Abstract of the Master's dissertation

Subject matter of the dissertation: "Internet marketing in the practice of travel agencies of the region: the problem of formation and realization of tourist products"

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Topicality of the research is due to large-scale changes associated with the adaptation of Russian travel agencies to modern market conditions. The emergence and development of the Internet, the improvement of information technologies have led to the creation of a fairly new technology for Internet technology to Russian economy which is . Nowadays the development of business in the sphere of tourism is impossible without the organization of an effective system of Internet marketing.

The object of the study is the activity of tourist companies of the Stavropol Territory in the field of Internet marketing.

The subject of the study is the effectiveness of using Internet marketing tools in the activities of tourist companies in the Stavropol Territory.

Objective is to study the role of Internet marketing in the formation and marketing of tourist products in modern tourist firms in the Stavropol Territory.

Tasks:
– to justify the role of the Internet and web technologies in the modern tourist industry;
– to identify the specifics and main characteristics of Internet marketing as a component of e-commerce;
– to explore the possibilities of the basic tools of Internet marketing;
– to describe the current state of the Internet environment of the Stavropol Krai in terms of the potential of marketing activities;
– to determine the degree of using the tools of Internet marketing in the practice of tourist companies in the Stavropol Territory;
– to conduct an audit of the Internet marketing system in the tourist firm Dolce Vita;
– to develop practical recommendations on optimization of the Internet marketing system in the tourist firm Dolce Vita;
– to evaluate the effectiveness of recommended activities.

**Theoretical and practical significance of the research** consists in forming the basis for further research in the field of improving the marketing activities of tourism organizations, as well as in the possibility of using the proposed tools to improve the efficiency of the tourism organizations of the Stavropol Territory.

**Results of the study.** The Internet environment of the Stavropol Territory and the activities of regional tourism companies in the field of Internet marketing are characterized.

**Recommendations.** The scientific and practical recommendations on optimizing the Internet marketing system as a factor in increasing the economic performance of the tourist company Dolce Vita are developed.