

SUMMARY

Subject matter of the dissertation: Analysis and improving the agency's activities in the health - resort sphere as an example of "Sanatorium Plaza"

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Customer organisation: Plaza SPA Hotel has a certificate of compliance for the following services: medical activity, food restaurant, bar food; health and health services: Accommodation in a sanatorium, services hotel. Plaza SPA Hotel has a license for medical activities.

Topicality of the research: due to the fact that the crisis situation , leading to macroeconomic instability, variability and uncertainty of the business environment determines the special importance of all activities in the health resort area.

Create a market of spa services includes the need to provide gainful employment resorts. In this regard, in sanatoriums, new positions, divisions and whole areas that were not previously submitted in this area (marketing, service centers, animation, etc.). However, the traditional therapeutic and recreational national sanatorium system, which we are justly proud, requires specialist knowledge of the foundations of non-medical balneology. First of all, it concerns the management aspects, questions of the spa services and recreation. Count on the fact that the client will be reconciled with obviously poor service, it would be an unforgivable mistake. Therefore, as part of its organizers resort business should inform potential customer about the range and quality of services offered and to ensure their compliance with the declared level.

Spa facilities involve implementing a set of interrelated activities, which include: an analysis of market opportunities, selecting target markets, develop

marketing complex, planning, organization and control of the establishment, maintenance and strengthening beneficial exchanges with target markets.

Objective: It is to study ways to improve the health resort activity in a highly competitive environment.

Tasks:

- clarify the nature and activities in the health resort area;
- reveal the features of marketing activities in sanatoria and health resorts ;
- review the range of services in the health resort area;
- develop conference package for improving the activity of Plaza SPA Hotel.

Theoretical and practical significance of the research: It lies in the fact that the project carried out within the framework of final qualifying work and activities proposed in it contribute to the improvement of the activity of Plaza SPA Hotel in a highly competitive environment, and is a generalization of experience of the most advanced Russian and international hotel companies, specializing in the conferencing market -services. Improve its efficiency and to attract potential customers through the introduction of new services. In the future, this research can be used as the basis for the creation of improvement of activity of Plaza SPA Hotel.

Results of the research: This study is a kind of analysis and development of a set of measures aimed at improving the health resort activities, through the introduction of a new package of services Plaza SPA Hotel.

The main result of this study include:

1. Perfection of activity of Plaza SPA Hotel through the creation of a new product-services "MICE".
2. Implementation "MICE" in the main sanatorium services, expanding the range of services offered.
3. Improving the quality of services offered.
4. Penetration into new market segments.

Congress tourism creates great opportunities for repeat visits, guests have on an individual basis , it will also increase the profits of the sanatorium .

Thus , improvement of activity of Plaza SPA Hotel through the introduction of " Meeting Package - MICE" is an essential factor in its growth .

Recommendations: for the implementation of this project must be of Plaza SPA Hotel is necessary:

- create a service MICE actively in demand;
- improve the operation of services;
- to adapt to the conditions of an economic and social environment;
- Create a positive image of the company and enhance its reputation in the conference services market;
- get the most profit.

In addition, this project will contribute to the achievement of high results of improving the quality of services should be based on the complexity of the service. In this project we are talking about a combination of the different nature of the services so that they successfully complement each other. Thus, for example, simultaneously with the development of business tourism resort will provide a wide range of therapeutic and wellness services. This will lead to the improvement of pricing and spectrum MICE tourism strategy, where the resort will be able to create a unique image and attract new corporate customers.