REVIEW

Subject matter of the dissertation: Advertising of tourist products by social media (by example of a tourist agency “Grand-Tour”).

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Customer organization: tourist agency “Grand-Tour”.

Topicality of the research: Last years the world has become very popular to use a new special type of sites as known as social network. This is an information breakthrough in third millennium, new age in internet development. Huge investments in these projects reach billions of dollars. More than 70% Internet users use different social networks and this is more than 1 billion people. Social networks are not only the sphere of the younger generation, but the new area to work for any modern business.

Objective: Scrutiny social networks for the future effective use of them in building of new advertisement strategy.

Tasks: Research and gather information about social networks, scrutiny the most popular social networks, analysis of similar groups founded in these networks; the development and promotion the page with the help of these social networks.

Theoretical significance of the research is that the results of the scrutiny promote to deeper understanding of the specifics and patterns of promotion of touristic resources in the electronic environment.

Practical significance of the research is that findings and suggestions formulated from the research can be used to create development strategies and to promote tourism product through social mass media channel.

Results of the research: So, we may say, that advancement of the company in social media is a very time-consuming and hard process. It is necessary to prepare carefully: choose objectives and target audience, select media channels and instruments of advancement, develop a strategy and project work’s plan. Without
it, all industry will transform into unmatched with each other actions and the work will be harder and a wishful result wouldn’t be attained.

**Recommendations:** In Russian Federation these trends have just begun to develop and that’s why “Grand-Tour” should consolidate their positions in social media today, while there are not many Russian’s companies that use those points and there are all opportunities to reach leading positions in new communication environment and considerably increase a client base.