

## THE SUMMARY OF THE MASTER'S DISSERTATION

**Theme:** marketing concept of providing tourist enterprise with economic efficiency. (Based on "Intourist" LTD, Pyatigorsk.

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**Enterprise recipient:** "Intourist" LTD

**Topicality of the theme determined** by the fact at the present stage of society a special significance are getting questions relating to the development of organizations in accordance with the requirements of the market. Marketing activity as one of the strategic tools should provide a sustainable, competitive position of enterprises, taking into account the specifics of the industry and the state of internal and external environment, and control of a single organization should be based on the needs clients.

**The main purpose is** a detailed examination of the theoretical and practical foundations of increasing the economic efficiency of enterprises the hotel service through the application of marketing tools and an analysis of the "Intourist" hotel activity and development of recommendations to improve its economic efficiency through the marketing positioning.

### **Tasks:**

- To reveal theoretical bases of marketing activity in tourism;
- To show the methods of marketing analysis of external and internal environment of the enterprise;
- To conduct basic, economical and marketing analysis of "Intourist" LTD;
- To suggest recommendations to improve "intourist" LTd efficiency;

**The hypothesis of the research:** The use of marketing tools and its conceptualization allow a hotel service enterprise significantly improve its own economic efficiency.

**The scientific novelty** of the research is to develop a separate theoretical positions and practical recommendations for the economic efficiency of the tourist organizations on the basis of the marketing concept.

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

- The main reasons, which motivate the enterprise to use marketing, were revealed;
- The history of the tourism development in Russia was revealed. The modern stage was identified – “an innovative control of the tourism industry”;
- On the basis of a diversity of approaches to the definition of marketing communications in the work the definition of marketing communications was identified; what reflects the essence of the concept;
- For the purpose of formulating and implementing major tasks - to ensure sustainable development of the tourist organizations and ensuring their economic efficiency - process groups of tourist companies were identified and formalized;

### **The main statements of the work:**

- Marketing-mix is the set of tools which allow enterprise satisfy its own needs, needs of market and to adapt to the possible environment circumstances;
- Realization of the modern marketing concept is able to significantly increase the economic efficiency of enterprises;
- Only use a comprehensive marketing tools will give the best results;
- Hotels of Pyatigorsk don't not pay enough attention to marketing conceptualization and are not guided by this approach in their work, using only some elements of market adaptation;
- Hotel "Intourist" in some aspects exceeds the its competitors, and in some - is inferior, and because of the absence of a clear marketing concept of the hotel;
- Implementing modern marketing in its activities, the hotel "Intourist" is able to take a leading position in the market of hotel services in the region of Caucasian Mineral Waters;

**The theoretical significance.** Assembled data make it possible to further study the problems of increasing the economic efficiency of enterprises of hotel service. It can be used not only for purposes of this study, but also for a number of other research with similar problems.

**The practical significance of the study** is that the conclusions and recommendations of this master's work can be used in the enterprise-research facility - "Intourist" Pyatigorsk and in many other enterprises of the hotel industry.

**Key results:**

- "Intourist" positions itself as a business hotel for business travelers. The percentage of business travelers of the total number of guests is 70%. During the summer, the hotel's services are used by foreign tourists, who arrived for the purpose of climbing the Elbrus;
- The hotel has an image of a business hotel, able to carry out high-level event, but at the same time, the image of a relic of the Soviet era is also present;
- In the hotel there are no additional services such as: SPA, swimming pool, sauna, gym. These services are popular among business travelers, as they allow to reduce fatigue from frequent business trips. Accordingly, the client does not stay at the hotel for a period of more than 1-2 days, and the hotel misses an opportunity to make a profit. These services are possessed by competitors, so "Intourist" inferior competitors;
- Analysis of the structure of the hotel has shown that there is a shortage of specialists in the marketing department, and the whole amount of work is assigned to a single person and for all his professionalism and talent, it is difficult to carry out marketing activities in full;
- Conference Center Hotel "Intourist" has among its competitors the best equipment and the best diversification;
- Economic analysis has shown that, according to the company financial statements for the last time company incurs losses. And the cause of such a state can be both objective (mobilizing resources for the implementation of large-scale projects, major transactions, the overall decline or a crisis in the economy or industry, etc. ) or it is the result of poor management;
- The hotel has an official website, but it does not have an English version and requires modification. The hotel makes good use of the promotion in the media, as well as through printed materials, but poorly promoted on social networks and also in search engines Yandex and Google. As for the special offers, the hotel offers a discount of 10-15%, depending on the time of year;

### **The suggestions:**

- To launch a massive advertising campaign to promote the hotel abroad and in Russia;
  - To take part in MIIT-2017 exhibition in Moscow;
- To create English version of the web-site;
- To promote the hotel in Google and Yandex by the help of “WebMaster” company;
  - To evolve the advertising text;
  - To hire supervisor, responsible for the quality supervision;
  - To expand marketing department. To hire marketer’s assistant and marketer, responsible for social networks;
  - To create a customer’s database;
  - Conduct training for staff in service;
  - Implementation of the search of foreign partners in order to exchange information;
  - Carrying out further market research to explore new market segments;
  - Study of consumer preferences (surveys and questionnaires of the hotel customers);
  - Expansion of the set of additional services by opening a SPA-salon, gym and pool. These measures will help to maximize the profit of the hotel and to achieve competitive advantage and to take a leading position in the market;
  - Organizing the campaign "buffet";
  - Implementation of scent marketing. Creation of a single fragrance of the hotel for the impact on the target audience.