Summary

Subject matter of qualification paper (Master’s dissertation): DEVELOPMENT OF TOURIST INFRASTRUCTURE BASED ON THE ADAPTATION OF INTERNATIONAL EXPERIENCE OF USING FRANCHISE NETWORK

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Information about internship organization: French bakery chain «Provence».

Topicality of the research: Franchise is one of the tools of tourism sector in general and tourism infrastructure in particular that allows you to allocate the resources of all economic agents. In recent years, the tourist market in Russia has become available for both foreign and domestic companies operating on the franchise system which are now presented in almost all segments of the tourism industry, including catering. This thesis is an attempt of a system research of possibilities for tourist infrastructure development based on creating and active implementation of franchise relationships.

Objective of the final qualification paper (Master’s dissertation): To create recommendations for implementing franchising relationships in tourism industry enterprise activities with the purpose to develop tourist infrastructure, which is a major appealing factor to attract different categories of tourists.

Tasks of the research are:
- to examine the essence of the concept of tourism infrastructure and highlight its main elements;
- to identify the main elements of the development of tourism infrastructure;
- to consider the history of origin and the structure of the franchise relationship;
- to highlight the progressive foreign and domestic experience of franchising in the field of tourism;
- to analyze the activities of French bakeries network «Provence» and develop elements of franchising relationships with regard to this specific network in particular and public catering enterprises in general;
- to work out guidelines for choosing the optimal form of franchising relationships to develop the tourist infrastructure of Caucasian Mineral Waters Region.
The hypothesis of the research is based on the fact that further development of tourism in Russia is associated with the investment in the tourism infrastructure, which according to experts amounts to 20% of the tourist attractiveness of a particular territory. One of the mechanisms for the development of such tourist infrastructure component as an attractor can and must become a franchise, allowing to actively involve private investors and to minimize public investments. Developing a franchise network in catering business will provide the possibility, ultimately, to create the "flavor" that will attract tourists to a particular destination.

Scientific novelty of the research consists in adapting the foreign experience of organizing franchise relations to tourism sphere in Russia, in developing a system of franchise relations, which can be implemented in the network of French bakeries «Provence» in particular and in catering business in general, and which main goal is the development of tourism infrastructure in the region of Caucasian Mineral Waters as an attractor that will draw potential clients to this tourist destination.

Theoretical significance consists in extending theoretical knowledge on the development of tourist infrastructure, tools and mechanisms for its regulation, on franchise relations, especially their application in the field of tourism. The paper is concerned with the issue of possibilities for tourist infrastructure development through franchise relationships.

Practical significance is determined by the fact that the results of the research can be implemented in the activity of French bakery chain «Provence», and the proposed system of franchise relations may become the source of the tourist infrastructure development and attractiveness. The treaty on commercial concession (franchising) and the annex to the contract on commercial concession (franchising) can be used by the French bakery chain «Provence» not only in Caucasian Mineral Waters region but also beyond its boundaries.

Resultsofthereresearch:

Tourist infrastructure of a specific territory is an integrated system composed of attractors and attractions, as well as the aggregate of enterprises and institutions located in a particular area, organizing and serving tourists and providing functioning and development of tourism enterprises. We can distinguish various approaches to grouping elements of the tourist infrastructure. According to one of them, it can be divided into six groups: primary; additional - more focused on the local population; supplementary - more focused on the tourists care; supporting; enterprises engaged in different types of repairs and attractors.

In the scientific literature franchising is defined as a mixed form of large and small businesses, in which large corporations, "parent" companies (franchisors) make contracts with small firms (franchisees) on the right, the privilege to act on
behalf of the franchisor. This small company is obliged to carry out its business only in the form prescribed by a large firm, for a certain time and in a certain place. In turn, the franchisor is obliged to provide the franchisee with goods, technologies, to fully cooperate in the business.

**Recommendations:**

- establishing a system of franchise relations, including the stage of forming the claimed system, the organization of the process of developing a consistent system of relations between the franchisor and the franchisee from formulating theoretical propositions of future activities to executing the contract, management and the program of action.
- Using the created agreement on commercial concession (franchise) as well as the annex to the agreement of commercial concession (franchise) in the activities of French bakery chain «Provence». In addition, the Guide on Franchising should be composed.
- While selecting a franchise and franchisor, the following fundamental principles should be taken into account: choose a franchise company, which is interested in selling quality goods and services; select the franchisor with the brand, which enjoys a good reputation among consumers; the franchisor should produce and market high-quality products which are in demand; the franchisor should have good relations with his franchisees; franchising companies must have a good outlook for sales, profits and investment.

Our proposed system of franchise relations is aimed at ensuring the development of catering institutions, satisfying different needs of tourists and visitors to the region and the city. It also contributes to the formation of the restaurant industry as an independent object of tourist attraction.