Summary

Subject matter of the dissertation: The development and mastering of PR-activities at a spa-resort (based on the example of "Mashuk Aqua-Therm" spa-resort)

Author of the master's dissertation: Boris Arkadyevich Agadzhanov

Scientific supervisor of the master’s dissertation: Ph.D. in Economics, associate professor of tourism and hotel service A.V. Efimov

The internship has been done at the spa-resort "Mashuk Aqua-Therm."

The topicality of the research is determined by the fact that in modern conditions the spa-resort needs to have cooperative relations and feedback not only with the clients, suppliers and dealers, but also with a wide range of concerned people, who include potential employees. To gain its objectives spa-resort uses PR - technology.

The objectives of the master’s dissertation are to develop a PR-campaign to attract potential employees to work in the spa-resort Mashuk Aqua-Therm", which is based on an analysis of theoretical aspects of public relations and contemporary situation in Russia.

To achieve this goal, the following objectives:
- To disclose the nature and content of public relations;
- To study the goals, objectives and functions of the Public relations;
- To identify the place and role of PR-campaigns in the PR-activity of enterprises and Tourism and its communication policy;
- To investigate the peculiarities of a sanatorium complex "Mashuk Aqua-Therm";
- To analyze the PR-activity resort complex "Mashuk Aqua-Therm";
- Carry out the planning and implementation of PR-campaign for the resort complex "Mashuk Aqua-Therm."

The theoretical significance of the master’s dissertation is to develop the theoretical and methodological basis for the study of public relations, to clarify the related concepts and categories that further study of certain aspects of the formation and development of relations with the public, through the planning and conduct of PR-campaigns.

The practical significance lies in the development and implementation of PR-campaign to create a favorable image of the spa complex in the face of potential employees.

Results of the research: PR (public relations) helps to establish and maintain a process of communication, understanding, acceptance and cooperation between the organization and its public and helps the management to be aware of the case and to respond to public opinion, defines and emphasizes the responsibility of management to serve the interests of society and helps to respond flexibly for change and to use them effectively, being the only system that alerts you to upcoming changes, the basic tools of research and technology uses ethical communication.

In the scientific literature allocate basis and technological subjects PR. Thus, the baseline: are the basis for the beginning of PR-activity, ask the original parameters PR-activity, are the customers of this activity. By PR technological subjects include those directly involved in the organization and conduct of PR-actions, programs and campaigns, those "who does PR».

PR-campaign - a set of pre-planned organizational and communication activities, including the integrated use of predominantly PR-tools and technologies, as well as other means of marketing communications carried out in order to build, maintain or increase the capital base of the subject pablitsitnogo PR.

Recommendations:
- To highlight the PR-activities into a separate element and fix a specific person responsible for its implementation to give it a permanent nature.
- Carry out the PR-campaign aimed at attracting potential employees, with which, in our opinion, are the students VPO "PSLU" Imst to work in a sanatorium for the summer period and subsequent employment. As a tactical activities included in the PR-campaign are:
  - Conducting a tour of the PSCC "Mashuk Aqua-Therm" for 1st year students;
  - The beginning of the process of communication in order to create a favorable impression of the sanatorium for potential employees;
  - The organization of the final round table at the end of theoretical training on 1 course, the results of which will be selected by the best students for future internships for subsequent courses in the sanatorium "Mashuk Aqua-Therm."