Abstract
Graduation Level of Proficiency Paper
(Bachelor's degree)

Title: «Enhancement of methods of effective promotion and sales of a hotel product (on the example of Chess Lodge hotel of Kislovodsk)».

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Topical Importance. Now it is connected with need of generalization of scientific data on development of modern methods of effective promotion and sales of a hotel product, and also with the growing value of various methods of promotion of a hotel product in the conditions of today's competition. In hotel business, as well as in other entities of services industry, there shall be measures of direct impact on productivity of sales.

Targets of work: to develop modern methods of effective promotion and sales of a hotel product in Chess Lodge hotel Kislovodsk.

Tasks:
1) to determine the main performance indicators of sales process, and also to reveal the factors exerting impact on sales volumes of a hotel product;
2) to consider specifics of forming of a sales network, and also to study sales promotion methods in system of sales policy at the entities of a hotel industry;
3) to analyse technology of sales and distribution in electronic systems of booking, considering the Russian and foreign experience;
4) to give a general characteristic of Chess Lodge hotel of Kislovodsk;
5) to carry out an efficiency evaluation of promotion and the organization of sales of a hotel product in "A chess lodge";
6) to develop modern methods for effective promotion and sales of a hotel product in the resort complex "Chess Lodge".

Theoretical value and practical applicability. The theoretical importance is characterized by the fact that in case of a certain deficit of highly specialized literature this work can be used for the purpose of increase of sales volume of a hotel product, and also enhancement of a revenue management process in the hotel sphere. The practical value of research consists in development and addition of the existing developments in enhancement of methods of effective promotion and sales of a hotel product and in a possibility of use of its results by preparation of recommendations about enhancement methods of effective promotion and sales of a hotel product in Chess Lodge hotel of Kislovodsk that can become subsequently base to start enhancement of hotel business in all region.

Results. A number of shortcomings of Chess Lodge hotel Kislovodsk have allowed to develop the priority directions of its enhancement. In an analysis result of data the author suggests to use a technique of Mystery Guest which supports programs of promotion, controls and measures service quality; to enhance the official site of hotel; to constantly estimate efficiency of instruments of promotion by the offered criteria; to use B. Franklin's method "+" and "-"; to replace system of automated management of hotel, and also to use the tasks which are specially developed for teachers in educational process.

Implementation advice. Materials and results of this research can be used when reading rates and special courses on technology of sales of a hotel product, when writing student's scientific works on similar subject.