

SUMMARY

Subject matter: Small enterprises of tourism in a market economy conditions: problems and prospects of development (based on materials of «Leto» touristic company, Pyatigorsk).

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Topicality of the research. In the conditions of developing market relations in Russia it is needed to study the perfection practice of small tourist enterprises activities and services, consider their identity, analyze the approaches to their production, playing a significant role in the development of tourism sector and actualizing the question of their competitiveness in the sphere of tourist services.

Objective of the research was to analyze existing practices of small touristic enterprises in a market economy, both in Russia and in the world, to study the introduction and improvement of touristic services, to consider their identity, to analyze approaches to their production among competitors, as well as to discover problems and prospects of development of tourist firm «Leto», Pyatigorsk, and to develop main directions of its activities improvement by mobilizing its domestic sources.

Tasks: to explore the typology of tourist enterprises adopted in modern Russian tourism practice; to consider the characteristics of a technique of formation and implementation of innovative service in the activities of travel agencies; to examine the role of small touristic enterprises in the formation of the concept of touristic product; to learn basic principles of positioning of small tourist firms in the modern Russian market of tourist services; to analyze the main problems in the activities of touristic firms in the Russia; to explore the possibilities of development of small touristic enterprises as the foundation of

innovative transformations of the tourism industry in the Russian Federation; to conduct market research and analysis of the competitiveness of the tourist company «Leto», Pyatigorsk; to develop basic provisions for improving the activities of the company «Leto»; to develop the main directions of improving the promotion of touristic services for the «Leto» company.

Theoretical and practical significance of the research. The results of the research can be used to determine the future course of ongoing socio-economic reforms in the area of recreation, as well as for the development of federal and regional programs of development of tourism and touristic activities.

Theoretical results can be used to develop training programs and lectures.

Results and Recommendations:

After analyzing the activities of «Leto» travel agency we proposed the following areas of improvement for the company:

- A) Development of a virtual marketing for the travel agency.
- B) Participation in exhibitions.
- C) Creation of a coalition loyalty program.

In order to increase the effectiveness of the tourist company «Leto» it was proposed to create a mobile office, that can be an effective type of accommodation of a touristic enterprise, and a convenient place for customers, but it also can be an effective advertising method. Mobile office should be placed in a large shopping and entertainment complex «Vershina Plaza», Pyatigorsk.