

Summary

for the graduate diploma

on the topic:

The development of PR-events as a mechanism of influence on a target audience.

(on the example of the “Ozon-7 Vershin” Hotel. The Elbrusie resort)

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The Importance of the research. The present situation of the hospitality industry is characterized by tough competition of its subjects which are leading comprehensive attack in the struggle for social recognition. The key to survival and success in such conditions a priori is the creation and further strengthening of the total and harmonious connecting link with a target audience – Public Relations (PR).

Public Relations is an essential democratic component of any socio-economic system with a competitive environment which is aimed at simplifying of the commercial tasks, such as market expansion, increasing profits, competitive advantages.

The reality of the hospitality industry is that this sector of business operates exceptionally by the “human relations” principles in cooperation with the customer audience – friendliness, care, kindness and sensitivity in attitude to potential customers. This is a complete relationships system which should be managed only on a professional level.

The most obvious fact is that the hotel business is considered as one of the most prosperous economy sector, both domestic and international. However Russia is just beginning developing this multifaceted and profitable industry on the appropriate level, whereupon its integrated spheres are standing aside and PR is one of them.

Absence of specialized PR departments, relevant education and befitting professional skills of so-called specialists that are involved into the pseudo promotion of hotel companies created a deadlock branch of the public relations evolution. We came face to face with this reality in practice in the study of the of the hotel enterprise LLC “Ozon-7 Vershin”, for which the above-mentioned problems of the modern domestic industry have no less relevance.

The purpose of the research is the investigation of PR activity at the hotel enterprise “Ozon-7 Vershin” and the development of appropriate PR events for stimulating the interest of the target audience (potential clients, foreign shareholders).

In alignment with this purpose we set up the following **tasks**:

- 1) consider the essence of PR events as an element of Public Relations;
- 2) study the characteristics of PR technologies within the sphere of socio-cultural services and tourism;
- 3) analyze ways of image formation by the main tool – Public Relations;
- 4) investigate the activity of the hotel enterprise LLC “Ozon-7 Vershin”;
- 5) analyze the key factors in the preparatory stage for further development of PR events;
- 6) develop a set of PR-events for the effective impact on the target audience;
- 7) review the potential and prospects of the resort cluster “Elbrusie” for marketing diversification of economically significant entities;
- 8) explore available communication channels to promote network “Ozon” and encourage foreign investments;
- 9) develop a strategy to attract foreign investment.

“Ozon-7 Vershin” hotel belongs to the Elbrusian hotel chain “Ozon” which has been successfully operating on the territory of Elbrusie, Kabardino-Balkaria republic since 2008. Hotel’s infrastructure, its material and technical base fully align with 4 * category. Despite the limited time interval, the hotel had thoroughly settled down on the hotel market and acquired the status of the hospitality leader in the resort area.

Despite the strong points of the enterprise we have identified an acute shortage of PR department during the analysis of the “Ozon-7 Vershin” and, as a consequence, the complete lack of activities in this direction.

Set of measures and recommendations proposed in this work is designed to stimulate interest of the target audiences: potential customers, foreign investors, and therefore intends to foster synergies in all aspects that will undoubtedly serve instant push in expansion, not only the whole network “Ozon”, but the resort itself.

The originality of the PR campaign is in its absolute adaptation to the realities of the hotel itself; the network “Ozon”; the resort area "Elbrus"; the

audience of potential customers; the group of potential investors. A set of measures was based on a theoretical basis and fundamental analyzes in the field of public relations.

The tools of the target audience impact were concentrated on the global communicative space – Internet, designed for a large-scale promotion and also within the area of the hotel for the transformation of potential newcomers to regular visitors.

Due to the multiple tasks that lie under this program, a series of actions has been regulated by the degree of increase and represented by us in the form of the following conclusions:

- 1) basing on the analysis of the first target group – potential customers, and its subsequent segmentation by main indicators (social composition, age, methods of booking rooms) we have developed a range of PR activities, that are ready for implementation in the short term on the internet portal “Ozon” with the view of the positioning online and the target audience attraction;

- 2) in pursuance of the won clientele constancy, the priority task was the need of improvement the image of the services, as well as corporate components. Effective impact on both elements within the prepared program of the second phase will automatically improve the social image of the enterprise and achieve high loyalty and immutability in the guest’s subsequent choice;

- 3) to the global promotion of the resort Elbrus, we have attempted to develop “Ozon”’s marketing diversification strategy, directed to building strong relationships with foreign investors. Starting point, in our view, can serve the close cooperation with the company “ North Caucasus Resorts” OJSC (“NCR”) - one of the few organizations that has access to external investment resources and the subsequent entry into its framework on the basis of regulations of Joint Stock Company.

Summarizing the results of the final qualifying work it is worth noting that the developed program can bring considerable contribution to the tourism and recreational potential development, implementing functions of:

- providing employment;
- leveling the balance of payment;
- smoothing regional disproportions of the “Elbrusie” resort, opening unseen boundaries, which will enrich the economic basis of the whole district.