

SUMMARY

Subject matter: Development of advertising services of the hotels in the competitive environment (for example, the tourist destinations of Pyatigorsk and Vladikavkaz).

Author: Depelian Angelina Romanovna.

Scientific supervisor: Candidate of Pedagogical Sciences, Associate Professor of the Department of Tourism and Hotel Service A.V. Steblyanskaya

Customer organization: The Institute of International Service, Tourism and Foreign Languages, Pyatigorsk State Linguistic University (PSLU).

Topicality of the research. The hotel sector in Russia in the last decade is developing quite actively. Because of the high competition among the hotels it is a prerequisite to elaborate a marketing strategy, including, - advertising of hotel services, which can contribute to the formation of not only the image but also competition enterprise. After advertising the hotel can explore new markets, seek to increase sales, thereby the theme of final qualifying work seems relevant.

Effective advertising of hotel services - is an effective means of informing the consumer with complete information on the hotel product and services to provide quality, which implies the urgent need for deep knowledge of managers and specialists of hotels in promotional activities, development of advertising budgets, which also confirms the relevance of the chosen theme of final qualifying work .

Objective of the research. The aim of the final qualifying research is to develop recommendations for the creation of complex advertising services for the formation of the image of a research hotel "Mashuk Aqua-Therm".

Tasks: explore the retrospective aspect of the emergence of advertising services in the hospitality sector; consider the national peculiarities of advertising services in Russian hotels; determine the structure and non-price aspects of advertising in modern hotels; The formation of advertising services in a competitive environment SKFO destinations; study the effect of PR-actions for the promotion of hotels and hotel services;

to conduct a comparative description of advertising hotels Pyatigorsk and Vladikavkaz; to develop recommendations for the formation of an advertising strategy of a research hotel "Mashuk Aqua-Therm".

Theoretical and practical significance of the research is to conduct conclusions and recommendations can be used by hotels and sanatorium enterprises of the Russian Federation in developing and carrying out actions to attract customers through advertising and marketing strategies. This work can be used by managers, marketers of service enterprises, in research and educational activities in improving the training courses on marketing and service.

Results and Recommendations:

The main method of promoting its own services in the tourist-hotel market in a research hotel "Mashuk Aqua-Therm" preferred communication element of marketing - PR activities. An important aspect of the marketing strategy of the company is to use innovative methods, the most actively developing interactive means of communication or advertising Internet advertising.

As a recommendation to create an additional set of advertising services for the formation of the image of a research hotel "Mashuk Aqua-Therm" developed proposals to enhance and improve the marketing policy, including:

- development of the promotion discount on various services or accommodation;
- participation in specialized exhibitions focused on professionals;
- to pursue a policy of creating its own advertising products;
- the use of direct mail and SMS mailings.