

The theme of graduation thesis: “INFORMATION-COMMUNICATION AND SMM-TECHNOLOGIES AS TOOLS FOR EFFECTIVE BUSINESS COMMUNICATION IN THE SPHERE OF TOURISM”.

Author: Loseva Tatiana Vladimirovna

Scientific head: Doctor of Philosophy, Professor of the Department of Sciences Lyudmila Aleksandrovna Burnyasheva.

The relevance of the research topic.

The relevance of the research topic is that communication is a necessary condition of life and is one of the fundamental foundations of society. Due to the variability of its forms, the variability of the composition of participants, goals and channels through which communicative processes are carried out, there are many different communication models. Modern studies demonstrate serious changes in the use of marketing communications in the tourism sector, caused by the rapid introduction of Internet technologies in various areas of life and business. The distribution and accessibility of the Internet not only changed the nature of advertising of goods and services, but also led to changes in the activity of users themselves, which cannot but affect the methods and tools by which advertising offers should be distributed. All this predetermines the relevance of this dissertation research, devoted to the analysis of information and communication and SMM technologies as tools for effective business communication in the field of tourism.

Tasks:

1. To study the concept and basic models of business communication.
2. To determine the specifics of business communication in tourism.
3. Give a general description of marketing communications in the field of tourism.
4. To study the features of using modern digital channels, information and communication and SMM technologies in tourism.
5. To analyze the main parameters for the development of effective user-generated online content in the tourism industry using the example of Intrepid Travel Group
6. To develop a set of recommendations for Russian tour operators on improving the use of modern business communications, SMM-technologies and digital-channels in the promotion of tourism products.

Theoretical and practical significance of the work.

Theoretical significance of the study.

The theoretical significance of the results of the dissertation research is determined by its focus on solving urgent problems to improve the effectiveness of the application of various communication models in business, in general, and marketing business communications in the field of tourism, in particular. The significance of the work also lies in expanding theoretical knowledge about the modern digital channels existing at this stage, information and communication technologies, and SMM technologies in tourism. The theoretical points put forward by us can contribute to the further study of the problem.

Practical significance of the study.

The practical significance of the study research consists in the fact that the dissertation offers recommendations for improving the use of modern business communications, SMM technologies and digital channels in promoting tourism products in the tourism sector, which can be practically used by tour operators to increase their own economic efficiency. The results obtained during the study can be used in the educational activities of educational institutions and in the creation of continuing education courses.

The results of the study.

Development of a set of recommendations for Russian tour operators on improving of modern business communications in the promotion of tourism products.

Recommendations.

For successful product promotion in tourism, tourism enterprises need to be guided by the choice of strategy for the formation of a business communications system. The most effective methods of forming business communication with the target audience are strategies of concentrated marketing, undifferentiated marketing and differential marketing. In order to increase the effectiveness of marketing efforts in the target market, a tourism company should act within the framework of such instrumental marketing decisions as: conformity of the assortment and quality of the product / service to consumer expectations; the use of strategies to convey the value of the product / service to consumers; ensuring accessibility through a distribution strategy; use of promotion strategy; application of the strategy of forming partnerships to increase customer loyalty, retain old and attract new customers.