SUMMARY

Subject matter of the dissertation. The improvement of the organisation of the advertising activity in tourist business (on the example of limited liability company «DAVS TOUR»).

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Information of the research is conditioned by the fact that modern tourism is impossible to imagine without advertising. Advertising is so vast and multifaceted view of market activity, that it is often allocate in the independent direction. However, the world practice proves that advertising gets maximum efficiency only in the market complex. It is an integral part of marketing communications.

Advertising – the most effective tool in attempts of the tourist organisation to inform the clients to modify their behavior to draw attention to offered services, to create positive image of the enterprise. Therefore effective advertising activity – is the most important means of achieving the goals of the marketing strategy overall and communication strategy in particular.

Objective of the research is the analyse of advertising activity and developing recommendations of increasing the efficiency of the advertising activity for the tourist firm «DAVS TOUR».

Tasks of the research are:

– to investigate the promotional activities in tourism: types and objectives;
– to characterize the planning of advertising activity in tourism;
– to investigate the organisation and management of advertising activity in tourism;
– to examine the organizational and managerial characteristics of «DAVS TOUR»;
– to analyse the main activities of the organisation of advertising activity in «DAVS TOUR»;
to develop the main directions of improvement of the organisation of advertising activity in «DAVS TOUR».

Theoretical and practical significance of the research is the specification and ordering of concept and the main directions of the organisation of advertising activity in tourist firm and also in possibility to use by the heads of tourist organisations of conclusions and recommendations of program of the organisation of advertising activity in travel agencies.

Results of the research: the main problems in the process of the organisation of advertising agency are inefficient using of Internet resources; the tourist firm doesn’t participate in travel exhibitions.

Recommendations: expansion of presence of travel agency on the Internet: server registration on search engines; placement of free references to the server in Web catalogs; placement of references in «yellow pages»; placement of references on other servers; placement of paid advertisements on well visited servers; the publication on other servers of the materials containing references to the server; periodic mailing by e-mail of messages on the server to interested persons; participation in teleconferences on adjacent subject; use of lists of mailing. Other important direction in advance of a tourist product of tour operator is participation at the tourist exchanges, exhibitions, the fairs intended for search of partners in sale.