SUMMARY

Subject matter: Technologies of management of conflicts in the segment of the consumer – tourist enterprise (on the example of SP travel agency «Warm areas»).

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Topicality of the research: Now the problem of management of conflicts is actual. This subject causes interest of many scientists, both Russian and foreign. Reasonable management of conflicts sharply reduces opportunity of appearing of negative effects in the organization and help to improve enterprise activity. Search of effective ways of prevention and resolution of conflicts – very important problem of management. That’s why this problem is actual nowadays.

The aim of the final qualifying work is identification of technologies of management by the conflicts in modern tourism organizations and development of recommendations about prevention and a resolution of conflicts on the basis of the analysis of theoretical and practical aspects of a considered problem.

Tasks:
- to define concept, essence, the reasons and types of the conflicts;
- to study technologies and methods of permission of the organizational conflicts;
- to consider concepts object and a conflict subject in tourist activity;
- to analyze activity of the tourist enterprise "Warm areas";
- to characterize level of a conflictness and search of reserves for management of the conflicts in Warm Edges travel agency;
- to develop recommendations for prevention and a resolution of conflicts.

**Theoretical and practical significance of the research:** The theoretical significance of the research is that the provision of work can be used by heads, the students studying a technique of management, prevention and a resolution of conflicts at the tourist's industry enterprise. The recommendations stated in work, will be useful to the staff of the tourist organizations especially in the period of crisis situations and personnel change.

The practical significance of final qualification work consists of the majority of theoretical conclusions and offers are brought to concrete methodical recommendations and can be used for the organization of management process, prevention and a resolution of conflicts in the sphere of tourism management.

**Results of the research:** In travel agency «Warm areas» the most frequent type of the conflict is the conflict between the consumer and tourist firm. Conflictness level in this travel agency can be defined as average. Number of dissatisfied clients is small. The book of complaints and questioning of clients testifies are the evidences of this fact. In work with people, complaints are inevitable. This tourist firm pays attention to dissatisfied clients, tries to resolve conflicts, eliminate the defects, to keep the client and to make so that he wanted to return again. The most important for employees to react to the complaint of the client even if it isn't proved. Try to remain in good relations with the person and do everything possible in order to client lefts firm on a positive note.

**Recommendations:** We developed some actions for prevention and a resolution of conflicts between the consumer and tourist firm:

1. Carrying out psychological tests for the staff of tourist firm "Warm areas"
   - test for irritability;
   - test for tactfulness and conflictness;
   - test for a resistance to stress;
   - the test for ability to supervise itself in difficult situations.
2. Carrying out psychological training. During training we recommend to use some exercises.
   1. Exercise on a greeting.
   2. Exercise "I say that I see".
   4. Exercise "Smoothing of the conflicts".
   5. Exercise "If, I would become …".

3. Creation of an artificial situation of the conflict at reception of the employee for work.