

## Summary

**Subject matter:** SPECIFICITY OF FORMING INDIVIDUAL IMAGE OF SANATORIUMS (by using an example of PSKK “Mashuk “Aqua-Therm”)

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**The organization, on the basis of which was completed practice:**  
PSKK “Mashuk “Aqua-Therm”

### **Topicality of the research.**

In conditions of market relations success of any organization is determined by the profit level, earned by all means, not prohibited by law. In turn, the profit level depends on intangible assets such as reputation of the company, and the basis of building the reputation is to form a positive individual image.

Topicality of the chosen topic is determined by the fact that the image of the organization is a factor, influencing its competitiveness; marketing position; price policy and image of its services; attractiveness as an employer; quality of customers and partners, almost on all spheres of life of the organization. Strong individual image is an important condition for achieving sustainable and long-term business success.

Creating a favorable individual image of sanatoriums of Caucasian Mineral Waters, in this context, is extremely relevant and meaningful research problem, in particular because the revival of the brand “CMW” is one of the priority directions of development of the region.

**Objective:** development of recommendations for improvement of the individual image of sanatoriums (by using an example of PSKK “Mashuk “Aqua-Therm”) on the basis of foreign and domestic technologies.

To achieve this goal we propose the following **tasks:**

1. Analyze the definition of the word "image" given by different authors, and to find the most accurate.
2. Study the main constituents of individual image and its components.
3. Identify the factors of forming individual image of sanatoriums and sort out the most significant of them.
4. Determine the difference in technologies of forming the individual image of sanatoriums in Russia and abroad.
5. Identify features of forming the individual image of sanatoriums in the region of CMW.
6. Assessment of individual image of PSKK "Mashuk Aqua-Therm."
7. Development of recommendations for the improvement of individual image of PSKK "Mashuk Aqua-Therm".
8. Define the place of image in intercultural communication.
9. Identify the importance of English terminology in the formation of individual image of sanatoriums.

**The theoretical significance** of the work consists of finding the most appropriate definition of the word "individual image", the ability to use the main propositions and conclusions of the research in order to expand the concepts of image and its role in the functioning of each organization, in particular sanatoriums.

**The practical significance** of the work is associated with the possibility of using the main propositions of the research by various specialists in the sphere of PR and image-making. Recommendations proposed in the work can be used in improving the individual image of professional spa complex "Mashuk Aqua-Therm." Also the materials of the work can be used in developing training courses.

#### **Results of the research:**

In the theoretical aspect, we have analyzed the definitions of word "image" and "individual image" given by various authors; the basic components of individual image: corporate image and corporate identity.

Different factors influence the process of forming individual image of sanatoriums: the history of the organization, social mission, opinions and estimates of people, image of the head of organization and leadership style, quality of service and level of service.

We carried out a comparative analysis of the technologies used in forming the individual image of sanatoriums in Russia and abroad. Sanatoriums in Russia while forming their positive individual image pay attention to the external attributes - corporate identity, promotional activities and increasing of the range of services. Abroad, resorts form its image through the image of the territory on which they are located, also due to the uniqueness of services and cultural and architectural appearance of the building.

Next, we analyzed the features of forming the individual image of sanatoriums in the region of Caucasian Mineral Waters. According to the results of the survey of sanatoriums of CMW, we can conclude that the resorts in this region while forming their individual image pay attention to natural resources, resort and recreational features, cultural and historical features, available in the area.

An assessment of individual image of sanatorium "Mashuk Aqua-Therm" was made. Sanatorium earned a high reputation in the market of spa services. On the basis of surveys and research of reviews on the site of a sanatorium, we concluded that 90% of visitors are satisfied with everything: quality of services and price, staff work, etc. Individual image of the sanatorium was estimated as favorable and high.

We have studied the concept of image and stereotype as part of intercultural communication, and problems of forming individual image of sanatoriums of CMW, connected with them. We analyzed the concepts such as "speech culture" and "speech etiquette", and their role in forming the individual image of sanatoriums.

We studied the role of the use of English terminology to designate categories of rooms, types of accommodation, services, etc. This increases the individual

image of sanatoriums in the minds of not only its customers, partners, but also the public.

**Recommendations:**

Despite the existing favorable individual image of sanatorium "Mashuk Aqua-Therm", in the context of growing competition among health centers, we have developed recommendations following of which will help to improve the individual image of the sanatorium. We recommended to be focused on promotional activities of the sanatorium. Also we proposed rebranding every 5 years to improve the loyalty of its customers. Monitoring of all existing sources of information about the sanatorium is required. The main recommendations are to promote sanatorium "Mashuk Aqua-Therm" in northern part of Russia, from where most of the guests arrive, and to use symbols of North Caucasus, its people and history in the corporate identity of the sanatorium.