

**Title:** Increase in the consumer market of placement facilities, by means of improve ad performance (with the development of an additional service «Diet take-out meals for KMV residents»)

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**Relevance of the research topic.** The current world is impossible to imagine without advertising, today it is connected with all spheres of life. It is generally recognized that advertising is the engine of trade. With it, consumers can easily find out about the appearance of new products or services, or about various discounts and promotions for existing products. Today, the hotel service market is represented by hotels of various formats .

In a highly competitive environment, hoteliers are increasingly using advertising tools to promote businesses using traditional advertising technologies. however, advertising in the hotel business has a number of distinctive characteristics. First of all, this is due to the specifics of the placement facility itself.

Thus, the objectives of advertising are not only to inform the audience about the company, but also to present the sanatorium as a competitive structure that differs favorably in the market of services.

**Work purpose:** the goal is to attract as many guests as possible using modern advertising methods.

To achieve the purpose of our investigation it is necessary to accomplish the following **tasks**:

- Define the concept of "socio-economic factors of advertising in the work of accommodation facilities", find out the role and place of marketing services in the hotel.
- Identify the most effective advertising methods to attract guests to the hotel.
- Give a General description of the sanatorium "Mashuk Aqua-Term".
- Analyze socio-economic factors that increase the effectiveness of advertising in the hotel.
- Develop measures to improve the effectiveness of advertising in the work of placement facilities on the example of the sanatorium "Mashuk Aqua-Term".

**The theoretical significance of the** research works of scientists and practitioners devoted to the study of the problem of socio-economic factors of increasing the effectiveness of advertising in the work of hotel accommodation facilities, including

**Practical significance of the work.** It is that the developed proposals and recommendations will increase the demand for the services of the sanatorium "Mashuk Aqua-Term", and may also be useful to other accommodation facilities on the KMV.

**Main results of the study:**

- ✓ first, we consider the essence of the concept of hotel as a system of production, implementation and organization of consumption of a complex product-hotel services
- ✓ secondly, we have studied the specific types of information and advertising used in the enterprises of the hotel complex
- ✓ third, the analysis of theoretical and practical approaches to the problem of using modern technologies for information and advertising promotion of health resort services was carried out.

Based on all the above, we can conclude that the goal of the work was fully achieved, as well as the tasks defined by us were fulfilled.