Abstract of the Master’s dissertation

Subject matter of the dissertation: Increase of the personal selling technologies efficiency in the sphere of the international tourism (on an example of “Pink elephant”, llc, Yessentuki)

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Topicality of the research: recently the increasing number of the tourist’s enterprises masters the modern marketing technologies which application essentially increases efficiency of their activity by means of orientation to the consumer, and also timely adaptation to actual requirements of the market. In these conditions the technologies of sales of products acquire special importance for the tourist’s industries assuming diverse forms of interaction of the seller with the client, and also establishment of the specific, commercial relationship aimed at long prospect.

Objective: search of ways of efficiency increase of personal sellings realization in travel agencies in the sphere of the international tourism on the basis of the analysis of theoretical and practical aspects of the considered problem.

Tasks:
– to study essence, the main components and genesis of development of marketing communications;
– to consider personal sellings as an element of marketing communications system;
– to investigate step by step process of realization of personal sellings;
– to analyze features of creation of marketing communications system in the tourism sphere;
to investigate a current state and key tendencies of technology of personal sellings in the Russian tourist branch;

− to reveal specifics of impact on the consumer of tourist services during realization of personal sellings;

− to analyze practice of use of technologies of personal sellings in travel agency «Pink elephant», Yessentuki;

− to develop ways of increase of overall performance of travel agency by means of improvement of personal sellings technologies.

**Hypothesis:** in the conditions of the high-competitive market of the tourist’s enterprises economic efficiency often depends on degree and integrated approach of use of marketing communications most significant of which in aspect of attraction and deduction of clients as an element are personal sellings. In this regard increase of efficiency of personal sellings through strengthening of orientation to the client is capable to raise indicators of functioning of travel agency.

**Novelty of the research** is in application of a comprehensive marketing and psychological approach to the analysis and improvement of personal sellings in tourist branch.

The main conclusions containing elements of scientific novelty are the following:

− existence of specifics of marketing communications complex in the tourist sphere is confirmed;

− the content of a personal sellings process in tourism is specified;

− the priority importance of detection the specifics of formation, development and satisfaction of tourist’s services consumers’ needs in the course of realization of personal sellings is proved;

− the complex algorithm of personal sellings realization, based on marketing mechanisms and psychological technologies of identification of consumer motivation is offered.
The main principles to be defended:

1. The system of marketing represents a complex of the interconnected currencies to the potential buyer for the purpose of advance and realization of the goods and services which, despite the substantial party which has settled as a whole, has the specifics of rather various branches and business spheres.

2. High level of the competition in the market of the tourist’s enterprises and a wide circulation of independent tourism by means of on-line of services demand from players of the tourist’s industry at level of travel agencies of new factors of differentiation as which it is possible to consider essentially qualitative personal sellings being the unique means of direct contact to potential and real clients.

3. Process of realization of personal sellings in tourism has a certain algorithm. However mechanical following to algorithm of sales without specifics of consumer behavior at a choice of a tourist’s product is ineffective and doesn’t promote formation of secondary demand.

4. The tourist’s product is rather specific as satisfies the requirements of social and cultural character which are forming in the conditions of sufficient level of satisfaction of base needs of the person. From here, it is necessary to approach to process of the analysis of specifics of decision-making by the potential consumer of a tourist’s product from a position of special nature of formation and development of the requirements which satisfaction should be promoted by all complex of a tourist’s product.

Theoretical significance of the research: theoretical bases of realization of personal sellings are developed, the contents and specifics of this element of marketing communications in the tourist sphere is specified; the deep analysis of consumer behavior and features of its manifestation and identification in the course of personal sellings in the tourist’s sphere is given.

Practical significance of the research: the separate provisions of the work opening the main ways of increase of efficiency of personal sellings realization in tourism, can be used by studied travel agency, and also other participants of the
tourist market and, in particular, other franchisees functioning in this system of franchising under one brand.

**Results of the research:** research on questions of personal sellings in travel agency “Pink elephant” showed that the classical algorithm of personal sellings in travel agency is realized during the following stages: reception of the client at office and establishment of contact with him; determination of requirements and motivating factors of the client in a choice of a certain type of rest during conversation; selection and the offer of tours by means of information systems of tour operators; registration of the transaction and calculation with the client; informing the client on specifics of the chosen country and the tourist’s product. “Pink elephant” in Yessentuki is the company franchisee, and it functions under direct control and firm franchiser coordination – head office in Rostov-on-Don, including training process to work with clients. Our research showed that in general process of realization of personal sellings passes rather successfully, is accompanied by creation of the favorable atmosphere that conducts to emotionally positive spirit of the potential buyer. However the analysis of sales showed that the most part of the realized tourist’s products belongs to standard, it is possible to tell to the “mass” directions, such as Turkey, Egypt, Thailand etc. that conducts to universality of sale process as a whole and communications with the client in particular. After all we came to need to stimulate sale of more various tourist’s services through deeper psychological work with clients on identification of their requirements.

**Recommendations:** we’ve introduced the step-by-step algorithm of the sales based on stage-by-stage emotional and psychological adjustment of effective communication in two cases: when the person decided on a choice of a tourist’s product and when - not. During sale we’ve also suggested to use two additional approaches:

- according to the first approach the sales manager of tourist’s products can define the type of the client depending on information requested by him and
readiness to buy a tour, and, knowing his characteristics, to communicate and satisfy needs of the client more effectively;

− the second technique is based on a pyramid of needs of A. Maslow, refracted through a prism of base instincts of search and self-preservation. This approach allowed us to divide buyers figuratively into “nomads” and “settled” and to give them key characteristics in aspect of satisfaction of requirements on all levels of “pyramid”.