Summary

Subject matter: Analysis and improvement of the system of management of the organization activity.

Author: Maiorova Svetlana Sergeevna.

Supervisor of studies: Zolotoryova N.V., candidate of historical sciences, associate professor, chair of special management, administration and business law.

Customer organization: Tourist firm “Apachi, ltd.”

Topicality of the research: Advertising plays the most important role in the realization of the marketing strategy of a tourist organization. As advertising is an integral part of the commercial activity of a tourist organization a well organized tourist company is able to predictably and essentially influence the efficiency of the tourist business. A successful only if it correspond the goals of the tourist organization, communicative strategy and also to a well-designed plan combined the tourist market research.

So, on the one hand, in conditions of the activity developing market of tourist services the efficiency of advertizing to a considerable degree depends on the right application of the corresponding forms and methods of the impact on consumers. On the other hand, the holding of effective advertising campaigns in tourism requires from administrators and specialists deep knowledge in the field of the organization of advertising activity, development of advertising budgets, choice of the means of the spread of advertising and evaluation of its efficiency. This asks for the need for the improvement and development of the mechanism of management of the advertising activity in the sphere of tourism.

Objective of the research: is the development of the project of the measure on the improvement and development of the mechanism of management of the advertising activity of the tourist firm “Apachi, ltd.” in the sphere of tourist services

Tasks:
- The determination of the place and role of advertising in the promotion of tourist services;
- The study of the theoretical foundations of the organization of the advertising activity of the tourist firm and the revelation of the main directions of its development;
- The analysis of the performance of the object of the work in the aspect of the internal and external factors in order to detect the strong and weak sides, possibilities of further development;
- The development of the proposals on the improvement of the system of management of advertising activity;
- The evaluation of the expediency of the realization of the proposed measures.

**Theoretical significance of the research:** is the use of the legal and normative principles of the organization and realization of advertising activity. Theoretical and scientific significance of the work is its findings and recommendations aimed at the improvement of the system of management of advertising activity of a tourist organization.

**Practical significance of the research:** is that the theoretical and applied results can be used for the improvement of the advertising of tourist services provided by the firm and building of the effective systems of sales of tourist companies.

**Results of the research:** On the basis of the analysis of the production and financial indicators of “Apachi, ltd.” we drew a conclusion that the types of advertising used by the firm are not sufficient enough. It is recommended to supplement the list of the means of the spread of advertising through radio, television and especially the Internet.

**Recommendations:** 1. to use radio, television and Internet advertising to achieve a broad coverage of the consumers; 2. to use the original means of advertising such as the services of sandwich men; 3. the development of the system of advertising events and holding of advertising campaigns; 4. the increase in the general level of expenses on advertising in ‘Apachi, ltd.” taking into account the level of the expense for advertising of the rival firms; 5. Planning of the succession of all the advertising events, making the timetable for advertising to improve the efficiency of advertising of “Apachi, ltd.”