

ABSTRACT

Theme of final qualifying work: Development of advertising strategy of tourist enterprise (on the example of the guest house “Ararat”, Lermontov).

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Information about customer organization: Guest House "Ararat", Lermontov.

Work urgency: In a competitive market, modern enterprises are seeking to improve the quality of their advertising campaigns, investing a lot of money. Consequently, companies seek returns from the growth of these funds due to the growth in sales. The same problems are solved by the hotel enterprises.

Every business including hotels goes through various stages in its development (life cycle).

Therefore, at different times different advertising distinguished by the intensity, the scale of used means of dissemination, financial expenses are requested. All these characteristics define the parameters of advertising strategies that change for the company in various situations on the market.

Thus, the issues of development of the advertising strategy of tourism enterprises become especially relevant in the practical and theoretical aspects, and it does not weaken over time. The right choice of advertising strategy and its corresponding tactics affect weightily on the effectiveness of the promotional activities of the hotel enterprise.

The aim of work is defined in accordance with its title and assumptions of relevance. It consists in the analysis of promotional activities of the hotel enterprise and, in particular, identifying the characteristics and the basic directions of development of advertising hotel strategy.

According to the aim, the following scientific problems are suggested:

- to characterize the modern features of the advertising process and advertising in the field of tourism;
- to disclose the concept and describe the main stages and alternative advertising strategies in tourism;
- to determine the direction of the selection and implementation of promotional strategies of hotel companies;
- to examine the activities of one of the hotels, in particular, the guest house "Ararat" in Lermontov, especially at promotional activities;

- to develop elements of advertising strategy for the hotel "Ararat".

The theoretical significance. The value of the study lies in the possibility of using the results for learning and practical development of the advertising strategy of the hotel enterprise. Also, for methodological purposes.

The practical significance of the work lies in the possibility of using the results of the study for:

- Heads of the Guest house "Ararat" in Lermontov;
- Employees of the enterprise;
- The other hotels in the development of their advertising strategies for various stages and periods of activity.

Results of the study. To achieve the goal of final qualifying work carried out theoretical generalization accumulated and published material. Moreover, in the second chapter of the work:

- characteristic of "Ararat" Guest House is given,
- the promotional activities of the hotel are analyzed,
- shortcomings in the field of advertising are identified,
- the basic elements of the advertising strategy of the hotel are developed,
- recommendations for implementation of the publicity strategy of the hotel are developed, in particular, in a network the Internet taking into account the stage of the life cycle of the enterprise in which it is present.

Recommendations for the implementation of the advertising strategy of "Ararat" Guest houses in Lermontov are given in the following areas:

1. Determination of target segments.
2. Development of an advertising banner layout.
3. The development of all elements of a corporate style of the company.
4. Positioning of the proposed hotel services.
5. The development of ideas, concepts, advertising messages and media plan of the hotel.
6. Conducting the SWOT-analysis to determine the starting positions.
7. Clarify the goals and objectives developed by the campaign.
8. Media planning, including work on the Internet.
9. Evaluating the effectiveness of advertising campaigns.

10. Transition to the next level aims and a new advertising campaign.