

# Intourist VAO in Travel and Tourism (Russia)

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## Abstracts

The main strategic goals of Intourist is to focus on the development of the hotels category, specialising in the management and development of hotel projects both in Russia and abroad. The company focuses on the centralised management of the hotel chain under one brand, seeking to meet international standards and engaging in strong marketing and advertising activities, hotel chain expansion, staff training, achieving a centralised booking and sales system and the utilisation of new technologies...

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## Contents

Strategic Direction

Key Facts

Summary 1 Intourist VAO: Key Facts

Company Background

Competitive Positioning

Summary 2 Intourist VAO: Competitive Position 2012

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