Subject matter of the dissertation: Development of promotional activities to promote the image of enterprises health centre sphere (for example Pirogov’s resort clinic «ISKRA»).

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Customer organization: Pirogov’s resort clinic «ISKRA».

Topicality of the research. The desire to conquer and expand their own place in the tourist market by using advertising media and PR-activities. The special importance of PR in the health resort area makes the fact that in this case we are dealing with the implementation of services, usually in the distant area, to assess the quality of which is up to the moment of purchase are often quite problematic. Here at the forefront reputation resort and its image formation and maintenance of which is engaged in Public Relations.

Health resorts, which aims to achieve success and win the competition, have great attention to the creation and preservation of a favorable opinion of themselves, their products and services their work. A positive image, a good opinion of the sanatorium at customers, partners, competitors, suppliers, government leads to higher profits in the financial plan, the strengthening of the market position and prosperity. Therefore, given the topic is relevant.

Objective is to consideration on the basis of material available promotional activities to promote the image Pirogov’s resort clinic «ISKRA».

Tasks:
- to explore the theoretical basis of image formation;
- to give a general description of Pirogov’s resort clinic «ISKRA»;
- to analyze the external and internal image of Pirogov’s resort clinic «ISKRA»;
- to research and identify the level of use, the advertising media in promoting the image of Pirogov’s resort clinic «ISKRA»;
- to consider the development of infrastructure for the development of recreational and health tourism;
- to develop and offer advertising tool that improves the efficiency of the image in the communication environment for Pirogov’s resort clinic «ISKRA».

**Theoretical and practical significance of the research.** The results of graduate research can be used as a practical activity in Pirogov’s resort clinic «ISKRA» the boarding house with treatment and other spa facilities in the cities of Caucasian Mineral Waters.

**Results of the research.** In this research analyzed the forms of advertising media in Pirogov’s resort clinic «ISKRA», where the main tools advertising are the only advertising in the press and radio. Therefore, for more complete information used promotional tools for pension purposes in the future held a small sociological research which marked a perspective direction.

**Recommendations:** We have considered and developed marketing materials. The purpose of which is to advertise this service pension, to enhance the positive image, both among the public tourist organizations, and among consumers researched pension «Iskra». It has therefore been developed and offered promotional products for pension «Iskra» and designed a logo pension. No matter how unpredictable was the reaction of the public during the formation of shape, the entire system have to submit the logic of a single concept. image of the organization - is the sum of all these and countless unnamed components. They all have something to do with the company and its goods and services run on its image. This work, which constantly creates both words and images, in the end, it all mixed in a most peculiar way, and turns into the minds of the public in a single image.