

Abstract

The subject matter of the final qualifying work: Hospitality business additional service planning based on the target market identification.

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Customer organization: a spa resort “Mashuk Aqua-Therm”, Zheleznovodsk.

The relevance of the research study matter: In order to attract customer’s attention hotels attempt to augment the spectrum of their additional services. However, it’s not always the case that the hospitality businesses realize the importance of proper segmentation and target market selection in additional service development. Segmentation provides for an efficient and economical management of money and people resources.

The work goal is to study hospitality business additional service planning based on the target market identification and to propose a new additional service project for the spa resort “Mashuk Aqua-Therm”.

Objectives:

- to characterize the primary and additional hotel services, define their qualities, make examples;
- to study target market identification as a means to increase additional hotel service delivery efficiency;
- to analyze additional hotel service planning based on target market segmentation;
- to reflect on the project goals and objectives;
- to determine the spa resort “Mashuk Aqua-Therm” target markets and their [demand characteristics](#);
- to draft a new additional service delivery plan for the spa resort “Mashuk Aqua-Therm” based on target market segmentation.

The theoretical and practical significance of the research is contained in the analysis and synthesis of the various information on the problem of additional hotel service planning based on the target market identification and also in the new additional service plan development based on the target market identification for the spa resort “Mashuk Aqua-Therm”.

Results of the research: We have studied additional hotel service planning based on the target market identification, showed its significance in the context of high-level competition, and also have explored the major approaches to customer market segmentation.

Recommendations: we conceive it expedient to integrate the new developed additional service program for the spa resort “Mashuk Aqua-Therm”. The proposed service includes two art-therapy methods: doll therapy and neurographics.