Summary

Subject matter of the dissertation: Technology of informational advertising provision of sanatorium resort complex and working out of program of its promotion (relating to the professional health resort company "Mashuk Aqua-Therm" Zheleznovodsk).

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The problems of informational advertising provision of sanatorium resort complexes actions had been explored in the given qualification paper. Advertising emphatically imposes to audience its valuable, forming actively consciousness of mass, replicating the moral codex and understanding of life of its customers. Thus, there is developing still insufficiently known advertising market of resort services in Russia.

Objective: show the significance of the of informational advertising activity of resort complexes in modern conditions and working out of informational advertising concept policy for the professional health resort company "Mashuk Aqua-Therm".

Tasks:

- to disclose the nature and structure of the concept of "informational advertising provision" and uncover ways of promotion of hotel product;
- to study kinds of information and advertising used in the means of distribution;
- to analyze the trade elements of informational advertising provision of means of accommodation services;
- to analyze the professional health resort companies of Zheleznovodsk;
• to make general characteristic of the professional health resort company "Mashuk Aqua-Therm" and identify its place in health resort companies of Zheleznovodsk;

• to analyze types of advertising and orientations of informational advertising activity of the professional health resort company "Mashuk Aqua-Therm" Zheleznovodsk. To work out the project of the program of advertising health resort material promotion.

In the given research informational advertising activity of the professional health resort company "Mashuk Aqua-Therm" was analyzed, opportunities of the resort company for promotion by grant of additional services for potential segments of consumers were determined. The kinds of advertising carriers appropriate for positioning and advancement of the health resort company services were suggested.
Subject of Investigation: