innovative approaches.

Tasks:
- to study the research, journalistic and academic publications on the process of sales of the tourist product in the marketing structure of modern enterprises;
- to generalize the traditional sales methods of the product in tourism enterprises;
- to analyze the examples of innovative forms of tourism products sales;
- to identify the areas of successful sales ways for travel firms;
- to analyze the technologies used in the tour agency "Mouzenidis Travel" Pyatigorsk;
- to develop the recommendations for introduction of innovative forms of sales in a travel agency.

**The theoretical significance:** The value of the research lies in the possibility of using the obtained results for the study and implementation of modern effective methods of sales of the tourist product, including package tours and individual services for holidaymakers.

**The practical significance of the work** lies in the possibility of using the results of the study:

- by the executive management of the travel agency "Mouzenidis Travel" in the current marketing activity;
- by employees of the agency;
- in planning the entire marketing activities of the whole enterprise.

**The study outcome:** there is the calculation of the additional income of the agency from implementation of the proposed innovative sales technologies in addition to the 12 proposed technologies, some of which are innovative proposals for the agency which are given in the last paragraph of the thesis.

**Guidelines:**

1. Establishment of a travel agencies (offices) chain in the region.
2. Creation of corporate rules of customer service considering local cross-cultural communication peculiarities.
3. To install the partner software on the company’s website such as “Aviasales” (aviasales.ru).
4. To offer health insurance getting the commission from the insurance provider.
5. To sell mobile (SIM) cards to customers.

6. To offer individual transfers with basic or VIP service.

7. To sell packages on credit.

8. To offer incentives and special deals for customers posting positive reviews on the web site and forwarding the information about the company to relatives and friends.

9. The introduction of payments by electronic money.

10. To upgrade and redecorate the office for the convenience and comfort of sales.

11. To train the sales personnel via deeper study of all the proposed tour destinations.

12. To use more "subtle" approach to the study of consumer demand in the region of Caucasian Mineral Waters Region and Stavropol region.

The guidelines given above have been formulated after the internship completion and based on the analysis of technologies used in the company of internship.