

Summery

Subject matter of the dissertation: Improving the system of motivation and incentives for personnel of the tourism industry (travel agency, "Light").

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Customer organization: Travel agency "LIGHT" has been working on the Russian tourist market for 20 years. The firm is engaged in the development and promotion of domestic, inbound and outbound tourism. For many years the company is working with major tour operators, such as VKO TRAVEL, TEZ TOUR, DETUR, BSI GROUP, TRAVELLAND, PAC GROUP, ALEMAR TOURS.

Topicality of the research: In the modern management of travel companies motivational aspects are becoming increasingly important. Staff motivation is a key tool to ensure optimum use of resources, mobilization of available human resources. Successful management of people - the most important task of modern leadership, the solution of which depends on the effectiveness of the activities of their organizations.

Objective: The objective of the research is to study the system of motivation and incentives in the travel agency "Light" (Pyatigorsk) to develop recommendations aimed at improving the moral and material incentives for employees.

To realize this objective, **tasks** were set:

- to examine the theoretical basis of motivation through the analysis of the key concepts of "motivation", "stimulus";
- to review the basic scientific approaches to motivation and encourage staff on the basis of analysis of the most famous theories of motivation;
- to reveal the specifics of the formation and functioning of domestic and foreign motivational systems;

- carry out a practical analysis of the motivation system in travel agency "Light" (Pyatigorsk);

- make recommendations and suggestions for improving motivation and incentives to the best of the known approaches and taking into account external and internal environment factors of the organization.

Theoretical and practical significance of the research: The theoretical and practical significance of the research determined by the fact that the scientific and practical problems related to the solution of specific problems for improved staff motivation and incentives.

Materials and recommendations can be used in the formulation of plans, programs and projects related to improving the motivation and incentive travel companies.

Results of the research: The result of the research is developing the model of motivation and incentives for staff of the travel agency «Light».

Recommendations: We recommend to apply the model of effective motivation and incentive for travel agency "Light", based on the use of various forms and methods of stimulation that will form effective motivation of staff to work effectively, which in turn will not only contribute to the success of the operation, but also the development of the enterprise.