

SUMMARY

The theme of graduation thesis: "Corporate blogging as a PR-technology in the hospitality industry (by the example of a hotel complex "Paradise Lost at the Mashuk Pyatigorsk)".

Author: Mariya Isakhanyan.

Scientific leader: doctor of philosophical Sciences, associate Professor, Tigs L.A. Burnyasheva.

The relevance of the research topic. Signature style involves the use of common principles of design and colour solutions for interiors, accessories, all forms of advertising and promotion, business documents.

The relevance of this work lies in the fact that the development and promotion of corporate identity is a pressing issue for the Russian hotel business.

The aim of the work: consideration of corporate blogging as a PR-technologies in hotel business; development of recommendations on creation of corporate blogging as a PR-technologies in the complex "the Lost Paradise in mashuka".

Tasks:

- Identify the nature and to consider the concept of corporate blogging.
- To consider types of corporate blogs, and aspects of their application in the hospitality industry.
- To see corporate blogging as a PR-technology in the hospitality industry.
- Give the General characteristic of the hotel complex "the Lost Paradise in mashuka".
- Perform practical experience in PR activities in the hotel complex "the Lost Paradise in mashuka".
- To give recommendations for the creation of a corporate blogging as a PR-technologies in the complex "the Lost Paradise in mashuka".

Theoretical and methodological basis of the study. In order to achieve the main tasks has been studied a significant amount of scientific literature on the research topic. A significant part of the sources for advertising and PR is contained in various Internet resources, specialized and economic.

Methods of intervention: description, comparison, analysis, synthesis. When writing was used and the actual data on an investigated problem; the data obtained as a result of ongoing work by the author of the research.

The empirical basis of the study was the domestic and foreign scholars in the study of corporate blogging as a PR-technologies in hotel business, regulatory documents, and materials obtained by the author during the period of internship. When writing work used the works of researchers in management, economic theory, sociology, psychology and control theory, monographs and scientific articles in periodicals.

The results of the study. We propose to create a corporate blog as a PR-technology in the hotel "Zateryannyi Rai u mashuka". The benefits of such a resource are obvious: a popular blog will generate real calls, application, to draw the attention of subscribers. Professionally decorated, this resource will allow you

to win the favor of the audience, to get recognition and a reputation as an expert in the hotel industry.

Recommendations. In the result of the analysis of PR activities of the hotel complex, we have proposed step-by-step guide to creating a corporate blog as a PR-technology hotel "Zateryannyi Rai u mashuka":

1. Executive support – the key to popularity online.
2. Interested colleagues.
3. A joint search for content ideas.
4. The contribution of each individual employee.
5. The establishment of the experimental group.
6. An editorial calendar.
7. The analysis of efficiency.
8. How not to: errors in the conduct of the corporate blog.
9. Become a leader.
10. Integration of the project into the sales system.
11. Waiting for the "right" topics.
12. Expert content needs to be supplemented with relevant information.
13. Newsletters the Director and specialists.