ABSTRACT

The topic of the thesis is marketing organization in a tourist agency (as exemplified by the tourist agency “Prometey” in Essentuki).

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Information about the employer: the tourist agency “Prometey” in Essentuki.

The significance of the research topic. Working at the competitive market closely connected with international tourist organizations and enterprises many Russian tourist agencies don’t pay enough attention to the question of marketing organization. Often they don’t even have an idea of how to do it not to mention having such service or specialists in marketing. This explains the choice of the topic and its significance.

The objective of the research. The objective of the research is to study organization of marketing process in enterprises of tourist sphere.

The tasks of the research are
- to review the notion of marketing in tourism;
- to analyze the peculiarities and the main principles marketing organization in a tourist agency;
- to research the marketing organization as exemplified by the specific tourist agency and to develop suggestions in order to improve its marketing activity.

Theoretical relevance. The results of the research can be used in order to improve and complete courses of further education as resource materials at teaching the subjects of tourist sphere.

Practical relevance. A range of recommendations for improving marketing organization of the tourist agency is given which gives an opportunity to use these recommendations in the work of the tourist agency “Prometey” as well as other similar enterprises.

The results of the research. The result of work in the marketing department of the tourist agency “Prometey” is development of the program for promoting the service of the tourist agency.

Recommendations. The result of work in the marketing department of the tourist agency “Prometey” is development of the program for promoting the service of the tourist agency.

1. The main objective is to arrange effective and self-developing marketing service.
2. Long term goal is to make the tourist agency “Prometey” a leader in the tourist market.
3. Sales policy is to create merchandise structure and mutually beneficial cooperation with other companies, enterprises and organizations with the aim of giving service on the turnkey basis that is to become a general supplier for a
customer which presupposes a transition from selling the product of the tourist agency to delivering a range of services. With the help of information about the market and consistent attraction of clients in the long run the company should become the leading one in the Russian market with the prospect of creating a financial industrial group.

4. Competitive policy:
   aggressive struggle with competitors working in Russia;
   creation of dealers and business partners out of independent regional enterprises.

5. Advertising policy:
   Dividing the advertising campaign in two blocks: general advertising and image block (informational messages, articles in the Russian press, exhibitions, etc.) meaningful actions aiming at segments (articles in the trade press, in the regional press, participation in the regional and trade exhibitions, distribution, participation in seminars, etc.);
   Maintenance of advertising campaign with medium intensity and low expenses.

6. Marketing policy:
   Organization of a regular and mobile marketing service in the tourist agency;
   Dividing external marketing activity into four blocks: strategy marketing (studying the market segments), current events (maintaining clients, feedback, shaping the front line of sales, etc.), marketing research by order of subdivisions of tourist agency “Prometey” and active promotion of the product in the frame of sales policy;
   Securing the execution of sales policy at the tourist agency and creating suggestions in order to adjust the sales policy.

The recommended events for marketing improvement have both social and economic effects.