

РЕФЕРАТ

Subject matter of the dissertation): Promotion of Slovenia as a tourist destination in Russia (relating to "BlueSky-TravelShop" Travel Agency LLC)

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Customer organization: The "BlueSky-TravelShop" Travel Agency LLC has functioned since the first of June in Pyatigorsk, it is an authorized agency "Coral Travel". The network of "BlueSky" travel agencies has acted in the Russian market more than 11 years and has won the reputation of a reliable firm.

"BlueSky" is the participant of OTI group of companies – large international structure including tour operators of ODEON TOURS (Turkey, Egypt), HOLIDAY'M SERVICE (Turkey), CORAL TRAVEL (Russia), SUNMAR (Russia), A-CLASS (Russia), WEZYR HOLIDAYS (Poland), the hotel OTIUM HOTELS INTERNATIONAL network (Turkey) and the OGD SECURITY & CONSULTANCY company (Turkey).

Topicality of the research: Relevance of a research subject is predetermined by high necessity to replenish the theoretical and methodological base of territory marketing, expediency of improving methods of its application in practice. The country as a tourist destination is a fundamental concept of the tourist activity, reflecting interrelation and interdependence of tourism with external social and economic macro environment. Thus, the problem of formation of a complex of advance in relation to marketing of a tourist destination is especially significant now.

Objective: Development of methodological and practical recommendations regarding to Slovenia promotion in the tourist market of Russia. This activity can increase the efficiency of natural and tourist potential of the country.

Tasks:

- studying the theoretical aspects of the destination promotion by identifying the place of this activity in the tourism marketing;
- identification of the structure and specificity of Slovenia as a tourist destination to develop practical recommendations for its application;
- assessment and analysis of natural tourist and recreational resources of Slovenia;
- exploration of strategic directions regarding to development of cooperation between Russia and Slovenia;
- identification of the "BlueSky-TravelShop" Travel Agency LLC role in shaping the image of Slovenia as an attractive tourist destination;
- development of practical recommendations for the promotion of Slovenia as a tourist destination by the travel agency.

Theoretical and practical significance of the research: The developed destination promotion complex in the tourist market will provide an opportunity to consider the impact of a number of significant factors. The results can be used as material for the course lectures by university teachers, researchers interested in the successful destination promotion management on the tourist market. Conclusions and recommendations could be the basis for the practical activity of the "BlueSky-TravelShop" Travel Agency LLC and consulting companies that are subjects of the tourist market.

Results of the research: The actions related to the destination promotion in the tourist market of Russia and its implementation by the "BlueSky-TravelShop" Travel Agency LLC have been analyzed. They are as follows:

- the country's promotion in the tourist market had been considered as a process;
- methods and tools of the country's promotion had been identified;
- the current state of the tourist potential of Slovenia, the prospects for its development had been defined;

- the strategic directions regarding to development of cooperation between Russia and Slovenia had been explored;
- the "BlueSky-TravelShop" Travel Agency LLC role in shaping the image of Slovenia as an attractive tourist destination had been identified;
- the practical recommendations for the promotion of Slovenia as a tourist destination by the travel agency had been developed.

Recommendations:

- creation of the marketing department in charge of dissemination of advertisements;
- change of the "BlueSky-TravelShop" Travel Agency LLC site;
- showing new information about the services;
- enabling site users to leave comments and ask questions;
- conducting surveys on the site;
- creation of the tab informing guests about upcoming events in Slovenia;
- implementing a mobile distribution of special offers and promotions of the travel agency;
- creation of a slogan and logo to form a republic tourist brand in the Russian tourist market;
- changing names of Slovenia tours;
- disseminating of the information regarding to national traditions of Slovenia, its trades and crafts, new museums, exhibitions, event activities;
- holding exhibitions devoted to the culture and capabilities of Slovenia, Slovenian presentation of new trends, events and festivals on the basis of bilateral cooperation;
- organizing study tours to Slovenia;
- promotion of the territory in the Internet through social networks, blogs, microblogs, online video.