

SUMMARY

Subject of the thesis: «PR-technologies as a tool to promote the hotel business on the Internet (on the example of hotel "Hayat", Pyatigorsk)»

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Key words: PR-technologies, the concept of Web 2.0, the concept of PR 2.0, PR-promotion, reputation management, booking engine, online directories, social networks, E-mail distribution, lead generation, SEO, SMO.

Relevance of the research topic. Using PR-technologies for the promotion of goods and services on the Internet is an important component of the marketing activities of a modern company. The Internet environment is dynamic, in the Russian segment of the Internet, from year to year the number of people using company websites and social networks to search for information about products and services increases. For this reason, an increasing number of firms are turning to promoting their goods and services via the Internet.

The goal: to identify features of application of Internet technologies in PR in the hotel business (on the example of hotel "Hayat", Pyatigorsk).

Tasks. The implementation of the declared objectives guided the formulation and solution of the following tasks:

- to describe the concept of Web 2.0 and PR 2.0, the role and place of PR in the strategies of Internet promotion goods and services;
- to explore Internet technology PR and their purpose in the modern hotel business;
- to conduct a comprehensive analysis of the performance of Spa-hotel "Hayat" on the Internet (including positions site in search engines, the quality of work with social networks, using of directories);
- to develop a program of optimization of PR work on the Internet-promotion of the Spa-hotel "Hayat" and to present it as the result of the project.

Theoretical and practical significance of the research. For the decision of tasks of graduate study were selected such scientific methods as analysis and synthesis, inductive method, methods for generalization, abstraction, comparative analysis. In addition, the author used such methods of the social Sciences, both quantitative and qualitative content analysis of online representations of Spa-hotel "Hayat" in different social networks, data analysis, search engines, SEO-audit of the official website of Spa-hotel "Hayat".

The results of the research. In the conducted thesis study solved all the tasks.

Recommendations. The program of optimization of PR work on the Internet-promotion of the Spa-hotel "Hayat" is a set of recommendations for using of five Internet technologies PR to maintain a positive image of the hotel, establishing sustainable relationships between the hotel and the target audience through the official website of Spa-hotel "Hayat", its page in the online booking systems, its representation in the four major social networks, reviews in the Internet directories and organization E-mail distribution.