Summary

Subject matter of qualification paper: DEVELOPMENT OF THE INTERIOR MARKETING PROGRAM FOR A HOTEL ENTERPRISE (based on the example of Co Ltd Hotel “Rossia”)

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Information about customer organization: Co Ltd the “Rossia” Hotel, city of Nalchik.

Topicality of the research. In the modern world the major condition for attracting and retaining customers for hotel enterprises appears to become the quality of the service which in its turn directly depends on the activities of hotel personnel. In this case hotel enterprise personnel should be considered as a company marketing asset. Interior marketing suggests implementation of philosophy and methods of traditional marketing with respect to hotel personnel.

Objective of the research is development of practical recommendations to implement interior marketing program for the hotel enterprise based on the analysis of the available data in the research sphere.

Tasks of the research are:
- to analyze foreign models of marketing services which are implemented in hotel enterprise activities;
- to define the content of interior marketing as an element of marketing activities of a hotel enterprise;
- to study the structure and composition of interior marketing resources of a hotel enterprise;
- to examine the interior environment of Co Ltd the “Rossia” Hotel in the city of Nalchik;
- to execute the structure of interior marketing program for Co Ltd the “Rossia” Hotel;
- to specify events for implementing interior marketing program at Co Ltd the “Rossia” Hotel.

Theoretical significance of qualification paper consists in theoretical research of interior marketing with the respect of peculiarities of Russian hotel enterprise activities and in adapting of interior marketing concept to contemporary market economic relations.
Practical significance infers the fact that conclusions and recommendations and the suggested interior marketing program can be taken into consideration and implemented by Co Ltd the “Rossia” Hotel. In our opinion, this will contribute to the boost of its competitiveness in the hotel market of the city of Nalchik.

Results of the research:
Taking into account the narrow definition of interior marketing, it should be pointed out that by it we understand the activity aimed at attracting, educating, motivating and retaining qualified personnel by means of creating such working conditions, which would satisfy the needs of the personnel. Interior marketing is directly connected with the new marketing conception which is called relationship marketing. In contemporary competitive environment it is more profitable for a hotel enterprise to acquire and serve regular customers on a long-term basis than to spend huge marketing funds to attract new clients.

In our opinion, to the factors determining different aspects of hotel enterprise motivation we should refer the following: remuneration package; the way of its formation; organizing corporate recreational events; education, training, seminars on advanced training and professional development; enterprise aid in emergency situations; chances for promotion; medical insurance, life insurance, retirement insurance and accident and health insurance; mobile communication expenses, company car, activities for employees’ children, free gym training facilities.

Interior marketing program for Co Ltd the “Rossia” Hotel should be viewed as the initial stage of process of planning and realization of external marketing program. Major tasks for developing and implementing of interior marketing program for Co Ltd the “Rossia” Hotel are: changing the attitude to customers and the behavior of contact personnel, i.e. of the employees directly contacting with the customers; increasing employees’ loyalty to the enterprise; developing hotel corporate culture in the direction of increased customer orientation and readiness for change.

Recommendations:
The suggested interior marketing program for Co Ltd the “Rossia” Hotel should consist of the following elements:
- estimating satisfaction of external and internal customers;
- standardization of services;
- control program;
- personnel training;
- system of personnel motivation;
- corporate culture and PR services.

In the course of planning and implementation of the interior marketing program the following stages should be specified:
- preparing the basis for implementing interior marketing program;
- presenting the interior marketing program for the hotel personnel;
- implementation of the interior marketing program;
- fixation of results;
- audit and development of interior marketing program.