Summary

Subject matter of qualification paper: ENHANCEMENT OF THE PROCESS OF PROVIDING TOURIST SERVICES (based on the example of travel agency LLC “Intertour”).

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Information about internship organization: travel agency LLC “Intertour”, Pyatigorsk.

Topicality of the research. The modern state of Russia’s socio-economic development is characterized by a constant increase in the role of services. On the one hand the provision of services requires increasing the number of workers employed in the service sector, which is ultimately reflected in the growth of the share of services in gross national product. On the other hand the service sector has a strong development potential, as consumers are willing to pay a higher price for better services and increase the consumption of their traditional services.

Objective of the research: is to develop recommendations to improve the process of organizing the provision of tourist services for the travel agency LLC "Intertour" based on the analysis of theoretical, practical and intercultural aspects of the problem discussed.

Tasks of the research are:
- to disclose the nature and structure of the concept of "service" and to study the characteristics of its presentation;
- to describe the conditions of the organization of quality tourism services;
- to investigate the activities of the travel agency LLC "Intertour" in the sphere of providing tourist services;
- to identify the main directions of development of the travel agency "Intertour" to improve the process of organizing the provision of services;
- to study the international experience of tourist services;
- to analyze the language innovations used in the tourist industry on the international level (on the materials of the modern English language).

Theoretical significance consists in generalization of theoretical developments related to organization of the process of providing tourist services, as well as in the possibility of using its conclusions and generalizations for solving the problems of organizing tourist services.
Practical significance infers the ability to implement the results of the research in practical activities of the travel agency LLC "Intertour."

Results of the research:
By "tourist services" we understand the performance of an institution or an individual entrepreneur for the needs of tourists in the organization and implementation of labor or its individual components. Organization of tourist services is a purposeful activity that provides the most complete and rational interaction in time of the tourist market segments, service processes and realization of the services.

Organization of tourist services provides any dismemberment of the complex process into elementary operations and their subsequent fixation for individuals. Organization of providing services as an object of the service system is divided into public service organization and the organization of service production. In the study of the travel agency LLC "Intertour" we came to the conclusion that the main motivators for selecting a travel agency are: 1) the quality of tourist services; 2) the quality of service; 3) the popularity and repute of the travel agency; 4) the location of the travel agency; 5) merchandising. The key objectives of organizing services will be: attracting consumer groups; retention of a particular market segment; attracting new customers.

Recommendations:
We recommend the travel agency LLC "Intertour" to use the following process structure of rendering tourist services: the reception of the order, order preparation, order approval, paperwork, interim control, issuing an order, checking the quality of work performed.

We also consider it appropriate for the LLC "Intertour" supervisor to monitor the process of providing tourist services in the following areas:
- compliance of the services provided with its objectives;
- compliance of the forms and methods of service delivery logistics with material and technical characteristics of the travel agency;
- compliance of organizing services with economic conditions and the needs of consumers;
- the complexity of the organization of services;
- compliance with the governance structure characteristics of the organization of services.