

Theme of final qualification work: Aroma marketing as an innovative way to increase the loyalty of hotel guests (for example, PSKK Mashuk Aqua-Term Zheleznovodsk)

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Relevance of the research topic. Fierce competition in the global hotel industry is forcing market participants to seek new, innovative ways to attract customers. In an urbanized and vibrant modern world, the image of a “comfortable home” that you want to return to after a hard day is of particular importance. The main goal of any hotel facility is also to ensure that its guests in the future return to this hotel. To solve this important problem, modern aromatotechnologies help.

To achieve maximum success, the issue should be approached comprehensively, and move from the general to the particular: from creating a branded, individual hotel flavor through the introduction of smells in various hotel areas to the aroma of brochures, booklets, and business cards.

It is this thoughtful approach to the use of aromas in the hotel business that will allow us to stand out among competitors, emphasize our unique style, and create an attractive, long-remembered image.

The purpose of the study is to explore the possibility of increasing the loyalty of guests of the sanatorium-resort complex "Mashuk Aqua-Term" by means of aroma marketing.

To achieve the goal, it is necessary to solve the following tasks:

- consider customer loyalty as the most important indicator of consumer attitudes towards the company;
- identify ways of forming customer loyalty in the hotel business;
- to study aroma marketing as an innovative way to increase the loyalty of hotel guests;
- give a general description of the production activities of PSKK “Mashuk Aqua-Term”;
- conduct an analysis of the activities of Mashuk Aqua-Therm PSKK in forming guest loyalty;
- develop recommendations to increase the loyalty of guests of the sanatorium based on aroma marketing tools.

Theoretical and practical significance. The materials presented in the work can be used both within the framework of theoretical training courses of secondary and higher educational institutions, and in the practice of work, primarily, of hotel enterprises. The proposed recommendations can be implemented in the activities of the sanatorium-resort enterprise, and can also become a significant element in increasing the level of guest loyalty.

Research results: customer loyalty is considered as the most important indicator of consumer attitude to the company; revealed ways of forming customer loyalty in the hotel business; aroma marketing has been studied as an innovative way to increase the loyalty of hotel guests; the general characteristic of the

production activities of the MSC “Mashuk Aqua-Term” is given; the analysis of the activities of MSC “Mashuk Aqua-Term” on the formation of guest loyalty; recommendations were developed to increase the loyalty of the guests of the sanatorium based on aroma marketing tools.

Recommendations: The proposed recommendations can be implemented in the activities of a sanatorium-resort enterprise, and can also become a significant element in increasing the level of guest loyalty.