Summary

Subject matter: Analysis of promotional activities and the development of the concept of information and advertising support

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Information about customer organization: Spa-Hotel “Bristol”

Topicality of the research: caused by the fact that as the major problem of the present stage of development of the hotel market appears to improve the quality of advertising appeals and increase return on advertising, because the effectiveness of the advertising campaign is an important factor in the competitiveness of hotels. In this situation, scientifically based, but at the same time, a creative approach to advertising can provide a more efficient Hospitality Industry.

However, it must be noted that most of the leaders of local hotels have not yet given sufficient attention to advertising strategy, putting in a lot of money advertising, half of which is thrown to the wind. The reasons for this vary: the concept was not thought out promotional activities; target segment is not defined, properly chosen form of advertising, etc.

Objective of the research is to develop relevant organizational and methodological approaches to evaluating and improving the effectiveness of advertising companies in the hospitality industry marketing communications and design concepts of information and promotional activities for the spa-hotel "Bristol" in Pyatigorsk.

Tasks of the research are:
- consider the provision of information and advertising as a way to promote the hotel product;
- identify the types of information and advertising that are used in hotels;
- To disclose proprietary information and promotional items to promote the hotel product;
- To characterize and to analyze the industrial activity and the hotel "Bristol";
- To analyze the types of advertising used in the activities of the hotel "Bristol";
- To formulate targets and develop the concept of information and promotional activities in the hotel "Bristol"

Theoretical and practical significance consists in the possibility of its main provisions and conclusions to address the complex theoretical and practical problems of forming an effective hotel advertising. Fundamentals and conclusions contained in the final qualifying work can be used as a further development of theoretical and methodological principles of advertising, and to use as a practical guide regional hotel companies, and, in particular, the hotel "Bristol" in Pyatigorsk, and specialized marketing and advertising agencies to evaluate and improve the results of advertising campaigns.

Results of the research are:
As a result of the qualifying final study results are as follows:
1. The absence of a unified approach and the difficulty in the proper use of systematic criteria for types of advertising, created a unified orderly classification of hotel advertising.

2. In order to improve the effectiveness of promotional activities and the subsequent evaluation of the advertising campaign as a whole and its individual elements, the most common methods of systematic research on the effectiveness of advertising messages according to the stages of the campaign, identified the most effective of them.

3. Adapted to the specifics of advertising activity in the services sector to the peculiarities of the hotel sector, which allowed to prove the gradation degree of involvement of the advertiser to the advertising process, depending on the type of hotel enterprises.

4. Developed organizational guidelines that help to enhance the effectiveness of advertising of the hotel "Bristol" in terms of creating advertising messages, select the types of advertising, media and advertising, provided the impact of seasonality on advertising hospitality services; a program of events, allowing to define the elements of a successful advertising campaign hotel.

**Recommendations.**

1. All the elements of advertising appeals hotels must be combined with the corporate style and meaning of the texts relate to the position of the hotel brand.

2. The global financial crisis, no doubt, affected the hotel industry, which in the first place, resulting in reduced advertising budget small hotels, as Advertising is seen by most as the extra cost of lay people. However, during periods of low demand advertising policy should be especially designed and aimed at achieving the highest possible demand for hotel services; With the proper conduct of the anti-crisis measures of marketing, advertising can not only help the hotel to stay at the position occupied, but also to enhance its reputation among its competitors.

3. Advertising policy of the hotel "Bristol" requires constant work in the future. Requires finding the most effective forms of advertising, a reasonable choice of differentiated advertising. Need to constantly examine how the international experience and the experience of competitors, and learn the most effective forms of advertising, use of new communications capabilities.

4. The priority of advertising of the hotel "Bristol" in the near future should be to develop a corporate identity. For the successful implementation of the advertising policy is required to competently use a combination of advertising of the hotel in general advertising certain services.

5. To summarize, we can say that keeping a constant finger on the pulse of progress, you can create an effective advertising and information policy, which will profit the hotel "Bristol" and the purchase of customer satisfaction.