

ABSTRACT

ORGANIZATION OF EFFICIENT PROMOTION AND SALE OF THE HOTEL PRODUCT ON THE BASIS OF MODERN MARKETING

(On the example of OOO "Slavyanovskiy istok", Zheleznovodsk)

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Topicality of the research: not one company in the system of market relations cannot properly function without the use of modern marketing. Marketing value increasing every moment. This is because the needs of people, as you know, are endless, and enterprise resources are limited. Each entity has its own needs, which does not always work qualitatively to meet. To each needs its own individual approach. Accordingly, under the new circumstances, that which survives can most accurately highlight and capture a variety of needs. This is promoted by marketing.

Objective is to generalize the theoretical material on the topic of WRC, and to study the issues on the example of a separate hotel company with conclusions and recommendations for this enterprise and other hotels.

Tasks:

1. To study the features of the organization of promotion and sales of the hotel product;
2. To become acquainted with marketing opportunities for increasing the effectiveness of marketing products and services;
3. To study the use of modern marketing methods in the organization of promotion and sales of hotel products;
4. Conduct an analysis of the goals and objectives of the project being developed;
5. Identify the potential for increasing the efficiency of marketing the enterprise;
6. Develop a program of promotion and sales for the hotel based on the introduction of modern marketing methods.

Theoretical and practical significance of the research. The final qualification work carried out a study, the significance of which is the possibility of using theoretical generalizations and applied results for studying and practical implementation of modern marketing methods in order to improve the efficiency of promotion and sales of hotel products.

Results of the research: as a result of the research, a program of measures was developed to improve promotion and sales based on the introduction of modern marketing methods for the hotel LLC "Slavyanovskiy istok", Zheleznovodsk.

Recommendations: The developed program of promotion and sales of the hotel product can be used to develop the marketing policy of the hotel, as well as to increase the number of rooms in the low season. This program includes:

- Carrying out price differentiation. The purpose of this event is to achieve an improvement in the volume of hotel loading in the low season by reducing the prices for the services provided.
- Strengthening of information about price benefits. Holding this event helps to increase the client flow.
- Organizing a recreational offer. The purpose of the event is to conclude agreements with the nearest sanatoriums and medical centers to provide services to the guests of the hotel on favorable terms.
- Establishment of cooperation with cultural and entertainment enterprises. Conducting this kind of events will favorably affect the loading of the hotel. Since the guests need to organize cultural events.
- Organization of the rental of equipment. This proposal is relevant as the hotel LLC "Slavyanovskiy istok" is located in the resort region, and most of the guests come just for a full rest in nature.
- Internet advertising. The most effective element of marketing of the hotel enterprise, thanks to which the bulk of sales of the hotel product is organized.
- Organization of advertising campaigns. The organization of an advertising campaign of the "effective frequency" model will allow "Slavyanovskiy istok"

LLC to achieve the stated marketing goal - increasing the number of rooms in the low season.

- Creation of corporate style of the enterprise. This event is aimed at improving the image of the hotel and confirming the quality of the services provided.