SUMMARY

Theme of final qualifying work: a Marketing analysis of the price of factors of formation of revenues of the hotel enterprise (on the example of the hotel complex "adijuh Palace" Khabez, Karachay-Cherkess Republic)

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Information about customer organization: hotel complex "adijuh Palace"(hotel "ADIJUH PALACE") Khabez, Karachay-Cherkess Republic.

The relevance of the research topic. The relevance of theoretical studies of the problem stems from the need for proper resolution of questions of pricing on the basis of generalization of experience and language based areas determine the price of the product sold.

Also the relevance of the research topic stems from the need to match the prices of goods and services of tourism companies of their quality. In this regard, the analysis of market conditions, competitors' prices, costs of production and other parameters should be carried out on the basis of scientific decision-making.

The purpose of the work. The purpose of this study is to examine the marketing problems of the analysis of price factors influencing the income of a hotel enterprise as well as issues of formation of the optimal pricing policy of the hotel enterprise in the applied aspect for one of the hotel enterprises of the North Caucasus Federal district.

Objectives are defined as follows:
1. the lessons in the scientific literature material on the General problem of pricing in a market economy and the analysis of pricing in the hotel industry;
2. the study of the principles of price policy of the enterprise as an element of the marketing mix;
3. the study of methods and tools pricing specific lodging establishment (hotel ADIJUH PALACE", Khabez);
4. the analysis of the survey results for selected enterprises;
5. recommendations for hotel adijuh Palace".

The theoretical significance of the final qualifying work on self-compilation and compilation of theoretical material about price marketing. The study could become the basis for a better understanding of the problems in the study of the issues raised. Analyzed areas of pricing policy as an element of the marketing mix of. The necessity of continuous control of the price policy of torpidity.
The practical significance of the work. The conclusions of this work can be used by practitioners of hotel and tourist business in the study areas the price of marketing for the company, which served as the object of the thesis analysis. In General, the work can be used to replenish methodical and lecture materials for the bachelor degree in the field of tourism and service in the teaching of disciplines: Economics of tourism, marketing in tourism industry, tourism management and other.

The results of the study. In the work collected relevant published material on the subject. Analyzed the activity of one of the hotels identified its marketing shortcomings in the pricing policy and make recommendations for their elimination.

Recommendations. The main recommendations relate to the marketing price of the hotel complex "adijuh Palace". In particular, the hotel requires the differentiation of the price proposal in the parameters:

- seasonality;
- room category;
- the number of people in the room;
- special conditions of placement;
- category guest (adult, child, adolescent);
- a primary or extra bed.