SUMMARY

Subject matter: Functional positioning of the marketing concept in activity of the tourist enterprise (on the example of activity of SOCHI MARRIOTT KRASNAYA POLYANA hotel of Sochi)

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Information about customer organization: hotel «Sochi Marriott Krasnaya Polyana», Sochi

Objective of the research: A special place in the hotel enterprises at the present stage of development is entertainment service organization providing entertainment activities tourists. It animation is a great source of additional profit for the hotel, and the attractiveness of the product, so the professionals of this profile is of interest to all modern hotel companies. This explains the choice of the topic and its relevance.

The purpose of the study: theoretical studying of questions of positioning of the marketing concept of the tourist enterprise, that is, forming of structure of marketing on the basis of giving of the central defining functions to it in work of firm, and also the applied analysis of a problem on the example of activity of the concrete enterprise of the industry of hospitality, with development of the main directions of actions.

Tasks: are directed on achievements of a goal:
• to give theoretical justification of need of positioning of the marketing concept of the tourist enterprise for market economy;
• to open essence and realization of modern approach to marketing positioning at the enterprise;
• to study activity of the enterprise of hospitality of Sochi – SOCHI MARRIOTT KRASNAYA POLYANA hotel;
• to analyse marketing activity of hotel in the market of services of hospitality;
• to prove need of advance planning of market marketing positioning at the enterprise;
• to develop the tactical directions of achievement of the chosen structure of marketing;

Theoretical and practical significance.

The theoretical importance of the real research is determined by its aiming at compilation and generalization of the published materials by the designated
subject, and also introduction of some aspects of own vision by the author of ways of creation and development of steady business in the sphere of hospitality in the conditions of the modern tourist market.

The practical importance of work consists that recommendations about improvement of activity of marketing service in Sochi Marriott Krasnaya Polyana hotel of Sochi can be used in practical activities of marketing services.

**Results of the research are:**

For improvement of activity of marketing service actions were developed and justified measures to eliminate the above drawbacks:

- except creation of stronger communications with partners to develop more close connections and loyal cooperation with the direct consumers.
- creation of strong relationship with the consumer of services by introduction of additional financial benefits, social privileges, and so - structural communications;
- operating time of constant client base, preservation of the constant consumer;

**Recommendations.**

The offered actions for improvement of activity of marketing service have both social, and economic effect. Realization of these actions will be profitable for Sochi Marriott Krasnaya Polyana hotel, first of all will solve problems of fullness of hotel all over the year, will bring a variety services of each separate service of hotel and, of course, will increase positive responses from visitors on service level