SUMMARY

Subject matter: Formation of the mechanism of risk management in the sphere of tourist services

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Customer organization: JSC «Tourist»

Topicality of the research: Growth of tourist business in Russia is accompanied by the constant raised level economic, ecological, socio-political, and other types of risk which influence participants of this market and that is important, are capable to affect consumer activity significantly. The special role in decrease in the enterprise risks influencing development of tourist business, is allocated for information support, research of features of management processes by risks and protection against their manifestation in the tourism sphere, to carrying out market researches, the analysis of external and internal risk factors.

For many countries of the world tourism represents an important component in economic system, plays a huge social role, but as always depends on certain risks, often adversely affects economy as a whole and welfare of people, in particular. In this regard, the complex assessment of all system of factors of tourist risks, and also development on this basis of the mechanism of risk management is obviously necessary.

Objective of the research: As research objective formation of the mechanism of ensuring protection against emergence and manifestation of risks of participants of tourist business, creation of theoretical bases of risk management in the tourism sphere taking into account the analysis of activity of the JSC Tourist enterprise acts.

Tasks of the research: Statement and the solution of the following tasks is necessary for achievement of this purpose:
- definition of essence, types of risks and their classification, ways of their assessment, risk management methodology in tourist business;
- identification of the general and specific risks arising in the sphere of tourist services;
- consideration of features of management processes by risks and protection against their manifestation in the tourism sphere;
- systematization of existing approaches to risk management and an assessment of their efficiency for the sphere of tourist services;
- disclosure of a general characteristic of JSC Tourist, organization and management of this enterprise, structure of its management, definition of its main strategic tasks;
- consideration of domestic policy of risk management in JSC Tourist, influences of risk on its financial activity;
- the analysis of risk factors on the example of JSC Tourist;
- development of models of an assessment of the tourist risks providing with necessary information base of the organization of the sphere of tourist services for adoption of effective administrative decisions on the example of JSC Tourist;
- the offer of methods of decrease in risks and to define ways of drawing up rating forecasts.

**Theoretical and practical significance of the research:** The theoretical conclusions received during research develop theories of innovative and strategic management. Results of the conducted research can be used in development of the theory of management by hotel and tourist business. Universality of the offered approaches to an assessment of risks creates preconditions for application them at different levels of economy.

**Result of the research:** When studying internal and external risk factors at the enterprise, the assessment is given to the most vulnerable and dangerous risks in the field of finance of the organization and management of the personnel of JSC Tourist that allows to make further the correct decisions in the conditions of risk and uncertainty. Besides, during process of carrying out rating forecasts in JSC
Tourist, risks which can negatively be reflected in future activity of the company were revealed. In this regard, carrying out settlement indicators, gave a comparative assessment and revealed weak and strengths which promote effective activity of the organization in the future.

**Recommendations:** In the conducted research by the author the essence and need of studying of the risks promoting decrease in dynamics of development of tourist business were defined, and also is described the methods, giving the chance to overcome and reduce risks of carrying out by various actions.

In the course of studying of rating forecasts, need of development of the rating strategy which purpose is directed on competitiveness increases in the market of services was revealed. During process of carrying out rating forecasts at the enterprise, risks which can negatively be reflected in future activity of the company were established.

The model of an assessment of risks offered in work in the sphere of tourist services is intended for providing with necessary information at decision-making in the field of risk management of the tourist enterprises, certain regions and tourist branch as a whole. The assessment of tourist risks is offered to be carried out in three stages with several substages:

- stage of preparation of basic data;
- work stage with data;
- stage of decision-making and actions.

Between all stages continuous feedback and continuous control is necessary.

Besides, in work the model of the organizational structure specializing on an assessment of tourist risks at the enterprise is offered.