SUMMARY

Subject matter of the scientific research project: Marketing research in consumer demand for hotel product (on example of the hotel "Progress" Bataysk, Rostov region)

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Customer organization: Hotel "Progress" Bataysk, Rostov region.

The relevance of the research topic. The relevance of the research topic lies in the need to know who needs a product, why, for what purpose, at what time. In a competitive hotel market in Russia, particularly in the Rostov region.

Objective: Analysis of market research consumer demand for hotel product on the example of the Russian hotel.

Tasks:
- to give a general description of the consumers of tourist products;
- define goals, objectives and methods of marketing research of consumers;
- describe the activities of hotel "Progress" in Bataisk Rostov region;
- conduct marketing research of consumers of this hotel;
- to provide practical guidance for management of the hotel on the study of consumer demand based on marketing surveys of customers.

Theoretical and practical significance of the research: The work structurally consists of an introduction, three chapters of the main part, conclusion. There is a bibliography of references and applications.

The first chapter covers the theoretical aspects of consumer behavior in the tourism and hospitality markets.

In the second, an analytical chapter outlines approaches to marketing research clients of the hotel enterprise.

The third chapter is applied, because the whole activity is based on the analysis of of the hotel "Progress" in Bataysk, Rostov region - Presents profiles independently created and tested to identify customer preferences hotels.
This work presents the developed package of application materials to assess the demand for the services of the hotel companies, in particular, applied for a new hotel "Progress".

The practical significance of the work. Here we described in detail the hotel itself, its number of rooms and services. Also, we gave the price tariffs for 2015, analyzed main indicators of economic activity for 2014. The structure of study and results of the analysis of the enterprise can be used in similar trials.

**Results of the research:** There is not marketing service in the organizational structure of the "Progress" but some marketing activities are performed by the administrator, working in shifts. Systematic work on the study of the customer demand, the formation of a database of customers is not carried out. However, the hotel management pays particular attention to the web-site, through which receives some information about their customers. Our work presents a diagram of the directions of marketing research. But for each site such a scheme needs to be adapted.

To study the demand of consumers of hotel "Progress" was conducted a survey in the city of Bataisk. Samples profiles and the results are shown in the work. From the responses received, it is not difficult to notice that the volume and quality of services of the hotel "Progress" are currently not optimal for consumers.

**Recommendations.** Based on the study of the problem, were made general conclusions and recommendations of the management of the hotel "Progress".