

Summary

Final qualifying work theme: Linguistic features of the presentation of the Russian touristic product on exhibitions in the German-speaking countries

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Relevance of the research: The relevance of the research is explained by the fact that now we can observe the strong rivalry: the new touristic centers enter the market, Internet-technologies and online sales develop immediately, consumers wish to combine different types of holidays even more often and also reduction of duration of trips is observed. All this forces to think and to stay constantly in search of new ways of promotion of touristic products as successful work of travel company depends not only on the necessary product of the high quality which is focused on the market of price policy. Also systematic and effective communication with the potential clients and resellers is necessary. Accordingly, problems of establishing good contacts with potential clients, corporate advertizing, creation and fastening in the society of the positive relation to tourism are the main actions of the touristic industry.

The aim of the work is to reveal and descry linguistic features of promotion of a touristic product.

The tasks of the research are:

1. to reveal a concept and features of communication in the touristic sphere;
2. to descry theoretical basics of linguistic formation and promotion of a touristic product;
3. to give the characteristic to the to an informative tour «Two capitals of Transcaucasia» from the position of linguistic features of the text promoting it;
4. to develop recommendations for improvement of linguistic execution of the text accompanying the tour «Two Capitals of Transcaucasia».

Theoretical significance of the research is that within final qualification work are investigated the linguistic features of the German texts accompanying a touristic product as a separate segment of the tourist market, the potential of promotion of the Russian travel agencies in the German-speaking market is disclosed, the comparative analysis of Russian and foreign texts in German is carried out and also linguistic features of this type of texts are investigated.

Practical significance of the research. The offered data for improvement of the advertising text of the tour «Two Capitals of Transcaucasia», first of all, will help

to attract the new and already existing clients and as a result to increase the profit from sales.

The investigation results:

1. The main linguistic features of the texts accompanying German-speaking touristic products are revealed;
2. The characteristic features of the German texts which are often absent in similar texts of the Russian origin are revealed;
3. The list of recommendations about composing texts in German is made;
4. The example of correction of unsuccessfully made text in German is analyzed.