ABSTRACT

**Subject of the final qualification work:** Marketing diagnostics in the activity of a hotel enterprise (on the example of Ararat Guest House in Lermontov)

**Author of the final qualification work:** Grigoryan Gagik Karenovich.

**Research supervisor of the final qualification work:** candidate of economic Sciences, assistant professor of the Department of tourism and hotel services Alekseeva M. A.

**Data on the customer organization:** Guest house "Ararat" in Lermontov.

**Relevance of the subject of the research:** The relevance of the topic of the final qualification research is conditioned by the fact that for successful business it is necessary not only to be able to provide quality services, but also to know in advance who they are for, why, for what purposes, how various market factors influence the sales of hotel services. It is for this purpose that in modern hotels marketing diagnostics of market parameters is carried out, allowing to build their activity in accordance with the available demand. Only in this case, it is possible to achieve the best attitude of customers to the firm and, accordingly, to obtain high revenues from the sales of its product. In the competitive market of hotel services in Russia and the region of the Caucasian Mineral Waters, in particular, the solution of this problem acquires special topicality.

**Aim of the work:** Theoretical study and analysis of the marketing diagnostics process in the activity of a hotel enterprise, on the example of Ararat Guest House in Lermontov.

**Tasks:**
- To investigate the results of the analysis of marketing diagnostic issues in hotel enterprises available in the literature and sources.
- To give a general description of the internal and external environment of the selected enterprise - Ararat Guest House in Lermontov.
- To carry out marketing analysis of the enterprise.
- To identify shortcomings in internal hotel marketing.
- To develop a program for marketing diagnostics of market parameters and their use for the development of Ararat Guest House.

**Theoretical importance of the research:** The value of GQW (graduate qualification work) is that it can be used for studying and practical development of the hotel's marketing diagnostics.

**Practical value of the research:** in practice, the results of the research can be used by:
- the management of Ararat Guest House in Lermontov;
- management and employees of the enterprise;
-other hotels when developing a program of marketing diagnostics in their work.

**Results of the research:** The author's program of marketing development with the elements of marketing diagnostics for Ararat Guest House has been drawn up. It can be used by similar enterprises of the region.

**Recommendations:** The implementation of the marketing program with the elements of marketing diagnostics should be carried out in the following areas:

- studying market conditions, conducting marketing research, developing marketing strategies in various areas;
- quality management with the development of internal standards and training of personnel;
- the organization of booking and sales of hotel services;
- organization of promotion, advertising and PR;
- marketing planning;
- Coordination of the work of Ararat Guest House subdivisions under the guidance of marketing;
- Adaptation of plans and decisions depending on the condition of the marketing environment of the enterprise;
- Coordination of management decisions and the whole of management for the realization of marketing tasks.