SUMMARY


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Information about internship organization: the travel company "Irin-tour", Vladikavkaz

Topicality of the research is caused by the fact that today travel enterprises often face the lack of demand for tourist products. The reason of it consists in the relationships between tourism organizations and the consumer.

The study and analysis of motivation methods and incentives to consumers may increase the demand for services. Working on the basis of knowledge and specifics of motives of consumer behavior, can guarantee its success and stability in the tourist market.

Objective of the research consists in developing effective methods and techniques of the managing motives of consumer behavior, and also methods of implementing of a tourist product on their basis.

To fulfill the objective of the final qualification paper, the following tasks were set:

- to consider the essence and structure of the motives of consumer behavior in tourism;
- to study the means of influence on the motives of consumer behavior applied by modern travel companies;
- to conduct the research of Russian tourists’ motives at the choice of the tourist destination;
- to consider the work experience of Russia’s leading tourist enterprises in the field of motivation of consumer behavior;
to analyze the work of the travel company "Irin-tour" with clients;

- to develop the actions with the regard for the motives of consumer behavior for the travel company "Irin-tour".

**Theoretical significance of the research** consists in systematization of knowledge of the motives of consumer behavior, and also in a possibility of using the results of the research when developing training programs on the subjects "Marketing in tourism", "Psychology of consumers".

**Practical significance consists** in creation of the marketing program for influencing the motives of consumer behavior which will make work of the tourist enterprises simpler and will allow to improve travel agencies activities with the regard for the motives of consumer behavior.

**Results of the research:**

Carry out the activity on the basis of the research of the motives of consumer behavior, will allow tourist enterprises to increase demand and to improve the suggestion, and also to reach the new level of competitive environment. The analysis of the travel company "Irin-tour" identified the main shortcomings in the company performance which can take place in the activity of any travel agency.

**Recommendations:**

As a result of the conducted practical research the following recommendations for improving the work of the travel company in the field of influence on the motives of consumer behavior were offered:

1. regular carrying out the analysis of clients’ motives from printing editions and the Internet;
2. the statistic analysis of travelling;
3. maintaining a card file of the carried-out statistic analyses of travelling;
4. trainings for personnel on stimulation and motivation of consumers;
5. holding polls;
6. studying hotels popular among tourists and resorts (trips to promo tours) by the tourism manager;
7. skills improving training for the staff of the tourist enterprise;
8. observation of the efficiency of the carried-out actions;
9. seasonal advertizing and marketing campaigns;
10. holding the presentations of a tourist product for clients;
11. a fair of tours;
12. a set of advertising commercials in the most demanded tourist destinations.

The identification and rendering influence on the clients’ main motives, growth of sales and flow of clients, skills improving of employees and going out to the new level of competitive environment will become the result of the held events. The conducted research can render favorable effect not only on the development of tourist enterprises, but also will promote decrease in unemployment, and the improvement of the general economic situation in the country.