Subject matter of the dissertation: Foundations of business communication in the tourism business (for example, Ltd. «The Rose of the Winds KMV»).

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Customer organization: Ltd. «The Rose of the Winds KMV»

Topicality of the research: Communication is a multifaceted process of development of human contacts generated by the needs of the joint activity. Communication rightly be regarded as an independent form of activity that provides the basis for the emerging psychological contact information exchange, mutual influence and mutual understanding. In addition to the general psychosocial patterns of organization and management of business communications stand out specific forms of implementation, depending on the direction of business. This can be attributed in full to the sphere of tourism activity in which the process of business communication is subject to specific laws and regulations, therefore, require special attention and scientific understanding.

Objective: To examine the specificity of the process of business communication as a special type of communication, and develop recommendations for improvements to the example of a single tourist agency.

Tasks: To study the theoretical aspects of business communication, identify the specific characteristics of the communicative processes of the business sector in the context of the types of business communication, analyze the features of business communication processes in the field of tourism; describe the activities of individual tourism businesses, to identify patterns of communication processes in the organization analyzed the travel agency, make a list of recommendations improvement and optimization of enterprise business communication tourist areas.

Theoretical and practical significance of the research: is that in the attempt to justify the theoretical nature of business communication as a socio-psychological phenomenon, possessing a specific species diversity, the specifics of
the organization and construction. As part of the scientific research presented business communication system of a single tourist enterprise. According to the analysis revealed the strengths and weaknesses of the organization of communication processes and formed recommendations for optimization. The conclusions summarize, the material contained in scientific work may serve as a basis for further scientific research on the problems of business communication in the travel industry organizations. Theoretical calculations can be used in training courses in the respective disciplines. The recommendations for improving communication processes in tourist firms serve to reorganize the system of interaction within the organization with the environment and can improve the efficiency and effectiveness of business communication within the enterprise.

Results of the research: It was made by analysis of business communication, developed in the framework of Ltd. «Rose of the Winds KMV», resulting in the formulated observations on the management style, the dominant activity of the head, model building business conversations with customers, organizing advisory activities, the written form of communication , the ethics of business communication. Self-assessment of their travel agency staff professional and personal qualities we proposed a questionnaire sheet, following the filling of which was found to be the most advanced at the qualities and skills required travel agency managers believe creativity, optimism, enthusiasm, knowledge of the basics of tourist activity and the ability to use additional means of communication . Among the less developed qualities were attributed ability to work with the objections, the ability to determine the motivation of the client's behavior, the ability to have a psychological effect on the interlocutor and the ability to diagnose visitors. This assessment indicates that the most problematic area of business communication models "manager-staff", "manager-client" is the inability to organize an effective communication process that focuses on a particular interlocutor and built taking into account his psychological and motivational characteristics of consumerism.
Our analysis of the effectiveness of business communication, developed within a specific tour enterprise, led to a number of generalizations and recommendations of the most significant of which we include the following. The main focus management of the organization should be on optimizing the service system, the basis of business communication and travel industry organizations, including the process of labor operations and activities for the presentation and sale of the product to the customer service. Among the most problematic areas of the studied sites were marked unproductive organization advisory activities, and business telephone conversations. We have made certain emphasis on the organization of the written form of interaction with external environment.

**Recommendations:** to optimize the construction of advisory activities, to revise its own style of management and the relationship with the staff, to organize training workshops for staff, to develop a code of ethics of the organization.