

## SUMMARY

**Subject matter:** Promotion of hotel services (based on the materials of «Pontos Plaza» hotel, Yessentuki).

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**Topicality of the research.** An actual practice of hotel services promotion in Russia is focused on practical issues, while theoretical aspects remain on the sidelines. In addition, there are problems in the adaptation of foreign scientific and practical developments in the Russian peculiarities of hotel business.

**Objective of the research** was to develop scientific and methodological support of hotel services promotion efficiency increase on the materials of the «Pontos Plaza» hotel, Yessentuki.

**Tasks:** to characterize the current state of Russian hotel services market; to examine the legal framework of hotel services accordance in the Russian Federation; to consider the main methods of hotel services promotion; to give a general description of the hotel «Pontos Plaza» and to determine its position on the regional market of hotel services; to analyze ways of promotion of the «Pontos Plaza» hotel; to develop and propose ways and methods to improve the efficiency of promotion of «Pontos Plaza» hotel services.

**Theoretical and practical significance of the research** is to conduct a comprehensive study of the forms and methods of hotel services promotion in the «Pontos Plaza» hotel, as well as the development of recommendations for their improvement.

The results of the research can be used in practice of the «Pontos Plaza» hotel, and they can be useful for other enterprises of hospitality industry.

### **Results and Recommendations:**

The main method of hotel services promotion on the tourist-hotel market used by the «Pontos Plaza» hotel is promotion via the Internet (through hotel's own website and promotion services of tourist sites and advertising agencies), running hotel's channel on youtube, and promotion of its services in the social network for professionals – LinkedIn. Hotel combines listed methods with occasional publications in regional newspapers and magazines, which indicates the low efficiency of hotel services promotion and narrow direction of its marketing strategy.

To promote the services of the «Pontos Plaza» hotel we have proposed the following measures:

- to include the hotel in foreign tourist guides and handbooks;
- to enter into the international online booking systems and databases about hotels.