

**Theme of final qualifying work:** Use of technologies of promotion of hotel services on the basis of the event marketing

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**The relevance** of considering the topic of this final qualifying work arises from the fact that, due to the accelerated pace of development of the hotel industry, both in the world and in Russia, one of the most important tasks facing the hotel industry, Finding the most effective ways to promote hotel services in order to attract new customers and retain existing ones. Demand for traditional advertising is decreasing, and event marketing has recently been on the rise and is already an integral part of the company's marketing. Experts also predict that the event marketing market will grow significantly in the coming years. Many successful hotel companies have learned from their own experience that they cannot afford to ignore emerging markets.

With a well-organized event marketing strategy, it is possible to build a close emotional connection between the consumer and the enterprise in a relatively short time, which will lead to increased brand recognition and competitiveness, Stimulating the marketing of hotel services and consumer loyalty. However, an analysis of the changes taking place in this area shows that the hotel industry does not use event marketing, which is now having an increasing impact, in its marketing strategy, or does not fully use it.

In this regard, there is a need to develop recommendations to improve the marketing strategy of the hotel industry, which includes one of the most important parts - event marketing, and a detailed event management plan, which in turn, will attract new customers and create a permanent customer base.

**The purpose of this work** is to develop activities to improve the efficiency of the marketing service and to create a detailed plan for the preparation and execution of the «turnkey» event.

**Main tasks are:**

- 1) Define the concept of «event marketing», define the place and role of marketing service in the structure of the hotel;
- 2) Describe the promotion of services in the hotel in general and through efficient marketing;
- 3) To give a general characteristic to the sanatorium «Mashuk Aqua-Term»;
- 4) To analyze the peculiarities of the organization of the marketing service of sanatorium «Mashuk Aqua-Term» and its activities;
- 5) Provide a list of current trends in marketing and event marketing and a list of recommendations for improving the marketing strategy of the enterprise;
- 6) To develop measures to improve the efficiency of the marketing service and the plan of the organization and holding of events in order to promote hotel services.

**The theoretical significance of the work** lies in the generalization and systematization of knowledge in the field of marketing, the analysis of technologies for the promotion of hotel services on the basis of event marketing.

**The practical significance of the work** consists in that the developed proposals and recommendations will allow the sanatorium «Mashuk Aqua-Term» to most efficiently promote the provided services with the help of event-based marketing, which will increase the productivity of the marketing service and of the enterprise as a whole.

**The results of the study:**

- 1) Development of activities on expansion of the main marketing service of the sanatorium «Mashuk Aqua-Term» is expedient, as inclusion in the service of new posts for work with corporate events, Weddings and other celebrations would help to enhance its effectiveness.
- 2) The survey showed that most potential users of event-services would choose the wedding celebration as a «turnkey» event organized in the hotel, since wedding planning is a labour-intensive process, and professionals can help in this.

3) The advantage of such events held in the sanatorium is the attraction of a new audience, which can potentially become the clients of the enterprise. Guests arriving at the event get acquainted with the venue, forming their opinion about it.

4) The detailed description of the main elements and the holding of the wedding ceremony on the territory of the sanatorium «Mashuk Aqua-Term» provides the possibility of organizing the event according to the prepared plan and effective promotion of hotel services.

5) The activities organized will be aimed at promoting the services provided by the sanatorium, which will lead to the attraction of consumers, the strengthening of their position in the market and financial benefits.