Summary

Subject matter of the dissertation: it is influence of modern communicative technologies on improvement of image of tourism organizations (on the example of hotel "Grand Hotel Aleksandrovsky").

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Customer organization: "Aleksandrovsky" - is the first grand hotel of world level located in the center of Vladikavkaz, the capital of North Ossetia. Image of hotel is adjusted on that stay in it will allow to plunge into the atmosphere of elegant luxury and greatness of an imperial era. The grand hotel provides a wide range of individual services for business travelers and having a rest guests, and also is an ideal place for holding of conferences and other business actions. There are all conditions for comfortable stay: magnificent numbers, restaurant service of the highest level, SPA complex and ample opportunities for carrying out festive and business events.

Topicality of the research: The formation of positive image is one of the main parties of the organization. Image renders information and emotionally - psychological influence on external and internal the enterprise environment for the purpose of strengthening of the social status and growth of popularity of the organization, strengthens advertising and production advance, creates corporate culture. The formation and introduction of image happens by means of communicative technologies which proceed from the enterprise and its management. And, such technologies have to be directed, as on the staff of the enterprise, for the purpose of maintenance and improvement of social climate in the organization, and on formation of public opinion in general. The similar complex of actions is capable to create the favorable relation to the enterprise and its management (image), both at the staff of the enterprise, and at the population of
the city, the area where it is located. By means of communicative technologies it is possible to create not only external image of the company (a logo, the trademark, a slogan, firm colors, a set of fonts), but also internal (mental features, ethics and etiquette).

**Objective:** it is consideration of influence of modern communicative technologies on improvement of image of tourism organizations.

**Tasks:**
- to study image of modern tourism organizations, to define its tasks and function;
- to consider the main stages and the means necessary for formation of image in modern tourism organizations;
- to characterize specifics of communicative technologies in development of image of tourism organizations abroad;
- to analyze the communicative technologies applied at creation of image of the Russian tourism organizations;
- to study the organization of internal and external image of hotel "Grand Hotel Aleksandrovsky";
- to develop priority actions for improvement of image of hotel "Grand Hotel Aleksandrovsky" by means of modern communicative technologies.

**Theoretical and practical significance of the research:** it is possibility of use of the presented theoretical practices and practical offers in improvement of image and successful activity of hotels.

**Results of the research:** it was found out in work, tourism is one of the most dynamically developing sectors of the economy, being in some countries in the solid line of replenishment of the income of the budget. All this caused development of tourism both internal, and international. Development of tourism entailed itself process of creation of the corresponding infrastructure – a complex of the organizations serving tourists which have to have positive image and win good reputation in the opinion of present and potential clients. Image is the final product of activity of the tourist enterprise. The corporate style, office registration, the organization of reception of visitors belong to its major components.
Such factor has a great impact on development of hotel business, as the image of hotel providing favorable perception of hotel, known to clients. Image as a whole consists of location of the hotel, offered services and conveniences, external perception and the internal atmosphere of hotel, and also a service personnel skill level.

**Recommendations:** Grand hotel "Aleksandrovyshy" it is possible to use means both external and internal communication. Summing up, it is possible to tell that funds of external communication are allocated for formation of positive public opinion and creation of effect of recognition of a brand at potential consumers, and also increases of own prestige at regular customers. In turn means of internal communication lead to education of spirit of corporate unity and improvement of quality of provided services.

The firm should draw actively to itself attention, holding charitable actions, competently to carry out the advertizing companies and to offer a wide range of additional services for regular customers. Practical use of the recommendations listed in work and offers is capable to strengthen significantly firm positions in the market of tourist services.