Subject matter of the dissertation:
Improvement of the system of quality management of service in tourist companies
(on the example of the travel agency «OOO Angel»)

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Customer organization:
Travel Agency «Angel»

Topicality of the research:
In the second half of the twentieth century in all the developed countries of the world clearly apparent trend of dynamic growth of sphere of tourist services: increased share of revenues from services in GDP and the share of employment in it, has increased the number of service and tourist organizations, expanded international trade tourist services. At present, the share of the service sector makes up about 70% of the world's GDP. In a number of developed countries-leaders of the share of revenues from services exceeds ¾ of GDP.
In spite of the fact that for a long time the domestic sphere of tourist services has lagged behind in the development of the sector the majority of developed countries, in the last decades of the pronounced trend towards increase of the share of tourist sector in Russia.

Each tourist firm seeks to increase the profit. Sales and promotion of tourist services will be effective only in the case if the first will set goals and needs of the client, and then will be created and made available available at the price of the product or service. The achievement of the goal of tourist firms - is the development of product and services in strict compliance with the requirements of the buyer.
This confirms the relevance of the declared theme of master's qualification work.

**Objective:**

The purpose of this work is to develop methods for increasing the quality of customer service travel agencies on the basis of the analysis of theoretical aspects of the quality of the service and the consideration of peculiarities of customer service in the tourist firm «Angel».

**Tasks:**

In accordance with the purpose identified the following principal objectives of this final qualification work:

- to reveal the concept and the essence of the quality of customer service in the tourist firm;
- consider licensing, certification and standardization of tourist services - as a guarantee of quality;
- to disclose the TQM, foreign and Russian experience on quality management;
- to give a General characteristic of activity of «Angel»;
- to analyze the quality of servicing clients of the travel Agency «Angel»
- to develop the ways of improvement of the system of management of quality of services in the travel Agency «Angel».

**Theoretical and practical significance of the research:**

Theoretical significance of the qualification of the work lies in the fact that its results extend and deepen the theoretical basis for the formation of the quality management system.

The practical significance of the work is to develop a complex of measures, providing for increase of quality of servicing tourism organization, aimed at improvement of its sustainable development and functioning in market conditions. Practical recommendations applicable in the practice of the activities of the tourist firms in establishing the system of quality management services, oriented to consumer preferences.
Results of the research:

Improvement of the quality of the service sends employees to seek new management decisions and the analysis of quality. Only the collective work of the staff of the tourist firm contributes to the increase of клиентов.

In order to ensure the high quality of the service it is necessary to conduct various work on improvement of services through the collective effort of the staff, introduce the latest technologies, use of the new technologies, to increase the range of services and constantly improve their quality. If the travel company wants to stand in high competition, it must not rely on inefficient traditional forms of cultural production; it should develop its new and more efficient methods, as well as from the good quality of services depends on the success and the income of the travel Agency.

So, in the conclusion it is necessary to add, that all the goals have been realized, and the tasks of the final qualification of resolved.

Recommendations for improving the quality of customer service, developed in the final qualification work, are relevant. They can try to apply in practice and to achieve a high quality of service in the tourist firm «Angel».

Recommendations:

1. First of all it is better to solve the questions, which don't cause disagreements.
2. If you have to address multiple issues that need to build their objectives in order of importance, and to identify what can be sacrificed.
3. The employee of the travel Agency must be able to listen to and use of the statements of the interlocutor for the development of his own thoughts.
4. Every worker should be properly expressed.
5. He should be able to answer any put the client a question.
6. If the negotiations are taking place failed, they cannot be roughly end, it is necessary to leave the hope to solve in the future.