

## ANNOTATION

Graduation qualification work on the topic: Advertising on the Internet as a means of promoting hotel and spa complexes (on the example of the hotel and spa complex of JSC "Resort" Nalchik ")

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Organization-customer: Hotel and spa complex of JSC "Resort" Nalchik "»

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*Keywords: public relations, advertising, PR-technologies, Internet advertising, promotion on the Internet, promotion channels, communication on the Internet, attraction to the site, promotion of the portal, content.*

**Relevance of the research topic:** In the modern world of any organization, it is necessary to effectively use the possibilities of the Internet. Promotion in the Internet has several advantages, including the development of brand recognition, the capture of the target audience and the relatively low cost of advertising. In connection with these trends, it can be noted the need for detailed research in the field of Internet advertising, substantiating its main advantages over traditional advertising methods and developing recommendations for the effective application of Internet marketing methods.

**The purpose of the work:** to study the features of advertising on the Internet, as well as the possibilities of its use for the successful promotion of goods and services.

**Tasks:**

- consider the communicative capabilities of the Internet and the possibilities of their application in advertising campaigns;
- Identify the main directions and methods for assessing the effectiveness of advertising on the Internet;
- to study the organizational structure and describe the advertising activities of the hotel and spa complex of JSC "Resort" Nalchik ";
- develop recommendations in improving the effectiveness of advertising activities on the Internet of the hotel and spa complex of JSC "Resort" Nalchik ".

**Theoretical and practical significance of the research** lies in the possibility of using the results obtained for the organization of advertising activities on the Internet of the hotel business. The theoretical part of the work is aimed at generalizing knowledge about advertising on the Internet. The concepts, classification, elements and forms of advertising on the Internet are considered, the advantages that the Internet has as an advertising platform are determined.

The practical part of the thesis examines the tools of advertising on the Internet used in the activities of the hotel and spa complex of JSC "Resort" Nalchik ", as well as developed proposals to increase the effectiveness of this channel marketing communications.

**Results of the study.** As a result of the analysis of materials and the conducted survey it was revealed that the management of the hotel and sanatorium complex does not pay due attention to advertising on the Internet. There is a site, but nobody is engaged in its promotion and filling. Usually, traditional printed advertising materials are used.

**Recommendations** need to hire a specialist to support and develop the site of the hotel, create pages in popular social networks and a periodic presence in the Internet space as a community manager; To promote the promotion of services through e-mail; To use banner advertising.