

The development of corporate identity of travel agencies.

Annotation. The desire of the company to find its own unique corporate style that will emphasize its uniqueness, allocate it from the rest of the mass of similar companies of the same direction, make it recognizable both in the eyes of consumers and in the eyes of partners and competitors is understandable. Aggravation of competition between organizations leads to the fact that every Russian travel company has the task of finding its own positions, creating and maintaining a positive image and reputation.

The topic of our exploration is the development of corporate identity of travel agencies. The desire of the company to find its own unique corporate style that will emphasize its uniqueness, allocate it from the rest of the mass of similar companies of the same direction, make it recognizable both in the eyes of consumers and in the eyes of partners and competitors is understandable. Aggravation of competition between organizations leads to the fact that every Russian travel company has the task of finding its own positions, creating and maintaining a positive image and reputation.

The Relevance of the topic. The topic studied has become very relevant in the modern world. Today, travel agencies operate in a highly competitive environment. One effective means of creating a favorable image of the company is to develop a corporate identity company, which by means of individuality and unity of graphics and other constants, allows to stand out among competitors, to become a recognizable and well remembered. Due to this, the amount of funds spent on advertising campaigns is reduced. Therefore, all effective international and domestic brands use corporate identity as a strategic tool of their business.

The object of our research is corporate identity of travel agencies. The corporate identity of travel companies is one of the most important tools in the process of forming the image of the company, as well as a certain "carrier of information", because the components of the corporate style help the potential consumer to allocate certain services to the travel company he needs from among many others. Under the corporate style of the organization, we mean a set of color, graphic, verbal, typographical and design constant elements (constants) that provide a visual and semantic unity of goods (services), all information coming from the firm, its internal and external design. [2]

The subject of our research is The development of corporate identity of travel agencies. As everyone knows, the corporate style should be a single and carefully thought out strategy of the company, only in this case it becomes unique and belongs only to this organization. According to N.S. Dobrobabenko, a professor at the International School of PR, the development of the corporate style presupposes the design of the company's logo and business documents, the creation of a slogan, recommendations for the design of all PR materials with branding, exterior and interior design of space, etc. [1]

The aim of our investigation is to develop an effective corporate identity for travel agencies. Considering the big competition in the market of tourist services, for the tourist company the most important direction of the company's activity is the promotion of the tourist product to the market. This task is feasible if the company's management has knowledge in the field of public relations and has an effective corporate identity. Corporate identity is considered the first principle of any company, as this is the main means of forming the company's image. Its presence makes the organization respectable in the eyes of customers and partners, especially in the tourist industry, due to the specificity of the product produced by them, presented in the form of a service. With the help of corporate style, any tourist organization will present to everyone the information that it is successful, and its founder is the leader. But not all managers pay due attention to the process

of forming a corporate identity due to underestimation of its importance. The goal of the corporate style is to consolidate in the minds of customers positive emotions related to the evaluation of product quality, its flawlessness and high level of service, as well as to ensure the products and the company itself of special recognition. Currently, the development of Internet technologies leads sales to the network. Therefore, such an option as the creation of a corporate website that will allocate this travel agency from many others with the help of its corporate identity, the main elements of which are such constants as: trademark, branded font (logo), brand slogan, color / colors, branded font set, has good prospects. The company website should perform the main function: to be the so-called "showcase" of the travel agency, where the most popular and attractive goods are always laid out, that is, tours and everything connected with them. On such a site of the travel agency, the client will be able to independently choose the options that interest him, book tickets and tickets, pay for services and form the necessary set of documents. In the future, a corporate website can serve not as an additional sales channel, but on the contrary, as the only one. The advantages of such advancement include: low current costs, minimal staff requirements, reduced routine, management of a travel agency from anywhere in the world. Unfortunately, you can also highlight the shortcomings, for example, the risks associated with hacking the site, or the inability to complete all necessary procedures through the Internet.

On the basis of the work made we have come to the following **conclusion**. The best way to bring online sales is to create an interactive corporate website that will allow you to quickly contact the client "online", answer all questions interesting to him and provide complete information about tourist products. A popular site among consumers, which is an electronic office of a travel agency, will successfully fulfill the task of increasing the number of customers.

Bibliography:

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