Graduation Level of Proficiency Paper
Bachelor’s Degree
Speciality: Tourism and Hospitality service

Title: Development of Advertising Campaign of Modern Accommodation Facilities as a Positioning Element at the Hotel Market (on the basis of the “Grand-Caucasus”, Nalchik, Russia)

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The enterprise the student’s practice was based on: the “Grand-Caucasus” hotel, North Caucasus, Nalchik, Russia

Topical Importance: is determined by the necessity of working out an effective advertising campaign for further development of hotel business. The problem is caused by progressive confrontation of different market spheres. Effective operation of advertising will make it possible to eliminate various hotel problems associated with their positioning in the modern hotel market.

Nowadays the accent is made on various technologies and techniques of creating advertising campaigns which are to increase sales and keep up the hospitality industry in the market.

Goals: The aim of the investigation is working out effective advertising activities for the “Grand-Caucasus” to decently position this place of accommodation in the modern hotel market in Nalchik.

Tasks: The main tasks are:
- to reveal the concept of “advertising campaign” and to explore its
main types and methods of development;
- to analyze the main stages of advertising campaign development in modern hotels;
- to study the stages of advertising research in the hospitality industry as an important tool for an advertising campaign implementation;
- to learn the activities of the “Grand-Caucasus” hotel considering the structure of its work;
- to analyze the state of affairs in advertising activities in the “Grand-Caucasus”;
- to create an advertising campaign for the “Grand-Caucasus”;
- to detect the characteristics of hotel advertising abroad;
- to carry out stylistic and linguistic analyses of the basic realities of the English advertisement;

**Theoretical value and practical applicability:** is in the application of the obtained data to the development of the hospitality industry. The data can also be used in the process of teaching the subjects connected with tourism and hospitality industry. The practical applicability of the proficiency paper is in working out an algorithm for creating effective Russian advertising and development and further implementation of the principles of successful advertising campaigns for the “Grand-Caucasus” hotel.

**Results:** The results of the study are interesting and compelling. The conclusions are well-designed, robust and solid.