

## ABSTRACT

**Theme of final qualifying work:** Identifying and use for marketing of competitive advantages of hotel enterprises (by the example of the PSCC "Mashuk Aqua-Therm", Zheleznovodsk).

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**The relevance of the research:** The topic chosen is relevant because the achievement of competitive advantages of any hotel enterprise and the skillful use of them is an important and solvable problem, when need to begin successful business in the field of hospitality. The use of benefits improve the performance of the process of hotel management and will contribute to high performance. In our time, both abroad and in Russia, the hotel service develops rapidly, the number of enterprises increases, which creates stiff competition faced by the hotel industry, implementing their services to consumers. Competition is the most important part of the market system, it is affected by items such as number of rooms, price, quality of services, infrastructure, material and technical condition, maintenance and so on.

**The aim of research** is to generalize the accumulated theoretical and practical knowledge and experience about the technology of identification of competitive advantages of hotel enterprises and the development of a marketing plan for their use for better promotion of the hotel on the example of the accommodation services of sanatorium-resort complex "Mashuk Aqua-Therm" Zheleznovodsk.

### **Research tasks:**

1. To consider the main competitive advantages of hotels.
2. To study the nature and methods of marketing of the hotel facilities.
3. Analyze the marketing use of the competitive advantages of hotels.
4. To identify the competitive advantages of the enterprise "Mashuk Aqua-Therm".

5. To develop a marketing plan to use the competitive advantages of the sanatorium-resort complex.

**Theoretical significance** consists of the synthesis of science and practice to improve the competitiveness of hotel enterprises.

**Practical significance of the research.** The applied significance of research topics gives a marketing plan for existing company – PSCC "Mashuk Aqua-Therm" Zheleznovodsk..

**The results of the study.** As a result of the research developed a marketing plan that includes the following activities:

- the use of advertising banners\$
- the introduction of e-Concierge
- installation of the reservation system "NB WEB"
- promotion of the group in the social. network "Vkontakte"
- distribute leaflets

Considered activities to improve the competitiveness of the PSCC "Mashuk Aqua-Therm", as well as contribute to the promotion of a sanatorium complex on the Internet.

**Recommendations.** Developed a marketing plan to use competitive advantages can be used in the future, hotel companies seeking to come out ahead in the competitive market of hotel services/