Summary

Subject matter of the dissertation: Image creating technologies of sanatorium resort complex (relating to the professional health resort company "Mashuk Aqua-Therm" Zheleznovodsk).

Author of the master’s dissertation: Angelina Olegovna Konovalova

Scientific supervisor of the master’s dissertation: candidate of philosophical sciences, associate professor, Chair of Tourism and Hotel Service, T.A. Kolchugina.

The problem of creating of modern image of entrepreneurial structures was considered in the research. It is major factor of competitive positions of the resort company consolidation and it promotes improvement of its activity that reflects on financial economic activity of activities and facilitates identification of enterprise production in the market. As it is obvious that creating of favorable image is one of the key elements of resort company activity on services promotion in the market than it is not surprising high significance of image for the resort company success stimulates detailed researches on the topic.

Objective: the analyses of the image creating technologies on tourist service promotion and working out of additional services project for offer widening and image increase of the health resort company.

Tasks of the research are:

- to analyze the concept and content of «image technologies» of health resort company as an economic part of its activity;
- to study the segment of service consumers in accordance with the category of health resort company;
- to determine the algorithm of creating the unique health resort product for the certain segment of consumers;
- to analyze the production activity and classify additional services in the professional health resort company "Mashuk Aqua-Therm" Zheleznovodsk;
- to study client’s needs and different ways to widenspectrum of offers of in the health resort company "Mashuk Aqua-Therm";
to work out a service project to widen offers and image increase of the health resort company.

**Subject of Investigation:** on the basis of analyses of client’s impressions, psychological and esthetic perception of information about the quality of the sanatorium services we analyzed mainimage creating technologies of the health resort company "Mashuk Aqua-Therm in Zheleznovodsk."