Subject matter of the dissertation: Customer service through quality of service (at the example of tourist company "M-Voyage").

Author of the master’s dissertation: Shchepetyeva Victoria Sergeevna.

Scientific supervisor of the master’s dissertation: Candidate of social sciences, lecturer at the Department of Tourism and hotel service O.L. Nadiboidze.

Customer organization: tourist company "M-Voyage".

Topicality of the research: Modern tourism is a powerful industry, distinctive among other sectors of high efficiency, sustainable development and the rapidly developing during periods of relative well-being of society. Travel firm is the main link provides interconnection of all members of the tourist market. Effectiveness of its work depends largely on the success of the entire tourism sector, both at the regional level as well as in the country as a whole. A common approach to the assessment of the effectiveness of the quality of tourist services in the practice doesn’t exist. The importance of customer satisfaction in tourism services and services that serve as a key factor in improving the competitiveness of tourism organizations and efficiency of services increases repeatedly.

Objective: to study the system of customer service and identify the level of service quality.

Tasks: to consider the theoretical aspects of tourist services; to analyze the activity of tourist firm "M-Voyage"; to conduct sociological monitoring of the degree of customer satisfaction in tourism services in the tourist company "M-Voyage", to form a set of proposals to streamline and improve service in the tourist company "M-Voyage".

Theoretical and practical significance of the research: The results can be used both in the practical activity of tourist firm "M-Voyage", and in the activity of other tourist organizations of the North Caucasus Federal District.
Results of the research: Service is the result of direct interaction between the producer and the consumer, as well as the producer's own work to meet the needs of the consumer. Evaluation of service depends on the experience of the treatment to the producers of such services, from the knowledge of services, market communication (information from the advertising, media, catalogs, prospects), personal desires of the consumer and the image of the manufacturer. What services consumers of tourist firm "M-Voyage" want to use, shows conducted case study, which fully reflected the slice of reality, helped to identify existing problems in customer service, and to identify promising areas. That’s why a qualitative approach in customer service management of tourist firm "M-Voyage" is necessary to correct the problem, which is reflected by the results of research held.

Recommendations: In the tourist company "M-Voyage" we proposed corrective actions that improve the customer service process including: staggered working hours of employees to receive visitors at weekends and on public holidays, the availability of easily accessible office, that has car parking, comfortable office, high-quality and comfortable furniture, reliable in operation of office equipment, office supplies firm, organization of work-once (maximum twice) visits the client tourist office for registration of all documents and the acquisition of the tour, the choice of an effective method of sale, which should be understood by rational technology of the tourist product to customers. In addition to improving the quality of tourist services company "M-Voyage" we propose methods to stimulate the senses of customers who are well established in the international practice of successful tourism campaigns. For doubting customers who cannot determine the choice of the tour for the tourist company "M-Voyage", we offer the necessary rules which managers must adhere to.