Abstract
Graduation Level of Proficiency Paper
(Master’s degree)
Title: PARTNER SHIPS FORMING IN INTERNATIONAL TOURISM
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Relevance of the research topic. The expansion of the traditional boundaries of tourist routes is associated with the formation of new mutually beneficial and long-term partnerships focused on the communication space. The solution of this problem requires the search for other approaches and appropriate scientific study of theoretical and methodological aspects as the basis of competitiveness and sustainable, dynamic development of the tourist market. The above arguments justify the relevance of the study, which led to the choice of the theme of the master's thesis.

Work purpose: a systematic analysis of partnerships forming methods of international tourism in the context of their impact on tourist flows and the development of practical recommendations in order to optimize the forms of international cooperation of tourism enterprises in the context of political instability.

To achieve the purpose of our investigation it is necessary to solve the following tasks:
1. To define the essence and nature of partnership in business, to analyze the trends of development of business partnership in Russia and abroad;
2. To form management priorities of intangible assets and communication components in the spectrum of development of relations in the market of tourist services;
3. To analyze the importance of marketing partnerships and the role of targeted promotion of tourism products in international tourism;
4. To study the theoretical aspects that determine the development of international tourism and to trace the tourist flows changes due to socio-political factors in the modern world;
5. To analyze the optimization mechanisms of international tourism activities in the context of the marketing development relations of international social and business partnership;
6. To develop a mechanism for optimizing international cooperation between partner universities of Pyatigorsk and Cadiz in the framework of tourism training.

The hypothesis of the study: the successful functioning of the international tourism business and the expansion of international tourist flows are directly related not only to the level of socio-political stability in the international arena, but also to the quality of the development of marketing relations and international business partnership.
The scientific novelty of the dissertation research: the systematization of the collected objective aspects in the field of modern international tourism, as well as the substantiation of the provisions concerning the role of the personal partnerships formation in the field of international tourism in the conditions of political instability of the world community. The proposed approach, in contrast to the traditional one, gives travel agencies the freedom to choose commercial tools for marketing relations, which are a strategic resource to improve their competitiveness and efficiency of commercial activities of the tourist market.

Main results of the study:

1. The economic reality of modern business, in the transition from the administrative and command economy to a mutually beneficial partnership, has led to a change in the content of the system of relations with contractors. It took a significant reorganization of the activities of Russian enterprises on the principles of fair partnership business. However, these partnerships are built not only on the basis of economic benefits, but also on the communicative principles of mutual understanding, tolerance, ethics, etc.

2. Business partnership today permeates all relations between the subjects of the market economy, and the basic principles of partnership are trust, mutual benefit and long-term prospects. This problem is particularly relevant when it comes to international tourism, in which the issue of communication is fundamental and key to the possibility of the production process and is directly related to the integration processes that expand the territorial boundaries of business. In this regard, the understanding of the importance of developing trust relationships with partners and their inclusion in the development strategy of the travel company allows it to use additional competitive advantages in practice.

3. Partnership in tourism business has not only economic, but also social and cultural roots. In this context, relations with a foreign partner become a key resource owned by a travel Agency. Having reliable and strong relations with the partner who is abroad, the tourist enterprise can guarantee much bigger confidence safety and quality of the tourist product realized to the consumer.

4. The most important factor that significantly affects the quality of international tourism is its staffing. At the same time, the task of training is international in nature and fully addresses the issue of international partnership. As an example, this study takes the experience of mutual cooperation between the universities of Pyatigorsk (Russia) and Cadiz (Spain), where, on the basis of a bilateral partnership agreement, a program of exchange of students studying in the direction of Tourism is implemented. As part of our dissertation research, we have developed mechanisms to optimize international cooperation in the context of the marketing relations development between partner universities, based on the personal experience of the author.