

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

**The effectiveness of advertising in the hotel
“Holiday Inn Almaty”**

Yesset Alpysbayev

© 2016 CULS Prague

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Yesset Alpysbayev

Economics and Management

Thesis title

The effectiveness of advertising in the hotel "Holiday Inn Almaty"

Objectives of thesis

The main idea of the thesis is promotion of the hotel "Holiday Inn Almaty" via various advertising methods and ways. The features of advertising in order to implement the outcome of my diploma thesis is to identify the problems and ways of advertising in the hotel, evaluate results which are base on the analysis of advertising, provide recommendations to improve advertisement policies and to raise effectiveness of the hotel "Holiday Inn Almaty".

Methodology

The methodology of diploma thesis is to focus on the using of the theoretical and practical parts. Theoretical part includes detailed research such as: advertising is a necessary part for hotel management and it is possible to read about the main features of advertising, its particular qualities in the tourism market and also the ways of advertising used in hospitality industry with advantages and disadvantages of each way. Practical part include a questionnaire survey among the guests of the hotel, which will carried out at the reception of the hotel "Holiday Inn Almaty" during the check-in time. The structure of the questionnaire includes: structure and methods of advertising, guest opinions, effectiveness of advertising and its influence, which helps to identify the weaknesses of the hotel and most importantly help to determine which advertising media support to promote the guest's selection of the "Holiday Inn Almaty". As well as use the methods of analysis of internal data and materials of the company, which will provide more advanced studies of the policy of the company. The data received by hotel assists to create graphs and tables for the period 2012-2015, reflecting the investment in advertising and a contingent of hotel guests. According to a distributed questionnaire among hotel guests, we can distinguish which advertising types have a main role to attract the customers, and from the data and materials of the hotel which determine advertising types that spent lot of investments. Thus it will be able to determine the policy of the hotel, which show the correct type of advertising and investment to promote the hotel "Holiday Inn Almaty".

The proposed extent of the thesis

60 – 80 pages

Keywords

Marketing, advertising, promotion, media advertising, SWOT analysis, internet advertising, customer, business advertising, service, hotel.

Recommended information sources

ANTHONY R MORDEN MBA. Elements of Marketing. London: DP Publications, 1991. ISBN: 1 870941 96 9.
IHG. "Holiday Inn" in Almaty. 2016 IHG. [online]
<https://www.ihg.com/holidayinn/hotels/gb/en/almaty/alakz/hoteldetail/hotel-reviews#>
SPOLEČNOST "HOLIDAY INN". Internal material of campaign. Almaty, 2015.

Expected date of thesis defence

2016/17 WS – FEM

The Diploma Thesis Supervisor

Ing. Richard Selby, Ph.D.

Supervising department

Department of Management

Electronic approval: 16. 11. 2016

prof. Ing. Ivana Tichá, Ph.D.

Head of department

Electronic approval: 21. 11. 2016

Ing. Martin Pelikán, Ph.D.

Dean

Prague on 22. 11. 2016

Declaration

I declare that I have worked on my diploma thesis titled “The effectiveness of advertising in the hotel “Holiday Inn Almaty” by myself and I have used only the sources mentioned at the end of the thesis.

In Prague on date: 24.11.2016

Acknowledgement

I would like to thank the supervisor of my Diploma Thesis to Mr. Ing. Richard Selby, PhD. For professional guidance, precious advice and suggestions to improve the level of work and its successful completion. I would also like to thank the HR manager of the hotel “Holiday Inn Almaty” for provision of materials for the development of practical part of my work that was always willing to manage everything and help.

The effectiveness of advertising in the hotel “Holiday Inn Almaty”

Summary

This Diploma Thesis is focused on the evaluation and study of the main features of advertising in the hospitality industry. The first part is a theoretical part, which describes in detail the definition as advertising, media advertising, promotional function. Further detailed advertising types, their advantages and disadvantages. In the practical part is the presentation of the hotel „Holiday Inn Almaty“. This part describes in detail the structure of the hotel, SWOT analysis, advertising activity by hotel.

Another part of the analysis survey research, which based on advertising. The questionnaire focused on the advertising strategy and evaluation of the hotel altogether. The final section presents recommendations for improving advertising business and conclusion is about the advertising business of the hotel „Holiday Inn Almaty“.

Keywords: Marketing, advertising, promotion, media advertising, SWOT analysis, internet advertising, customer, business advertising, service, hotel.

Efektivita reklamy v hotelu “Holiday Inn Almaty”

Souhrn

Tato diplomová práce je zaměřena na zhodnocení a studium hlavních rysů reklamy v oblasti pohostinství. První část je teoretická část, která podrobně popisuje definici jako reklama, reklama v médiích, reklamní funkce. Dalé podrobné popsány typy reklam, jejich výhody a nevýhody. V praktické části práce je prezentace hotelu “Holiday Inn Almaty”. Tato část podrobně popisuje strukturu hotelu, SWOT analýza, činnost hotelu.

Další část je vlastní analýza formou dotazníkového šetření na základě reklamy. Dotazník zaměřen na reklamní strategii hotelu a hodnocení hotelu celkem. Finální část představuje doporučení pro zlepšení reklamního byznosu hotelu a závěr o reklamní činnosti hotelu “Holiday Inn Almaty”.

Klíčová slova: Marketing, reklama, propagace, media reklama, SWOT analyza, internet reklama, zákazník, obchodní reklama, služba, hotel.

Content

| | | |
|----------|-------------------------------------------------------------------|-----------|
| 1 | Introduction | 12 |
| 2 | Objectives of the work and methodology | 14 |
| 3 | Theoretical part | 15 |
| 3.1 | Definition of advertisement..... | 15 |
| 3.2 | Goal of advertisement | 18 |
| 3.3 | Function of advertisement..... | 19 |
| 3.4 | Percuation process of promotion methods | 20 |
| 3.5 | Types of advertisement | 21 |
| 3.6 | Planning of Advertising | 23 |
| 3.7 | Barriers of advertisement | 24 |
| 3.8 | Advantages and disadvantages of advertising..... | 25 |
| 4 | Analytical part | 29 |
| 4.1 | “Holiday Inn Almaty” | 29 |
| 4.1.1 | History of the “Holiday Inn” | 30 |
| 4.1.2 | “Holiday Inn Almaty” | 32 |
| 4.1.3 | Advertising methods of hotel | 34 |
| 4.2 | Analyzing of research | 35 |
| 4.2.1 | Online Reviews | 35 |
| 4.2.2 | Research answers by hotel’s guests..... | 37 |
| 4.2.3 | Accommodation price | 42 |
| 4.2.4 | Planning and spending of advertising..... | 45 |
| 5 | Results and discussion..... | 48 |
| 5.1 | SWOT analysis..... | 48 |
| 5.2 | Effective ways to advertise for the development of the hotel..... | 51 |
| 6 | Recommendations..... | 57 |

| | | |
|----------|--------------------------|-----------|
| 7 | Conclusion | 59 |
| 8 | Bibliography..... | 62 |
| 9 | Supplements | 64 |

List of tables

| | |
|-----------------------------------------------------------------------------|----|
| Table 1. Advantages and disadvantages of advertising..... | 27 |
| Table 2. Numbers of room by categories of the “Holiday Inn Almaty” | 34 |
| Table 3. Accommodation price in winter time “Holiday Inn Almaty” | 44 |
| Table 4. Accommodation price in summer time “Holiday Inn Almaty” | 44 |
| Table 5. Planning marketing expenses for the fourth quarter year 2015 | 45 |
| Table 6. Analysis of opportunities and threats | 48 |
| Table 7. Defining strong and weak points of the organization | 49 |
| Table 8. Promotional events plan for 2016 year | 55 |
| Table 9. Recommended promotion events “Holiday Inn Almaty” | 56 |

List of figures

| | |
|--------------------------------------------------|----|
| Figure 1. Promotional Effectiveness | 20 |
| Figure 2. Holiday Inn Almaty | 29 |
| Figure 3. Location of “Holiday Inn Almaty” | 30 |
| Figure 4. Logo “Holiday Inn” | 31 |
| Figure 5. Guest reviews on www.ihg.com | 36 |
| Figure 6. Guest reviews on www.booking.com | 36 |
| Figure 7. Guest reviews on www.hotels.com..... | 36 |

List of graphs

| | |
|-------------------------------------------------------------------------------------|----|
| Graph 1. Gender and age | 38 |
| Graph 2. Countries and main purpose | 39 |
| Graph 3. Advertising policy and guests opinion | 40 |
| Graph 4. What are your impressions about our hotel? | 41 |
| Graph 5. What kind of advertising do you consider most successful for hotels? | 41 |
| Graph 6. How did you find our hotel (Holiday Inn Almaty)?..... | 42 |

List of supplements

| | |
|-------------------------------------------------------------------|----|
| Supplements 1. Location of the hotel "Holiday Inn Almaty" | 64 |
| Supplements 2. Official web page of "Holiday Inn" in Almaty | 64 |
| Supplements 3. Room categories and prices | 65 |
| Supplements 4. Online booking page ihg.com, | 67 |
| Supplements 5. Online booking page hotels.com | 67 |
| Supplements 6. Online booking page booking.com | 68 |
| Supplements 7. Social networking page vk.com | 68 |
| Supplements 8. Social networking page facebook.com | 69 |
| Supplements 9. Questionnaire results | 69 |

1 Introduction

Advertising is an important part of marketing communications; it serves as a tool for the creation of an external competitive advantage. It is impossible to imagine a modern organization without any advertising activity. The company must declare its existence on the market, advertise the product, attract potential customers and create an image of a reliable partner.

In recent years, the hotel market is characterized by an increase in the offer and the reducing demand for accommodation services. This situation, as you might guess, is fraught with increased competition, which has been an ensue for hotel owners during the last quarter of the twentieth century. Competition creates another economic concept - competitiveness. The competitiveness of the company (producer of goods and services) is its ability to operate in market conditions and to receive a profit sufficient for research and technology improvement of production, incentives for employees and maintaining the finished products at a high quality level.

The aim of this research is to study the theoretical material on the basis of which the organization of promotional activities in the hotel “Holiday Inn Almaty” will be developed and evaluated, as well as to offer activities for the formation of the optimal channel of distribution of advertising.

Primary objectives of the practical part are: the study of theoretical aspects of advertising; systemization of theoretical material on the choice of the most effective channel of distribution of advertising; rationale for choosing the most effective channel of distribution of advertising for the “Holiday Inn Almaty” identifying ways to increase the effectiveness of advertising campaigns “Holiday Inn Almaty”.

In the first chapter of the work theoretical material on distribution channels of advertising is presented and systematized. We discuss the place and the role of advertising in the marketing system, the development of advertising and its importance for producers and consumers.

In the second chapter of the work the study of channels of distribution in the hotel “Holiday Inn Almaty” is carried out. There we also evaluate performance indicators of the hotel advertising.

In the final, third chapter of the ways of increasing the efficiency of selecting a channel of distribution of advertising in the hotel “Holiday Inn Almaty” are determined.

2 Objectives of the work and methodology

The research was conducted for “Holiday Inn”, the hotel located in Almaty, Kazakhstan, which will show the status of promotion during the years from 2012 to 2015 in expansion of the advertising media and non-media advertising, such as: TV, internet, radio, souvenirs, direct marketing etc.

The main idea of the thesis is promotion of the hotel “Holiday Inn Almaty” via various advertising methods and ways. The features of advertising in order to implement the outcome of my diploma thesis is to identify the problems and ways of advertising in the hotel, evaluate results which are base on the analysis of advertising, provide recommendations to improve advertisement policies and to raise effectiveness of the hotel “Holiday Inn Almaty”.

The methodology of diploma thesis is to focus on the using of the theoretical and practical parts. Theoretical part includes detailed research such as: advertising is a necessary part for hotel management and it is possible to read about the main features of advertising, its particular qualities in the tourism market and also the ways of advertising used in hospitality industry with advantages and disadvantages of each way.

Practical part include a questionnaire survey among the guests of the hotel, which will carried out at the reception of the hotel “Holiday Inn Almaty” during the check-inn time. The structure of the questionnaire includes: structure and methods of advertising, guest opinions, effectiveness of advertising and its influence, which helps to identify the weaknesses of the hotel and most importantly help to determine which advertising media support to promote the guest's selection of the “Holiday Inn Almaty”. As well as use the methods of analysis of internal data and materials of the company, which will provide more advanced studies of the policy of the company. The data received by hotel assists to create graphs and tables for the period 2012-2015, reflecting the investment in advertising and a contingent of hotel guests. According to a distributed questionnaire among hotel guests, we can distinguish which advertising types have a main role to attract the customers, and from the data and materials of the hotel which determine advertising types that spent lot of investments. Thus it will be able to determine the policy of the hotel, which shows the correct type of advertising and investment to promote the hotel “Holiday Inn Almaty”.

3 Theoretical part

3.1 Definition of advertisement

The market economy, as shown by the experience of many developed countries, can not function without advertising institution. Advertising is an intrinsic element of the market, one of its most important tools for its' development.

In order to solve the problems of the organization of efficient management of promotional activities, it is necessary to discover the essence of the role and place of advertising and promotional activities in the market economy.

Frank Presbrey about “advertising” defines it as such: *“Advertising is a printed, written, oral and illustrated art of selling. Its objective is to encourage sales of the advertiser’s products and to create in the mind of people, individually or collectively, an impression in favor of the advertiser’s interest”*. (PRESBREY, 1929, 642 p.)

Authors of the famous textbook “Fundamentals of Marketing”, believe that *“Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor”*. (WILLIAM and CHARLES, 1986, 666 p.)

Philip Kotler - one of the famous advertising specialists, defines it as follows: *“Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor”*. (KOTLER, 2006, 119 p.)

These few mentioned facts show the urgent need for effective management of promotional activities, the importance of making optimal management decisions, the enormous level of losses as a result of blunders in the field of advertising management.

It is impossible to imagine modern life without advertising. Advertising - a dynamic, rapidly transformed sphere of human activity. For many centuries it has been a constant

companion of mankind, it changes along with it. The nature of advertising, its content and form undergo drastic metamorphosis, together with the development of the productive forces of society and the change of socio-economic formations. The role of advertising in today's society is not limited to the scope of any commercial communication, or even the whole market activities. The value of advertising is increasing in almost all areas of the economy and public life. Its significant ideological, educational, psychological and aesthetic role should not go unnoticed.

One of the authors Steel describes three aspects which should be taken into consideration - business view of a customer, creative view of an agency and ultimately the beliefs and prejudices of people on which advertising will be based. All three of these aspects influence the success of the collaboration. However, when any of these aspects is in crisis or is developed weakly, the quality and effectiveness of the campaign suffers. (STEEL, 2003, 264 p.)

The effect of advertising is a consequence of its effect on the volume of sales, income, and other indicators of companies that advertise. The volume of this effect is immeasurably higher than advertising costs. Its precise definition is practically impossible, however, even the roughest estimates suggest the enormous size of this effect commencing in trillions of dollars. (RIES, 2002, 320 p.)

It should be noted that the term “advertising”, in spite of the significant role it plays in society, and the broad dissemination of this concept in everyday life, is still a disputable issue in the modern scientific literature. Moreover, the category of “advertising” is analyzed from many points of view, and each approach is characterized by ambiguity and heterogeneity of perception of this category, and many scientific determinations. (MCCABE and col.,2009, 708 p.)

Consequently, in order to consider the concept of “advertisement” one should start with an analysis of the main approaches to it. The study of scientific literature indicates that such basic approaches are: communicative; functional; material; industrial; cultural. It should immediately be noted that all of these approaches are closely linked and

complement one another. In some cases it is difficult to distinguish between them, so it would be inappropriate to rigidly separate them and even more opposed to each other.

One aspect of this problem is a systematic approach. From this standpoint, advertising is considered as one of the functional subsystems of marketing. Marketing, in turn, is a component of a larger system - general company operation system as a whole. In this regard, management of advertising should be understood as an integral part of marketing management system of the device in close relationship and interdependence with other elements of marketing activities (trade, pricing and sales policy). (RIES, 2002, 320 p.)

The broad definition of advertising, reflecting its essence as the diverse social phenomenon of our time, does not preclude its divisions into separate species (branches), limiting promotional activities to certain areas of social and economic life of the people. In this context, it is clearly traced such industries as business, political, scientific, religious and other forms of advertising. (MCCABE and col.,2009, 708 p.)

Systemization and analysis of the definitions of advertising allows the following main characteristics of advertising, which should be considered when designing management systems:

1. Advertising - is primarily a process of dissemination of traditional and new knowledge, ideas, inventions, etc.
2. Advertising in its nature should not only inform, but also create a need and demand, prompting a purchase. This is its main purpose.
3. Advertising - is a commercial appeal, carried out through the media and other forms of communication, agitating in favor of any product, service, brand, company.
4. Advertising - this is not only a science, but also a product of culture, its mirror because it reflects its traditions, beliefs, values.
5. Advertising - a component, an integral part of marketing. In turn, methods and marketing techniques are an obligatory attribute of advertising. (MESCON and col., 1985, 714 p.)

It follows that the advertising is a kind of information access to potential customers, clients or business partners.

The field of advertising is booming at the moment, and every year more and more companies understand the need for advertising and its importance for the development of their company. But advertising is necessary not only to businesses and large industrial companies. Its potential is much broader: advertising can be defined as a way to disseminate information used by the company for a number of purposes: commercial enterprises - for the sale of goods and services; to attract staff; in government - to inform the public; into municipal structures - for the dissemination of information on local services; in large companies - for disclosure of performance; in political parties - for the acquisition of the vote, etc. (RIES, 2002, 320 p.)

The basic approach in the implementation of advertising is to inform the relevant category of consumers at the right time in the right place at the right information. Advertising is intended to convey an offer or a message, and the pursuit of a specific goal or series of goals, on the basis of which it is possible to deduce at least two of its most important functions: (MESCON and col., 1985, 714 p.)

- ❖ Advertising should inform
- ❖ Advertisement should persuade

Advertiser simultaneously pursues a number of objectives. To give the effect of advertising programs, they must exactly match the stated objectives, to answer the needs of the audience and carried out by appropriate means.

3.2 Goal of advertisement

The main purpose of advertising is to promote sales of the advertised goods or services. There are many theories of how advertising works. The simplest of these is called AIDA and DAGMAR.

British author Anthony Morden described these two definitions as: *“It is possible to identify generalized but distinct stages of a process within which potential customer becomes aware of a product for which he or she may have a demand, and moves to a stage at which the customer makes a purchase decision (which can be positive or negative)”*. (MORDEN, 1991, 678 p.)

Two examples of persuasion process models are given, thus: AIDA (Attention, Interest, Desire and Action) - attention, interest, desire and action. The objectives of promotional activities need to be clearly defined, quantified and defined terms, which will monitor the effectiveness of promotional activities. DAGMAR (“Defining Advertising Goals for Measured Advertising Results”), whose stages are: -Unawareness-Awareness-Comprehension-Conviction-Action. (MORDEN, 1991, 678 p.)

These advertisements are trying to bring the information to consumers and get them on board for the expansion of demand for services. Consumer advertising allows you to save time and money in clarifying the distinctive features of the claimed services.

3.3 Function of advertisement

The main functions of advertisement are:

- ❖ Maintaining and strengthening the image of the hotel and business services in the new economic environment
- ❖ Maintaining and expanding range of customers, consumers, hotel-specific services
- ❖ Informing the business of existing and new types of services and forms of customer service
- ❖ Sales promotion services
- ❖ Improving the structure of the advertising software and optimization of advertising work
- ❖ Uniformity of advertising with regard to the modernization and systemization of corporate identity. (HACKLEY, 2015, 360 p.)

3.4 Percuation process of promotion methods

There are four of the most basic methods can be distinguished, such as:

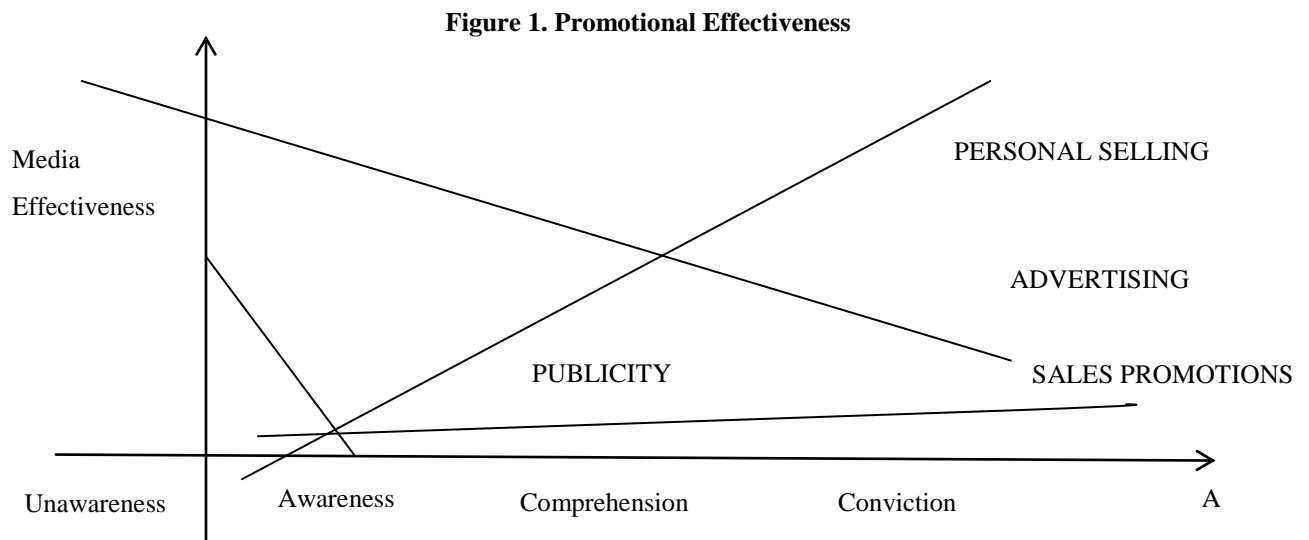
“ADVERTISING: which is defined as purchased non-perrsonal communicaction using mass media, such as television and newspapers.

SALES PROMOTION: which includes purchased activities like in-store displays, exhibitions, sponsorship, money-off coupons, on-pack offers and so on.

PERSONAL SELLING: which is based upondirect face-to-face communications and persuasion.

PUBLICITY: which is non-personal communication using mass media. One of its key components is Public Relations or PR.” (MORDEN, 1991, 678 p.)

“For example, whilst media advertising is effective at creating awareness and comprehension, personal selling is a better means of establishing conviction in the mind of the potential customer, and moving him or her to the point at which they take action (by purchasing the product or deciding against it).” (MORDEN, 1991, 678 p.)



Source: MORDEN, A.R. Elements of Marketing. London: DP Publications, 1991.

Each of the various types of promotional activity identified above are likely to have a varying value, in terms of their capacity to communicate and persuade, at different stages in the persuasion process described above. These variations are best explained diagrammatically, using Figure 1. (MORDEN, 1991, 678 p.)

3.5 Types of advertisement

The variety of forms of advertising communication, presented at the modern advertising market, creates a basis for the classification of advertising. Types of advertising vary depending on the bases of classification. There is a significant number of criteria by which advertising can be classified: according to industry characteristics, the nature of the target audience, distribution area (geographic coverage), advertising media types, methods of exposure and other parameters.

NEWSPAPER

Newspapers generally have a national, regional or local character. The advantage is flexibility, social or professional prestige. Newspapers in nature, allow readers to submit a comprehensive and detailed reports. Newspapers are suitable for a wide target group. (PŘIKRYLOVÁ and JAHODOVÁ, 2010, 320 p.)

TELEVISION

According to Prikrylova, television advertising in terms of transmission options are grouped into the following categories: international network of national television, local, cable and internet. TV with national coverage are used to broadcast advertising and its purpose is to cover a large group of recipients. Regional and cable TV are suitable for broadcast advertising to local businesses and products. (PŘIKRYLOVÁ and JAHODOVÁ, 2010, 320 p.)

RADIO

Due to the fact that radio is ubiquitous, because we encounter it not only at home, in the car, at work, but also with portable receivers, there is an opportunity to reach even more people than television. Radio has the ability to adjust the sound, mood and effects. In comparison with the TV does not show the image and sound for many listeners are not fully draws attention to the content of advertising. Audience attention is focused on other activities, events and advertising should make greater effort to achieve its goal. (PŘIKRYLOVÁ and JAHODOVÁ, 2010, 320 p.)

MAGAZINE

Magazines can be divided by the frequency of their publication or in accordance with their accent. According to the frequency of publishing, there are: weekly, biweekly, monthly or quarterly magazines. By its focus: consumer, professional, sports and so on. The main advantage of advertising in magazines is the target group of potential customers. Readers of magazines, in accordance with the content of a particular magazine have become their potentially directed purpose. (PŘIKRYLOVÁ and JAHODOVÁ, 2010, 320 p.)

OUTDOOR ADVERTISING

Most common means of outdoor advertising are: banners, billboards, mega posters, advertising on public transport, stands, balloons and so on. This method of advertising is more effective when placed not far from the office of the service provided. (PŘIKRYLOVÁ and JAHODOVÁ, 2010, 320 p.)

INTERNET

The Internet has become the fastest-growing medium. The attractiveness of the Internet as an effective advertising medium is determined not only by multiple users, representing a very interesting target group, but also the development of services and tools of the Internet market. Internet has consolidated its position in that it is inexpensive, fast and flexible, high-quality services and ceased to be a complementary medium. Users can click on the banner and get more information about our products, or even take the next step as the purchase of a product or service order. (PŘIKRYLOVÁ and JAHODOVÁ, 2010, 320 p.)

For practical use of the most suitable seems common classification of advertising, based on any type of advertising sign of conformity or the type of the advertisement transmission channel advertising. This approach implies that all forms of advertising conventionally divided into two main groups according to the media and non-media means of advertising, which, in turn, are divided into separate functional subgroups.

3.6 Planning of Advertising

When planning advertising campaigns it taken into account, that the success of marketing activities not only depends on successful advertising, but also on factors that characterize the product: the product's functionality, pricing and analogues in the market. To ensure that your advertising plan proved to be successful, you need to provide the following elements:

- ❖ *“the objective of the campaign (your goals)*
- ❖ *how much to spend (your budget)*
- ❖ *who to target (your audience)*
- ❖ *the type of advertising you'll use (your strategy)*
- ❖ *when you will advertise (your calendar or schedule of activity)*
- ❖ *how to monitor your success (your results).”* (online source, 2016)

These basic criteria form the basis of the advertising planning process. You absolutely must follow the course of the process and analyze the course of events, to built a marketing plan to achieve a profitable result.

The advertising campaign is the result of joint coordinated actions of the advertiser, as the customer, and an advertising agency, as the creator, organizer and coordinator of the campaign, and the means of dissemination of advertising, as a channel, delivering an advertising message to the customer.

The effectiveness of advertising campaigns is a complex, long and complex process, implemented by a team of specialists from different organizations, depends on the selection and use of methods and forms of management, the relevant requirements of the evolving marketing situation.

After defining the objectives of the campaign and its timing, it is needed to develop a budget. In order for that to be done, one should define which distribution vehicle the advertiser will use to reach the target audience and influence it. Choosing distribution vehicle is a very important task for the advertiser. To do this he must decide how wide the

scope of its advertising should be, how often it should appear, choose the main distribution vehicle, depending on their value, etc.

3.7 Barriers of advertisement

Companies that are already on the market can make the emergence of new competitors difficult due to the high cost of advertising, which new companies are unlikely to pay. Through advertising, already operating companies create consumer perception differences of their brand from others to the extent that consumers consider it a slightly different product. Because of this, products of existing companies cannot be replaced by equivalent products by a new brand. And thus not always advertising can help in the development of product, there are a lot of advertising barriers.

The first group of barriers consists of those, which define perceptions the superiority of one product over another. The second - the benefit that the buyer is receiving from one product and does not expect from the other. The third - causing a lack of confidence by the customer in the product quality.

Defining and understanding the logic that guides people, rejecting the idea of acquisition of the goods of a particular brand is the key to overcoming this problem. Focus groups and individual discussions are the most common ways to carry out the research; the strength and intensity of the barriers enable to calculate the quantitative methods. Despite the fact that it is impossible to overcome all the barriers, identifying the most significant of them is necessary to improve the level of sales. The greatest role is played by the opinion of direct consumer of the product, as well as those who previously gave preference to the goods, but eventually walked away from it.

Next I would like to state examples of Mrs. Virender Poonia, which determined the 8 successful advertising barriers:

- ❖ *“The first great barrier to better advertising is self-delusion.*
- ❖ *A second barrier to better advertising is the belief that sales performance will tell if the advertising is working.*
- ❖ *A third barrier to better advertising is a pervasive tendency of many (but not all) advertising agencies to delay, undermine, and thwart efforts to objectively test their creative “babies”.*
- ❖ *The fourth barrier to more effective advertising is the big creative ego.*
- ❖ *A fifth barrier to better advertising is the widespread belief that one’s major competitors know what they are doing.*
- ❖ *The sixth barrier to better advertising is lack of strategy, or having a poor strategy.*
- ❖ *A seventh barrier to better advertising is client ineptness.*
- ❖ *The eighth and last barrier to better advertising is poor copy testing by research companies.” (VIRENDER, 2010, 335 p.)*

3.8 Advantages and disadvantages of advertising

When advertising goods and services each advertiser primarily selects the necessary means of advertising, making the choice between newspapers, magazines, radio, TV, outdoor advertising facilities, transport advertising, direct mail advertising, etc. There are no generally accepted rules, since each type of advertising media presents its own characteristics, and any one of them, in turn, is different from the other. There is no single “the best” means suitable for all situations. Therefore, the decision should be taken based on the specific requirements of a particular situation.

Author Steel believes that the most effective advertising attracts consumers in two different, but equally important ways. First of all, it should be involved in the establishment of communication. It is necessary to explore their feelings, habits, motivation, uncertainty, prejudice and desire to understand how the product fits into their life, and they can respond to different marketing messages. (STEEL, 2003, 264 p.)

The importance of the choice of advertising media is evidenced by the fact that 80% of money spent on advertising is paid by advertising distribution vehicles. Author Anthony Morden divided advertising media for the following types:

- ❖ Printed media (daily newspapers, national magazines and periodicals, trade press, children's magazines etc.);
- ❖ Broadcast media (commercial television, commercial radio);
- ❖ Cinema (cinema screen and intensity of visual impact);
- ❖ Outdoor media (fixed posters, hoardings, show cards, electric and neon signs, billboards, posters on the inside or outside of transport vehicles etc.);
- ❖ Publicity (news items, announcements, editorial comment, pictures, talks to interested groups, clubs, societies etc.);
- ❖ Direct marketing (Direct mail, messages via email, mail order etc.). (MORDEN, 1991, 678 p.)

And for dividing media identify their advantages and disadvantages, which described below (in table 2).

Table 1. Advantages and disadvantages of advertising

| Mean of advertising | Advantages | Disadvantages |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Newspaper</i> | <ul style="list-style-type: none"> -Flexibility -Timeliness -Large local market coverage -Wide recognition and acceptance -High authenticity | <ul style="list-style-type: none"> -Short-term existence -Low-quality of reproduction -Inconsiderable number of “secondary” readers |
| <i>TV</i> | <ul style="list-style-type: none"> -Wide coverage -Image, sound and movement combined -Ability to demonstrate the product and create a brand image -Boosts brand awareness -High degree of drawing attention | <ul style="list-style-type: none"> -High absolute cost -Overflow of advertising -Transience of the advertising contact -Less selectiveness of the audience |
| <i>Radio</i> | <ul style="list-style-type: none"> -High selectiveness of the audience -Large-scale involvement -High geographic and demographic selectiveness -Price availability | <ul style="list-style-type: none"> -Representation only by sound means -Lower degree of attention arresting (vs TV) -Transience of the advertising contact |
| <i>Magazines</i> | <ul style="list-style-type: none"> -High geographic and demographic selectiveness -Authenticity -Status value -High quality -Duration of existence -Significant number of "secondary" readers | <ul style="list-style-type: none"> -High time gap between purchasing an advertising space and publishing -A high number of useless circulation -No assurance of publishing an advertising on the desired spot in the magazine |
| <i>Outdoor advertising</i> | <ul style="list-style-type: none"> -Flexibility -High frequency of repeated contacts -Low cost -Weak competition | <ul style="list-style-type: none"> -Lack of audience selectivity -Limitation of creative nature |
| <i>Internet</i> | <ul style="list-style-type: none"> -Global coverage -Continuous action -Flexibility and speed -Low cost -High trust -Interactive | <ul style="list-style-type: none"> -Need of Internet connection -Demand for greater user experience |

Source: PŘIKRYLOVÁ a JAHODOVÁ, 2010.

Thus, at the beginning of the advertising program it is usually advisable to publish ads more frequently, gradually reducing the frequency of publication, but keeping it at a constant level until the end of the advertising program. It should be borne in mind that the frequency of publications is not constant throughout the year. (PŘIKRYLOVÁ and JAHODOVÁ, 2010, 320 p.)

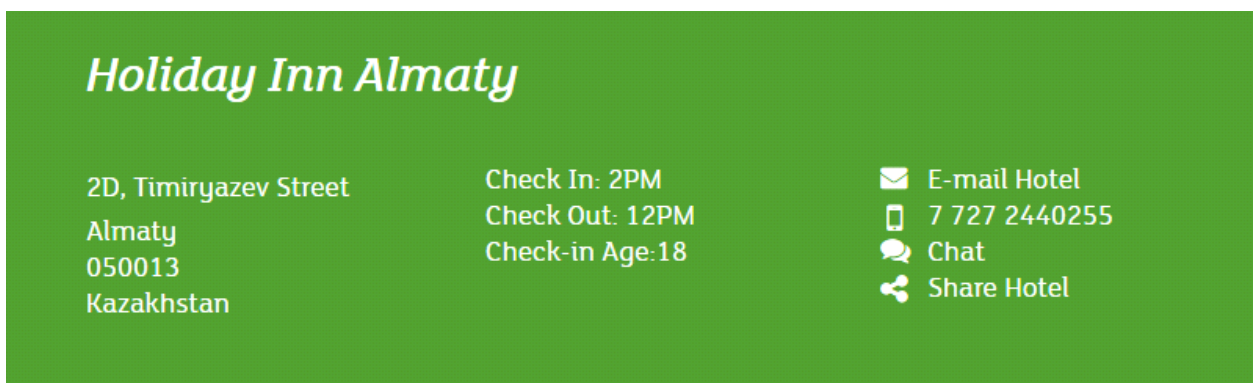
4 Analytical part

For developing of the practical part was selected hotel “Holiday Inn”. In this section, will be discussed the history and structure of the company and analysis advertisement approaches of the hotel. In accordance with the analysis carried out will be recommended proposals to improve the issue.

4.1 “Holiday Inn Almaty”

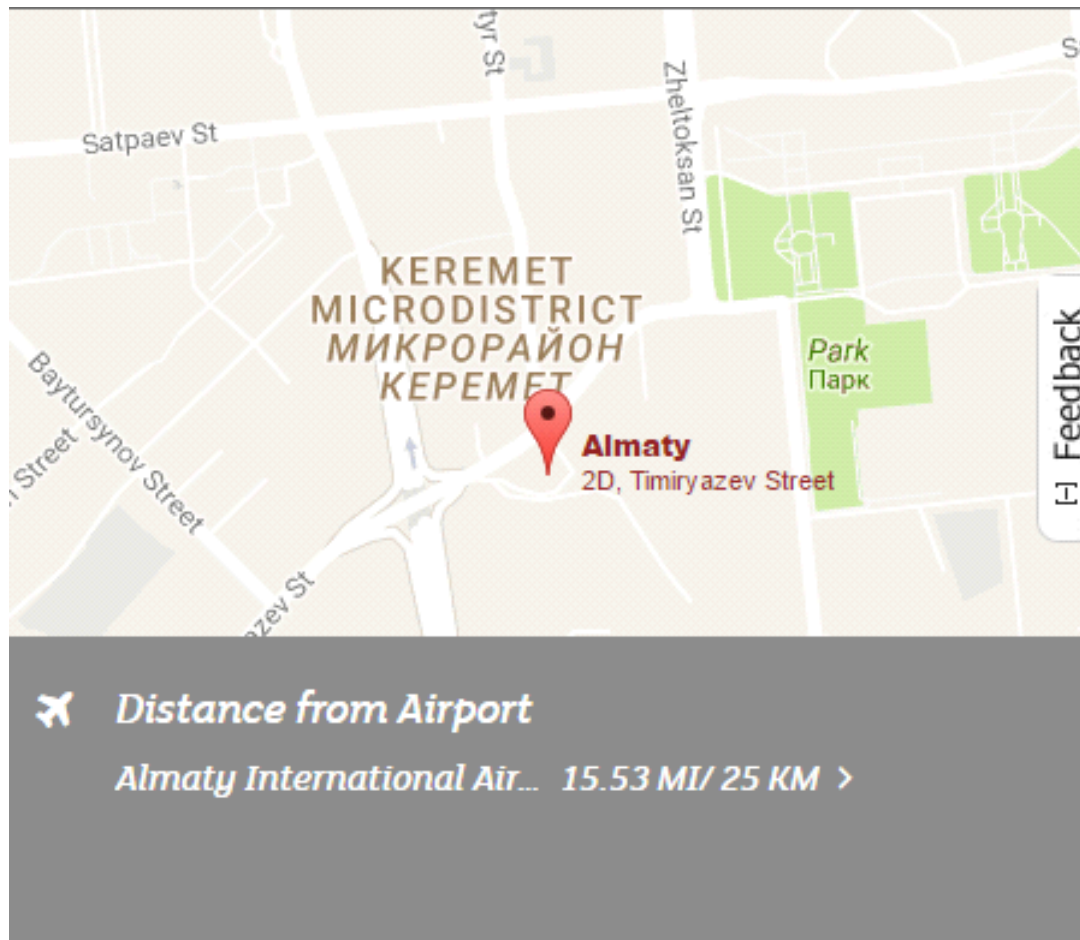
Stay at the Contemporary, Mountain-view Holiday Inn Almaty Hotel in the Heart of the City's Commercial District. The modern, glass-fronted Holiday Inn Almaty overlooks the scenic Tien Shan Mountains from its city centre location, which is ideal both for business and leisure travelers. You'll find our welcoming hotel in the heart of Almaty's prestigious financial district and steps from Republic Square and other major sights. Our trusted, secure taxi service will escort you from Almaty International Airport, 25km away. Stop over at Holiday Inn Almaty on your way to the meetings. The Nurly Tau Business Centre with companies like Deloitte, PwC and AIG Insurance is a 10-minute walk away. Enjoy the fresh air and open spaces around unspoilt Almaty, like the ski resorts and hiking trails, just 15 minutes' drive away. It's a 5-minute walk from our hotel to vibrant Republic Square, where a Sak warrior watches the world go by from the 18-metre Independence Monument. (ONLINE SOURCE, 2015)

Figure 2. Holiday Inn Almaty



Source: <https://www.ihg.com/holidayinn/hotels/us/en/almaty/alakz/hoteldetail>

Figure 3. Location of “Holiday Inn Almaty”



Source: <https://www.ihg.com/holidayinn/hotels/us/en/almaty/alakz/hoteldetail>

4.1.1 History of the “Holiday Inn”

Businessman Charles Kemmons Wilson (1913-2003) hit upon the idea to establish a hotel for family recreation in 1951 during his stay in Washington, DC, where he was disappointed with the level of service motels. The name “Holiday Inn” suggested as a joke by architecture Eddie Bluestein in connection with the musical film “Holiday Inn” (1942), where played roles by Bing Crosby and Fred Astaire. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

The first hotel was built in August 1952 in Memphis, another hotel in the same year in the south of highway 51. Two more followed in 1953, one in the northern part of highway 51 and the second on the road 61. At the beginning of 1956 it was already 23 hotels and other seven were opened by the end of the year In 1958 there were 50 hotels

"Holiday Inn" across the country, in 1959 the number increased to 100 hotels and 500 hotels in 1964. Thousandth Holiday Inn was founded in San Antonio in 1968. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

In Almaty (Kazakhstan), the hotel "Holiday Inn" opened on 21 January 2009. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

Figure 4. Logo "Holiday Inn"

| | | |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |
| 1985-1990 | 1983-2007 | 2007 – současnou dobu |

Source: HOTEL „HOLIDAY INN“. Internal material of campaign. Almaty, 2015.

"Holiday Inn" Almaty is part of the InterContinental Hotels Group (IHG). InterContinental Hotels Group is a British company, operator of hotel chains, which originated in 2003, when the division of Six Continents Plc. The company is based in Denham, United Kingdom. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

82.34% majority interest in the company InterContinental Hotels Group is owned by institutional investors. Chairman is Patrick Cescau, Executive Director - Richard Shalamoun. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

InterContinental Hotels Group manages the largest hotel group by number of available rooms (672,252 rooms). Owned by more than 4,573 hotels in more than 100 countries worldwide. In this ownership of the brands such as InterContinental, Crowne Plaza, Hotel Indigo, Holiday Inn, Holiday Inn Express, Stay Bridge Suites, Candlewood Suites. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

InterContinentalHotels Group revenues for 2005 totaled 3.3 billion Dollars, of which the net profit is 650.5 miles Dollars. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

4.1.2 “Holiday Inn Almaty”

Location

“Holiday Inn Almaty” is located in the central part of the city of Almaty, just minutes from such sights as the Presidential Palace, Republic Square, National Museum of Kazakhstan and Central Stadium. Exhibition center “Atakent”, located nearby, is the largest conference space in Almaty. It host the majority of most important city events, and is located 25 min away from the airport. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

Characterization of the “Holiday Inn Almaty”

Hotel Holiday Inn Almaty (Holiday Inn), the city's first international hotel of the middle class, and the first Holiday Inn in Kazakhstan. The hotel complex «Holiday Inn Almaty" belongs to the world-renowned international network of «Holiday Inn" hotels. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

Holiday Inn offers an excellent service and facilities at an affordable price, for both local and foreign guests. Terraces and the majority of rooms offer the stunning view of the Tian Shan Mountains. The 9-storey hotel has 230 rooms, decorated in a modern style, a ballroom accommodating up to 400 people, 6 meeting rooms, as well as everything you need to provide services to clients. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

Services provided by the hotel:

- ❖ pool
- ❖ business center
- ❖ billiards
- ❖ ironing
- ❖ Internet
- ❖ airplane ticket booking

- ❖ train ticket booking
- ❖ cafe and bar
- ❖ conference hall
- ❖ hairdresser
- ❖ parking
- ❖ laundry
- ❖ restaurant
- ❖ gym
- ❖ non-stop exchange office
- ❖ ATM

Additional amenities in the rooms:

- ❖ free newspaper
- ❖ mini bar
- ❖ in-room safe
- ❖ iron, ironing board
- ❖ air conditioning
- ❖ cable TV
- ❖ tea and coffee
- ❖ high-speed wireless Internet

Food and drinks

Restaurant «Glasshouse»: 120 seats - open daily from 6:30 am to 10:30 am for breakfast (until 11 am on weekends.), and from 11:00 to 22:30 for menu service. The restaurant offers a wide selection of international dishes and most preferred local specialties. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

Bar: 48 seats, offers cocktails, drinks and snacks are served around the clock in a relaxing atmosphere. Terrace: Enjoy our outdoor terrace «ON2» in summer. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

Categories of apartments

9-storey hotel, Holiday Inn Almaty, offers 229 rooms with wardrobe, minibar, satellite TV, heating and free Wi-Fi, as well as spacious bathrooms. Guests will enjoy the fantastic views of the city from the windows of the rooms. The rooms with carpeted floors and dark wood furniture. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

Rooms at the hotel are divided into smoking and non-smoking, which is convenient for smoking guests. Prices are divided into categories depending on the room. Every room in addition to the basic furnishings, also includes a mini-bar, in-room safe, iron and ironing board, air conditioning, cable TV, tea and coffee making facilities, high speed wireless internet. (INTERNAL MATERIAL OF CAMPAIGN, 2015)

Table 2. Numbers of room by categories of the “Holiday Inn Almaty”

| Room Category | Number of room |
|-----------------------|-----------------------|
| King Bed | 62 |
| Twin Single Beds | 10 |
| Queen Bed | 56 |
| Standard Room | 26 |
| King Bed Executive | 46 |
| Twin Beds Executive | 12 |
| Deluxe Room | 8 |
| King Bed Junior Suite | 8 |
| Executive Suite | 1 |
| Total | 229 |

Source: HOTEL „HOLIDAY INN“. Internal material of campaign. Almaty, 2015.

4.1.3 Advertising methods of hotel

Daily advertising in the media has already become accustomed to the enterprise. Each of the media outlet has its peculiarities and characteristics, that cater specific social groups. Advertisers and agencies should carefully choose a media outlet to attract the target audience. The next step is to choose the most effective media outlet from the variety of newspapers, magazines, TV channels, etc. in order to achieve the desired result.

The advertising campaign of the hotel is spread mainly in the Internet on the official website of the hotel itself (ihg.com), as well as reservation sites like: booking.com, hotels.com. The site contains colorful pictures of the rooms, the list of basic and additional services, and of course the price list. (view more supplements 4, 5 and 6)

The hotel is actively advertising on social networks (vk.com, facebook.com), as well as the official page. (view more supplements 7 and 8)

Benefits of the official web page:

- ❖ wide availability
- ❖ no price per copy
- ❖ ability to easily update information
- ❖ possibility of establishing links
- ❖ unlimited circulation
- ❖ allows feedback

“Holiday Inn Almaty” uses television and radio advertising, but it does not always produce the desired result. There is no outdoor advertising of the hotel in the city, although the location of the hotel itself makes it visible and noticeable. With such a favorable location the hotel does not require an outdoor advertising as such.

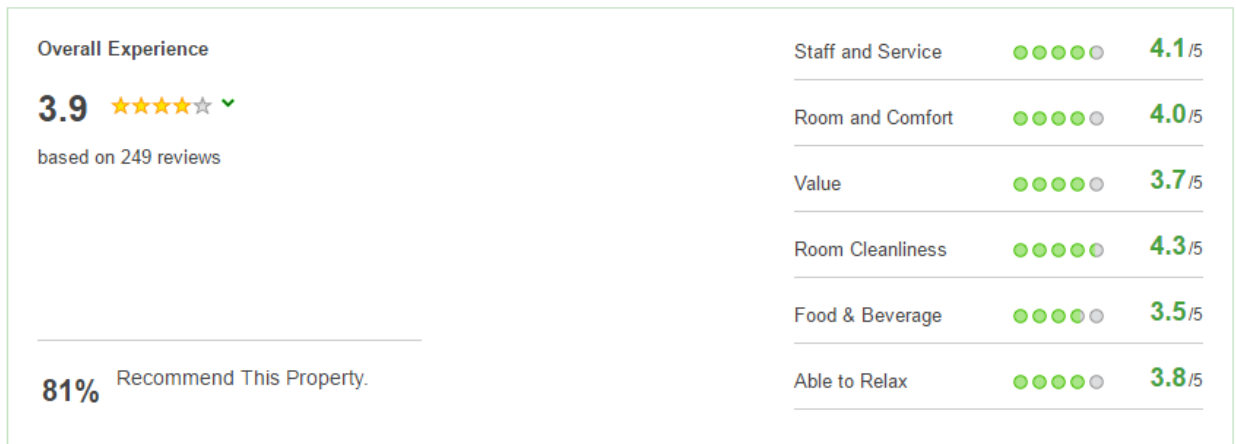
4.2 Analyzing of research

4.2.1 Online Reviews

Hotel “Holiday Inn Almaty” is mainly booked via three booking sites, such as: ihg.com, booking.com, hotels.com. The evaluation and comments of guests from these web sites were analyzed, the results of which are shown below.

Figure 5. Guest reviews on www.ihg.com

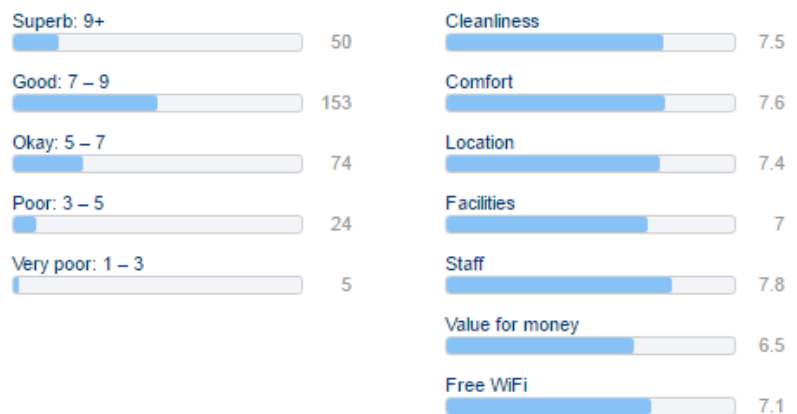
Each review and rating we receive is verified to ensure that we display only information provided by guests who have actually stayed in the hotel.



Source: ihg.com

Figure 6. Guest reviews on www.booking.com

Based on 304 reviews



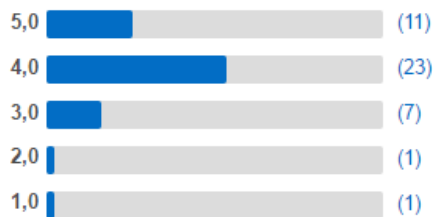
Source: booking.com

Figure 7. Guest reviews on www.hotels.com

4,0 / 5 Výborná kvalita



Podrobné hodnocení (z celkového počtu 43 recenzí)



Source: hotels.com

An analysis of reviews and customer reviews of the hotel "Holiday Inn Almaty" on reservation sites ([booking.com](https://www.booking.com), [hotels.com](https://www.hotels.com), [ihg.com](https://www.ihg.com) etc.) leads to the conclusion that the main target groups of consumers of advertising are:

- ❖ Foreign tourists
- ❖ Russian businessmen
- ❖ Guests from Krasnoyarsk
- ❖ Participants of conferences

First four groups are divided, in turn, are divided into guests permanently living at "Holiday Inn Almaty" and entrepreneurs, business travelers and tourists who stay in the hotel, ie people regularly or occasionally using the services of the hotel.

Thus, the main clientele of the hotel are foreign companies, middle management and group clients.

4.2.2 Research answers by hotel's guests

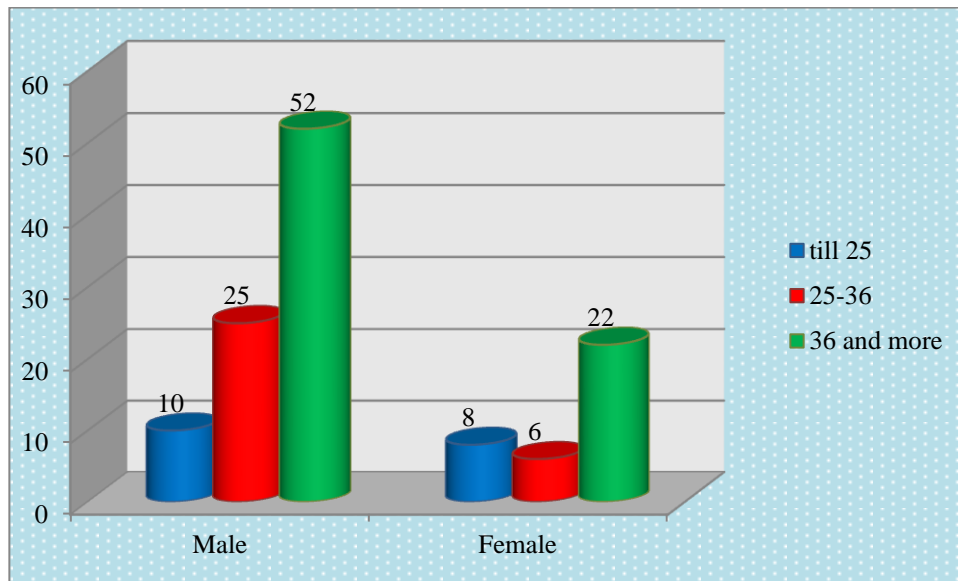
In the hotel "Holiday Inn Almaty" I conducted a survey among guests currently staying at a hotel. The survey was conducted both from local and foreign guests of different age categories. In total 123 guests were interviewed, who kindly agreed to pass the questionnaire.

Gender and age

In general, 87 male and 36 female guests were interviewed. Out of these the majority was over 36 years old - 74 guests. The rest of the 49 guests are younger than 36 years.

60.2% are people over 36 years - is due to the fact that the majority of the guests stated 'business trip' as the purpose of their stay. The majority of young guests came as tourists, or with an intention of entering a university, as there is a large number of educational institutions in Almaty. The proportion of young people under 25 years is 14.6%.

Graph 1. Gender and age



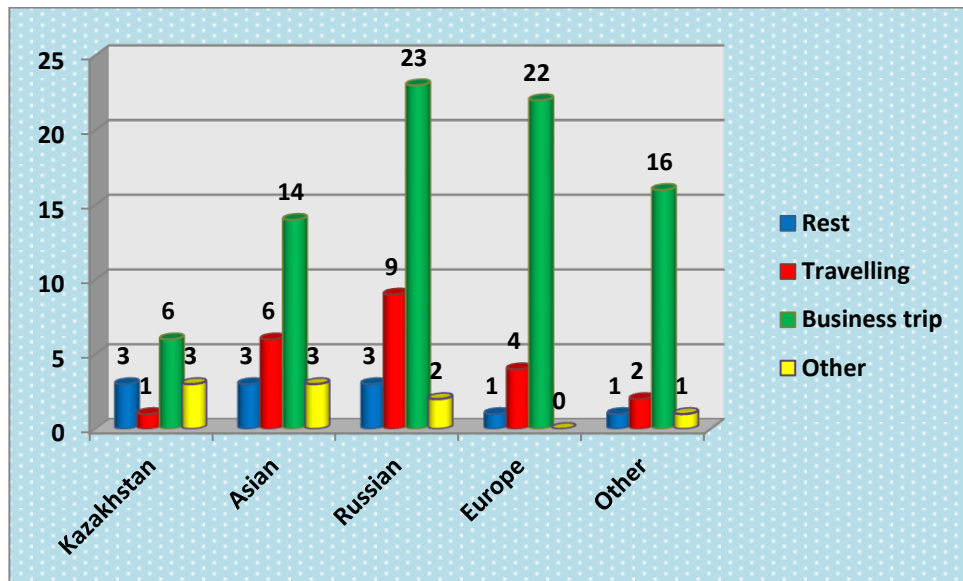
Source: Own work based on questionnaires (Summer 2015)

Where are you from?

What is your main purpose of stay?

The majority of guests of the hotel are the guests from neighboring countries. The share of Russia and Asian countries accounted for more than 51.2%. The reason for this is a good trade relations of Kazakhstan with neighboring countries and visa-free regime, which makes it even easier to visit Kazakhstan. Russia is the main trading partner of Kazakhstan. Visitors from Europe make up 22%, which is also a good indicator for Kazakhstan. In recent years, Kazakhstan is trying to expand to Europe, establishing trade relations and tourism. And as you can see from the results of the questionnaire, the main purpose of visitors from these countries is working visit - 65.9%. The remaining 34.1% tourists and students entering universities. Data on travel totaled 18%, which is the second index of the respondents. Tourism in Kazakhstan in recent years is growing due to many sports, cultural and diplomatic events.

Graph 2. Countries and main purpose



Source: Own work based on questionnaires (Summer 2015)

Will you offer our hotel to your family, friends etc.?

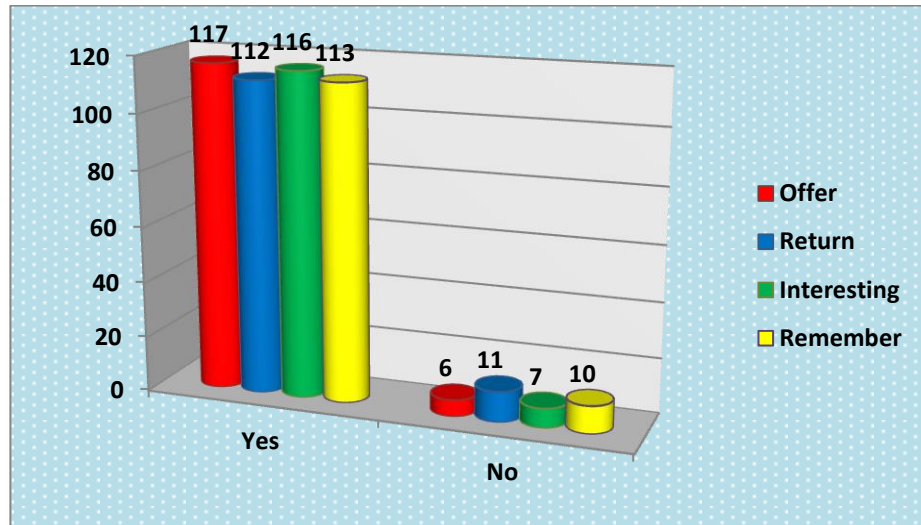
Would you like to go back to the Holiday Inn?

When considering our advertising can you say that the advertised product has caused your interest?

Do you still remember something of what you saw in the advertisement?

Overall feedback regarding advertising activities of the hotel is generally positive. It is indicated by the fact that 90% of guests would stay again at the hotel and would eagerly recommend it. Guests did not experience any difficulties finding the hotel and booking it, which is proved by the survey results.

Graph 3. Advertising policy and guests opinion

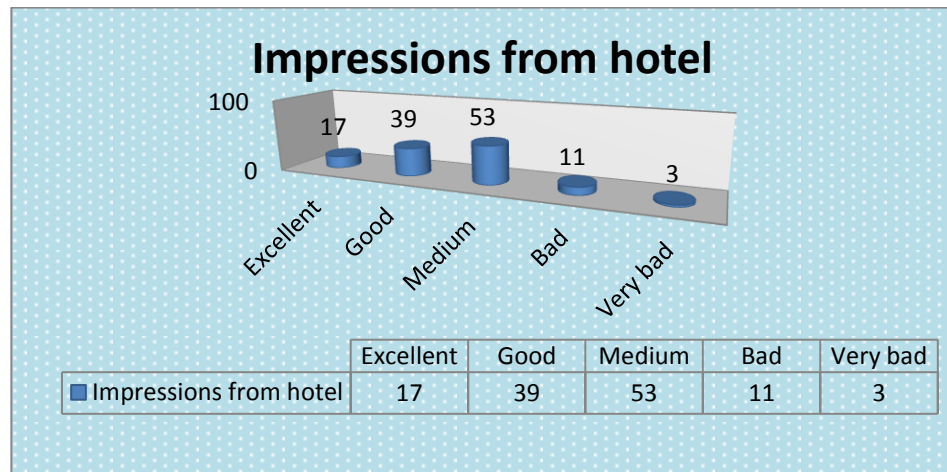


Source: Own work based on questionnaires (Summer 2015)

What are your impressions about our hotel?

Guests enjoyed everything except for some small details, such as the weather, the lack of rooms with mountain views (not all rooms have a beautiful view of the mountains), someone did not like the rooms they booked. The number of dissatisfied visitors was 11.3%. Of course, not possible to please everyone at once, there are always guests, which is either not satisfied or do not like something. The majority of respondents gave an average rating - 43.1%. Highly praised the hotel - 13.8%. The average results obtained in the survey, the results correspond to the reservation sites such as: [booking.com](https://www.booking.com), [hotels.com](https://www.hotels.com) etc. These sites also rated the hotel as average or slightly above average. (View more supplement 9)

Graph 4. What are your impressions about our hotel?

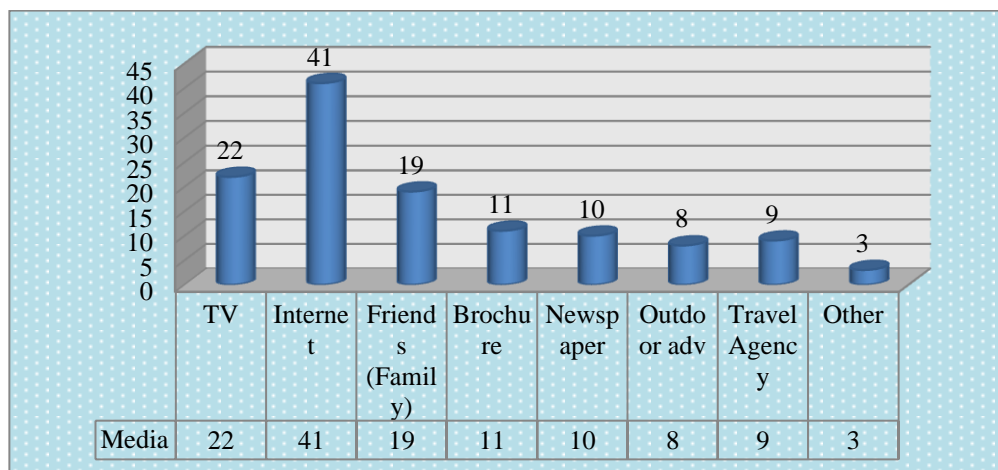


Source: Own work based on questionnaires (Summer 2015)

What kind of advertising do you consider most successful for hotels?

The majority of guests are middle-aged or young people who are active Internet users. This result is shown in our questionnaire where 33.3% prefer online advertising. The second popular mean is TV advertising and advertising by friends, relatives, family, which also has a strong effect, accounting for 17.9% and 15.4%.

Graph 5. What kind of advertising do you consider most successful for hotels?

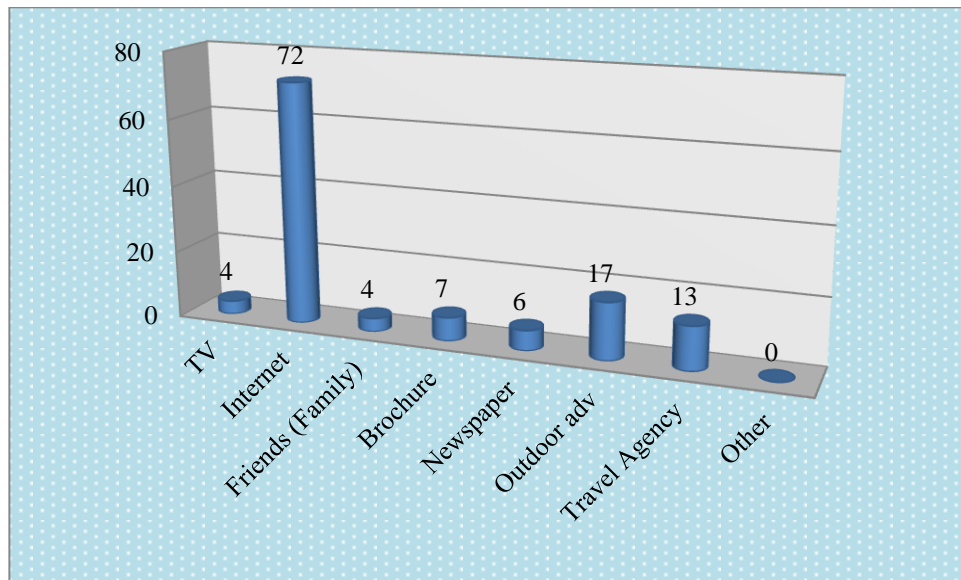


Source: Own work based on questionnaires (Summer 2015)

How did you find our hotel (Holiday Inn Almaty)?

Since the bulk of living in the hotel were guests from many foreign countries, online advertising has become a major advertising tool for the hotel. More than half of the respondents found the hotel guests "Holiday Inn Almaty" via the Internet - 72 respondents. Internet advertising is effective, as you can not only learn about the hotel, see photos and details of rooms, customer reviews, but also be in the contact with the representative of the hotel, and quickly and easily have all your questions answered.

Graph 6. How did you find our hotel (Holiday Inn Almaty)?



Source: Own work based on questionnaires (Summer 2015)

4.2.3 Accommodation price

Room price, as well as the form of payment is established by the executive, i.e. the management of the hotel. Hotels of different categories include a different set of services in the price. This set is determined by the requirements of established standards for the relevant category of hotels. The same services to the same category hotels are optional, and for another - binding are included in the price. Thus, based on the level of the hotel performer determines the list of services that are included in the room rate.

It is worth noting that there is a list of services that the executor is obliged to provide to the consumer free of charge, regardless of hotel category:

- ❖ call an ambulance;
- ❖ use first aid kit;
- ❖ delivery of the correspondence to the room when received;
- ❖ wake-up call;
- ❖ provide boiling water, thread needles, one set of dishes and cutlery

At departure the client must vacate the room of the hotel at 12 am the day of departure. If the customer is late with the departure of the accommodation fee is charged depending on the delay in the following order:

- ❖ not more than 6 hours after checkout time - hourly pay;
- ❖ from 6 to 12 hours after checkout time - payment for half a day;
- ❖ from 12 to 24 hours after checkout time - payment for the full day.

The price of hotel services also depends on the comfort of living conditions provided to the consumer. As a general rule for certain conditions of accommodation (single double triple) in a certain room categories hotel administration establishes the so-called base prices calculated per room per night (without discounts).

In addition the hotel “Holiday Inn Almaty” as in all the other hotels have special rates that include discounts in comparison with the reference prices. Special rates are fixed in separate price lists. These prices are generally used for the following categories:

- ❖ group of foreign guests more than ten persons;
- ❖ travel agencies;
- ❖ regular guests;
- ❖ stay shorter than a full day
- ❖ Etc.

Provision of hotel services is issued through a receipt or other document which must indicate all hotel services received by the client, the cost of each service, or the total value of the service or set of services. Below is an analysis of the data provided by the hotel

collected over a four year period, summer and winter periods are being considered. For the calculation price in Czech Koruna was used average rate at 2015 year from <http://kazfin.info/czk/> , where is 1 CZK = 14.02 KZT. (view more supplement 3)

Table 3. Accommodation price in winter time “Holiday Inn Almaty”

| Room Category | Average room price (CZK) | | | |
|-----------------------|--------------------------|---------------|---------------|---------------|
| | February 2012 | February 2013 | February 2014 | February 2015 |
| King Bed | 1,276.43 | 1,301.87 | 1,392.16 | 1,473.03 |
| Twin Single Beds | 1,276.43 | 1,301.87 | 1,392.16 | 1,473.03 |
| Queen Bed | 1,276.43 | 1,301.87 | 1,392.16 | 1,473.03 |
| Standard Room | 1,276.43 | 1,301.87 | 1,392.16 | 1,473.03 |
| King Bed Executive | 1,585.91 | 1,665.52 | 1,788.56 | 1,821.81 |
| Twin Beds Executive | 1,585.91 | 1,665.52 | 1,788.56 | 1,821.81 |
| Deluxe Room | 1,585.91 | 1,665.52 | 1,788.56 | 1,821.81 |
| King Bed Junior Suite | 1,805.24 | 1,885.31 | 1,998.42 | 2,054.33 |
| Executive Suite | 2,025.63 | 2,095.63 | 2,186.36 | 2,228.73 |

Source: Internal material of “Holiday Inn Almaty”, 2015

Table 4. Accommodation price in summer time “Holiday Inn Almaty”

| Room Category | Average room price (CZK) | | | |
|-----------------------|--------------------------|-----------|-----------|-----------|
| | July 2012 | July 2013 | July 2014 | July 2015 |
| King Bed | 1,768.29 | 1,801.94 | 1,952.65 | 2,002.34 |
| Twin Single Beds | 1,768.29 | 1,801.94 | 1,952.65 | 2,002.34 |
| Queen Bed | 1,768.29 | 1,801.94 | 1,952.65 | 2,002.34 |
| Standard Room | 1,768.29 | 1,801.94 | 1,952.65 | 2,002.34 |
| King Bed Executive | 2,199.78 | 2,252.18 | 2,333.06 | 2,439.21 |
| Twin Beds Executive | 2,199.78 | 2,252.18 | 2,333.06 | 2,439.21 |
| Deluxe Room | 2,199.78 | 2,252.18 | 2,333.06 | 2,439.21 |
| King Bed Junior Suite | 2,413.85 | 2,479.09 | 2,686.79 | 2,730.46 |
| Executive Suite | 2,608.93 | 2,697.28 | 2,889.67 | 2,948.90 |

Source: Internal material of “Holiday Inn Almaty”, 2015

As seen from tables 3 and 4, there is a price increase. There is a dynamic increase in prices, which is connected with the external and internal instability. Such examples include

as increasing competitors market, devaluation that takes place in the last few years and increasing tourist flows associated with such activities as international military games 2016, Winter Asian Games 2011, the Universiade-2017 and other international tournaments.

Data is analyzed monthly, quarterly and annually, revenue and costs are compared in order to calculate the dynamics of the volume of sales over a given period.

Activity of any commercial organization is impossible without such an analysis, with the help of which we can determine how profitable the company is, and how cost effective is its business. The main source of profit for the hotel is providing hotel services, conference rooms and business center, as well as food and entertainment services.

4.2.4 Planning and spending of advertising

The following is an analysis of the data provided by the hotel collected for the fourth quarter 2015. For the calculation price in Czech Koruna was used average rate at 2015 year from <http://kazfin.info/czk/> , where is 1 CZK = 14.02 KZT. (view more supplement 3)

Table 5. Planning marketing expenses for the fourth quarter year 2015

| Figures | Costs (thus. CZK) | Costs (thus. KZT) | % |
|------------------------------------------------------------------------|-------------------|-------------------|--------------|
| 1.Total predicted revenue for the given period | 669,400.86 | 9,385,000 | 100 |
| 2.Marketing costs | | | |
| 2.1.Advertising | 13,388.02 | 187,700 | 2,00 |
| 2.2.Sales management | 538.52 | 7,550 | 0,09 |
| 2.3.Other expenses, including promotion,distribution, customer service | 1,745.72 | 24,475 | 0,31 |
| 2.4.Salary | 513.55 | 7,200 | 0,09 |
| 2.5.Other expenses | 285.31 | 4,000 | 0,05 |
| Total marketing expenses | 19,161.06 | 268,638 | 2,95 |
| Net profit | 649,379.74 | 9,104,304 | 97,00 |

Source: Internal material of “Holiday Inn Almaty”, 2015.

These figures were obtained on the basis of the studied reports on the marketing activities of the enterprise for the 4th quarter of 2013 and 1st quarter of 2015, as well as data from contracts with partners for the supply of services of the hotel “Holiday Inn Almaty” and reports from participation in exhibitions and fairs.

Data on the costs of advertising, promotion, service, distribution, customer service were received on the basis of the studied plans of promotional activities of the marketing department at the 1st - 2 first quarters of 2015

Thus, planning marketing costs, along with the promotion of the services, costs that are not taken into account while planning marketing activities should be included. These are sales organization, as well as wages. In addition, the proposed plan helps to determine the net income, taking into account these marketing costs, and justify the successful application of various tools to stimulate sales.

Planning the use of advertising “Holiday Inn Almaty” has to know, which frequency coverage rates, as well as force of impact is provided by one or another mean of advertising.

However, disadvantages of advertising services by “Holiday Inn Almaty” should also be noted:

- ❖ Newspapers - local newspapers are not used as a marketing tool by the hotel
- ❖ Radio - is rarely used, although in the city there are about a dozen radio stations.
- ❖ Magazines - advertising is conducted in special trade magazines with a small readership.
- ❖ Outdoor advertising - is unfavorably placed only at the hotel “Holiday Inn Almaty” itself.

In order to promote “Holiday Inn Almaty” and its services, measures aimed at creating a positive image of the organization (charity events, the promotion of advanced marketing, communication with the press, television, radio, the public opinion) are recommended.

Development of an advertising campaign includes:

- ❖ defining objectives of the advertising company;
- ❖ selection of the target group of the advertising impact;
- ❖ selection of the optimum channel of distribution of advertising for each target group of advertising exposure;
- ❖ selection of advertising media;
- ❖ preparation of detailed plan-graphic design company: public media advertising, at what time, at what frequency will be given by advertisement;
- ❖ deciding on the advertising appeal;
- ❖ calculation of the advertising budget.

In connection with the above, it should be noted that the planning of promotional activities is carried out only in terms of costs of means of promoting goods to market, as well as the timing of the advertising company. However, it should be noted that marketing activity too often does not give the desired result for the reason that is aimed at individuals or organizations that have never become regular customers because they are not the target audience and can never become one.

5 Results and discussion

5.1 SWOT analysis

Advertising planning in Hotel “Holiday Inn Almaty” is engaged by the marketing department, consisting of a chief and four marketing specialists. Head of marketing department reports directly to the director of the hotel.

To study the characteristics of promotional activities carried out in the hotel “Holiday Inn Almaty” is necessary to analyze the position of the organization in the market of hotel services in Almaty. We carry out a SWOT - analysis of the hotel in Tables 7 and 8.

Table 6. Analysis of opportunities and threats

| Opportunities | Threats |
|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Society | |
| 1. Marketing development | 1. Changing political situation; 2. Uninsured business |
| Market development tendencies | |
| 1. Service extension | 1. Adoption of new standards |
| Competitors | |
| 1. Uхудshenie position of some competitors due to poor management | 1. Drop in price among competitors |
| Distribution | |
| 1. Growing demand for hotel services; 2. Economic lift, an increase in demand; 3. Growth in personal incomes | 1. Highly corrupted officials; 2. Risks at assessing the solvency of customers |
| Consumers | |
| 1. Entry into new market segments; 2. Providing services at international standards | |

Source: Own processing based on questionnaires and data's (2016)

Table 7. Defining strong and weak points of the organization

| Weak points | Strong points |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| Channels of distribution | |
| 1.Experienced managers; 2.Analysing needs of service users; 3. Organization of training; 4.Availability of different forms of payments; 5.Experience accumulation in sales and the creation of customer database | 1.Lack of first-hand advertising experience 2.Risk necessity |
| Provided services | |
| 1.Ability to offer services according to specific customer needs; 2.Perspective sales volume planning; 3.Providing related services | 1. Lack of opportunities to influence suppliers; 2.Sertification on provided services; 3. Absence of an international certificate |
| Financial assets of the hotel | |
| 1.Financial independence | 1.Lack of current assets and opportunities for rapid response to increasing demand |
| Business administration | |
| 1.Rapid response to changing market conditions; 2.Qualified groups of workers | 1.Upper management distributes resources and personnel |
| Hotel image | |
| 1.High level of service | 1.Implementation of the commitments made at the minimum or zero profit |

Source: Own processing based on questionnaires and data's (2016)

The strengths of the hotel “Holiday Inn Almaty” are:

- ❖ infrastructure (having the restaurant and a few bars as the hotel property);
- ❖ the presence of the young staff, capable and willing to learn, ready for change and innovation;
- ❖ the availability of funds for the reconstruction and refurbishment of buildings and the number of rooms;

- ❖ hotel “Holiday Inn Almaty” is located in one of the financial centers of the city, not far from the city center;
- ❖ the hotel is located in the city center.
- ❖ Weaknesses include:
- ❖ insufficient number of staff;
- ❖ the presence of different levels of rooms, attracts customers of different income levels, and cultures;
- ❖ not enough advertising.

On the current market of tourist and hotel services in Almaty, there are the following terms and options for the further development of the hotel “Holiday Inn Almaty”:

- ❖ development of Almaty as a tourist center (opening of new and reconstruction, expansion of existing museums and others. cultural institutions). This will attract the flow of tourists;
- ❖ development of Almaty as a business center (international conferences, meetings, negotiations, etc.), which will also increase the demand for accommodation facilities;
- ❖ the establishment of international relations.
- ❖ The main threats that could adversely affect the development of the hotel are:
- ❖ increased competition (construction of hotels, mini-hotels and the refurbishment of dormitories). The city plans to double the guest room inventory
- ❖ in the city budget cut advertising expenses in Almaty, which creates a mismatch of having the number of rooms and tourists.
- ❖ infrastructure of the city is different from the infrastructure of other cities in Kazakhstan
- ❖ neglect of municipal services
- ❖ increase in the cost of tourist services (communal growth. payments, inflation, the hotel lost tax benefits)
- ❖ carrying out most of the city events (cultural, sports, business) in the summer period, that does not allow the development of tourism
- ❖ increase in cost of services, tour. packages (museums, transportation, food)
- ❖ terrorist acts in the country and abroad.

In this situation, the leadership of "Holiday Inn Almaty" hotel is advised to focus on establishing the position of "Holiday Inn Almaty" as a reliable hotel with a capacity corresponding to generally accepted standards, as the company has the necessary funds for this purpose. This will make the "Holiday Inn Almaty" more attractive to tourists. It is also necessary to strengthen promotional activities.

From the SWOT - analysis shows that the company has fairly stable financial resources which enable it to carry out as an internal repair and reconstruction, and reform of the internal personnel management. At the same time clumsy organization top management does not allow the hotel to respond quickly to the ever-changing needs of consumers and hotel services in the long term, this may lead to adverse consequences for the organization as a whole. In this situation, studies relating determine consumer preferences, and analysis of the quality of hotel services is the most urgent.

The analysis allowed to choose the hotel limited growth marketing strategy by means of:

- ❖ Filling until the end of the chosen market niche;
- ❖ Improvement of services provided;
- ❖ Deep market penetration, which lies in searching for ways of increasing sales volume at an unsaturated market though the creation of the hotel web-site, posting detailed information about the company and its services, and providing the opportunity for on-line booking though a web-site form, which will ensure higher occupancy rates.

5.2 Effective ways to advertise for the development of the hotel

“Holiday Inn Almaty” uses the power of television and radio advertising, but it does not always produce the desired result. In contrast, it would be much more efficient to use outdoor advertising, which has a number of advantages:

- ❖ Due to its size, it is very visible and has a strong impact on the consumer;
- ❖ Once installed, it effects the consumer 24 hours a day, for a longer period of time;

- ❖ It affects different segments of the population; from pedestrians to wealthy citizens, passing by in their cars, which are the main target audience of the hotel;
- ❖ It assists the rapid spread of information among prospective clients.
- ❖ However, there are disadvantages of outdoor advertising:
- ❖ high price;
- ❖ investment return no sooner than a few months, and even years;
- ❖ deteriorates under the influence of atmospheric phenomena, sometimes spoiled by people.

However, the “Holiday Inn Almaty” should take into account that for the normal functioning of this type of outdoor advertising like billboards with posters, you need to make an order for the production of many more posters than it takes in order to be able to replace damaged by weather or as a result of vandalism.

When making outdoor advertising, it is necessary to pay special attention to text and graphic elements, which makes it more effective from a distance or from a fast moving car.

The effectiveness of advertising can be achieved by a very large font. However, it should be taken into account when placing this advertising opportunity to review. Large-scale advertising requires a large distance. Otherwise, the enormous costs of such advertising would not be justified, as it cannot get into the field of view of a possible client-customer and will be ignored. This is especially true for the carton stands, as they are much more expensive.

To make advertising more efficient and to bring it to a larger number of customers, clients, expensive stands can be moved to a different location every 30 days.

Despite the higher cost, these stands due to their size and originality, have much stronger impact on potential customers, clients, rather than posters.

The effectiveness of outdoor advertising can be improved through the use of simple text and graphic elements. From a distance of 250 meters letters of at least 60 cm height

can be read. A letter height of 15 cm can only be read from a distance of 60 m. If the text is written with 3 cm letters, the distance must be less than 15 m, but consumers are unlikely to get so close to posters, with the exception of public transport. However, wealthier customers very rarely visit bus stops.

Equally important is the choice of color. The easiest way to read the contrast of light and dark colors: black and white, black and yellow. While equally contrasting colors: blue and green, red and green, almost unreadable.

The effectiveness of advertising means that the advertising campaign is thoroughly thought out and implemented.

Media planning is a comprehensive view of the study, which task is to draw up a detailed plan to promote the project. Media Plan is the basic document justifying the appropriateness of the advertising campaign, as well as regulating its time and cost.

The “recency” strategy should be formulated during the “Holiday Inn Almaty” media planning. This strategy is tuned for the launch of new brands and has the explosive effect. It is based on studies showing that the last contact with the advertising before buying has the greatest influence on the purchasing decision.

The ad campaign, created within the recency strategy, is continuous and throughout its length preserves the same degree of pressure (number of contacts). The more advertising outlets will be during each time interval, the greater the likelihood of influence to a potential customer in the moment of decision.

Thus, recency approach requires continuous placement of advertising rather than undulating pressure. In favor of that speaks the advertising effect of damping factor - people forget advertising very quickly. Continuity of a campaign is justified by the fact that the purchases are made on a daily basis. Therefore, in terms of recency strategy, it is better to put an ad campaign for a shorter time, but at the same time to maintain a constant pressure force. The main aim is to push a person for a purchase within a short period of

time, and then apply the same advertising pressure for several weeks. After that kind of pressure the customer is likely to be occasionally buying the product on his own. With regard to advertising support, it is better not to smear it for months, and focus on the periodic "bumps" on the properly chosen advertising sites.

Therefore, firstly, in terms of advertising you want to target properly, and secondly, it is necessary to focus on a single target. In this regard, we propose the following plan of promotional activities.

Table 8. Promotional events plan for 2016 year

| Aim/description of advertising | Target audience | Means | Period |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------------------------------------------------------------------|------------------------------------|
| Familiarization with the new range of consumer services | Bulk buyers in Russia, CIS and beyond | Issuance of a work directory | January-February, October-November |
| Dealer encouragement | Bulk buyers in Russia, CIS and beyond | Issuance of advertising printing products | March-April, November-December |
| Increase hotel attendance | Clients | Installation of a directing sign leading to the hotel (from the bus stop) | February-April |
| Developing a brand loyalty | Potential clients | Vido clip on TV | Monthly |
| Internet is an influential mean of conveying information which covers the largest number of potential buyers, the aim is to spread awareness about the brand in the target markets of CIS and West Europe | Potential clients | Advertising on the Internet | Monthly |
| Develop and maintain a favorable image of the company | Clients | Advertising articles in newspapers and magazine | April-May, October |
| Stabilize sales, maintain brand awareness | Clients | Taking part in exhibitions and fairs | Monthly |

Source: Own work based on analyzing process (2016)

As the company plans to increase its share of the market at this stage necessary to carry out informative advertising to create primary demand.

As television and radio are the most effective in terms of placement of advertising media (according to the polls), the rational core funds would be invested in these two types of advertising, and on this basis there should be developed a budget for the advertising company.

For the maximum effect, there should be a carefully planned advertising campaign. It is necessary to carry out a comprehensive approach to the package, taking into account the time that it plays a significant role in the formation of the demand.

Since “Holiday Inn Almaty” seeks to capture additional market share, the advertising costs should exceed the cost of advertising from competitors. In order to promote the hotel and its services need to develop and implement measures aimed at creating a positive image of “Holiday Inn Almaty” (charity events, the promotion of advanced marketing, communication with the press, television, radio, the public opinion).

Table 9. Recommended promotion events “Holiday Inn Almaty”

| Event | Promotion means | Aim of the event |
|---------------------------------------------------------------------------------------------------------------------|------------------------|-------------------------------------------------|
| 1. Distribution of brochures about the hotel activity at the enterprise, department stores, companies. | Email | Informing potential clients of the hotel events |
| 2. Serried of articles in leading newspapers informing about the hotel's cooperation with large enterprises | Press | Crating a positive image |
| 3. Concluding agreements on delivery of service | TV, radio, press | Creating a positive image |
| 4. Issuance of a brochure on an anniversary of LLC, stating achievements and problems of the enterprise, and so on. | Marketing means | Shaping of public opinion |

Source: Own work after analyzing process (2016)

6 Recommendations

Advertisement of the hotel “Holiday Inn Almaty” must be targeted and directed, on the one hand, to foreign businessmen, on the other - to the Russian business community. Since the main contingent of guests is from these countries, it is necessary to develop and to improve in this area. This approach should be maintained in the selection of advertising, keyword advertising ideas, arguments, etc. So, for foreign and Russian businessman main arguments in favor of the hotel should be an extensive experience with foreigners, personal security, integrated services, continuously improve service.

Regarding souvenirs, advertising and publishing department must constantly keep up to date with the range of products ordered. The selection and purchase of souvenirs should be carried out in strict accordance with the concept of advertising strategy of society, namely the selection and ordering souvenirs should adhere to the principle of formation of 3 packages: for high, medium and ordinary-level partners. Gifts presented to foreign and Russian partners are selected on a case by case basis.

Both direct and indirect advertising is widely used. For example: direct advertising can be used more actively to advertise the hotel at the offices of airlines and airports, advertising placement in national and international journals, as well as business directories and catalogs.

It is necessary to conduct thorough market research in order to find new customers and, therefore, resort to advertising services that might be of interest to customers (e.g., discounts).

Active users of Internet advertising are the travel agencies. To develop active cooperation with travel agencies.

Increasing the number of loyal customers. These guests need a special approach, because nothing affects them more than the personal attention of management. Personal contact is expressed in congratulating them with birthdays, national holidays, paying attention to personal preferences of these guests. Working with loyal guests should be a

separate area of advertising activity, supported by a special budget article (prestigious souvenirs, business gifts, greetings, etc.).

The atmosphere and the prestige of the hotel are created by events held within its walls, and its restaurants. Among the activities of the hotel, anniversaries and presentations can be held, hosted by famous actors. The list of such activities should be expanded (for example, a fashion show, auctions, beauty contests, etc.). Carrying out activities in public areas of the hotel should ensure the significant increase of the turnover of restaurants.

Filming on the premises of the hotel is a good tool of indirect advertising. However, that should be approached on a case by case basis. The advertising department must give permission to shoot video, advertising or film based on their cultural and aesthetic significance.

Attractive advertising tools are: small gifts with the symbols of the hotel in honor of the national holiday, gifts for the thousandth guest, complimentary wine in the room on the occasion of holidays (Christmas, New Year) or complementary chocolate in the VIP-room.

Engage famous personalities in advertising related to the hotel, such as singers, actors who are able to increase the effect of advertising on the consumer.

7 Conclusion

During the past few years hospitality is showing good growth rates not only in Kazakhstan but also in the world. There are new hotels, improved service quality, increasing demand for a quality vacation, which stimulates the competition. And the competition, in turn, stimulates quality improvement. One of the most important factors of competitiveness is advertising.

Hotel or inns, which advertising campaign will be more attractive, will have an advantage in this fight. It is obvious that among all possible media advertising the Internet is the most effective tool, both in Kazakhstan and around the world. It is in the specifics of the business, which can only be satisfied by a global network with its almost limitless possibilities.

Most companies see the main purpose of marketing concepts likely to meet the needs of consumers, rather than to increase production of goods and services. Modern business plans are more focused on customers and competition, well-grounded and realistic. The development of plans involving all functional divisions of the company. Marketing Managers see themselves more like professional managers, and only then as specialists. The participation of senior management in the development of marketing plans is constantly expanding. Planning is converted into a continuous process aimed at compliance with the task of the rapidly changing market conditions.

The analysis of the questionnaire showed that most of the guests are representatives from Russia and Europe, and smaller portions of occupancy are local residents of Kazakhstan. This is due to the fact that there is a closer cooperation and visa-free regime between Kazakhstan and Russia, which allows free movement over the border. Kazakhstan is a rapidly developing country in the middle Asia and thus the last 10 years has been working actively on the European market, as shown by the increase in visitors from Europe. Regarding the local people, they prefer hotels at a lower price, rental apartments and so on.

A conducted questionnaire showed that more than half of the respondents 58.5% learned about the hotel “Holiday Inn Almaty” through the Internet, which confirms the trend of recent years of active development of the market of Internet advertising. Moreover, 89.4% of the respondents are foreign visitors, of which 65.9% were on a working visit in the hotel “Holiday Inn Almaty”. Thus, the hotel is necessary to expand and increase the pressure on Internet advertising, but do not forget about the other media services.

In general, online advertising the hotel “Holiday Inn Almaty” works well enough, it shows the result of the survey, in which 94.3% of guests answered positively, where that advertising spend “Holiday Inn Almaty” attracted their attention.

Average guest appearance on “Holiday Inn Almaty”, which shows the result of the analysis, in which 43.1% responded well and 31.7% average. This result corresponds with booking reviews on sites where there the rating of the hotel as average or slightly above average.

Regarding marketing - Marketing department is responsible for marketing planning and strategies, it consists of a manager and 4 marketing experts. Head of Marketing Department reports directly to the Director of the hotel.

SWOT - analysis showed that the company has fairly stable financial resources which enable it to carry out as an internal repair and reconstruction, and reform of the internal personnel management. At the same time clumsy organization top management does not allow the hotel to respond quickly to the ever-changing needs of consumers and hotel services in the long term, this may lead to adverse consequences for the organization as a whole. In this situation, studies relating determine consumer preferences, and analysis of the quality of hotel services is the most urgent. “Holiday Inn Almaty” should develop a strategy to attract customers not by a convenient location, but by a level of quality of hotel services.

In order to provide a strategic competitive advantage the hotel “Holiday Inn Almaty” it is necessary to audit quality. Analysis of the quality of hotel services will create the preconditions for the subsequent quality control. Currently, the company spent only analysis of the quality of cleaning hotel rooms. It is necessary to recommend the hotel to carry out comprehensive quality checks on a quarterly basis. Based on the results of audits for the year to develop and implement a quality control program.

Among the marketing activities a special attention should be given to advertising. “Holiday Inn Almaty” needs to use the advertising information (to inform customers about the services provided, price changes, etc.); persuasive advertising (generates a proposal to the enterprise and service rendered by them); reminding (supports awareness of “Holiday Inn Almaty” and its services).

For maximum effect, advertising campaign must be carefully planned. During media planning “Holiday Inn Almaty” should formulate a strategy for “recency”. This strategy is tuned for the launch of new brands and the explosive effect. It is based on studies showing that the last contact before buying advertising has the greatest influence on the purchasing decision. The economic impact of measures under consideration is positive, it means they have proved to be effective and bring profit.

8 Bibliography

WILLIAM, Stanton, CHARLES, Futrell. *Fundamentals of Marketing*. Published: McGraw-Hill Companies. December 10, 1986. 666 p. ISBN: 0070609438.

PRESBREY, Frank. *The History and Development of Advertising*. Published: Hardcover. January 1, 1929. 642 p. ISBN: 0837106222.

KOTLER, Philip. *Marketing Management*. Published: Grada Publishing. 1998. ISBN: 80-7169-600-5.

MESCON, Michael, ALBERT, Michael, KHEDOURI, Franklin. *Management: Individual and Organizational Effectiveness*. Published: Harper and Row, New York. 1985. 714 p. ISBN: 9780060444198.

VIRENDER, Poonia. *Advertising Management*. Published: Gennext. 2010. 335 p. ISBN: 978-93-80222-29-5.

MORDEN, Anthony. *Elements of Marketing*. London: DP Publications, 1991. 678 p. ISBN: 0905435885.

BUSINESS AND INDUSTRY PORTAL. *Planning your advertising*. Available from: <https://www.business.qld.gov.au/business/running/marketing/advertising/planning-advertising> [cit. 2016-06-30].

Hotel „HOLIDAY INN“. *Internal material of campaign*. Almaty, 2015.

GIBSON, Robert. Advertising journal. *Advertising*. Mar/Apr 2013. ISSN: 1205-7398.

RIES, Al RIES, Laura. *The fall of advertising and the rise of PR*. Published: 2002. 320 p. ISBN: 0-06-008199-6.

HACKLEY, Chris, HACKLEY, Amy. *Advertising and Promotion*. Publication: London. 3rd edition. 2015. 360 p. ISBN: 978-1-4462-8071-3.

STEEL, John. *Reklama průzkum, příprava a plánování*. 1. vyd. Brno: Computer Press, a.s., 2003. 264 p. ISBN 80-251-0065-0.

PŘIKRYLOVÁ, Jana, JAHODOVÁ, Hana, *Moderní marketingová komunikace*. 1. vyd. Praha: Grada Publishing, a.s., 2010. 320 p. ISBN 978-80-247-3622-8.

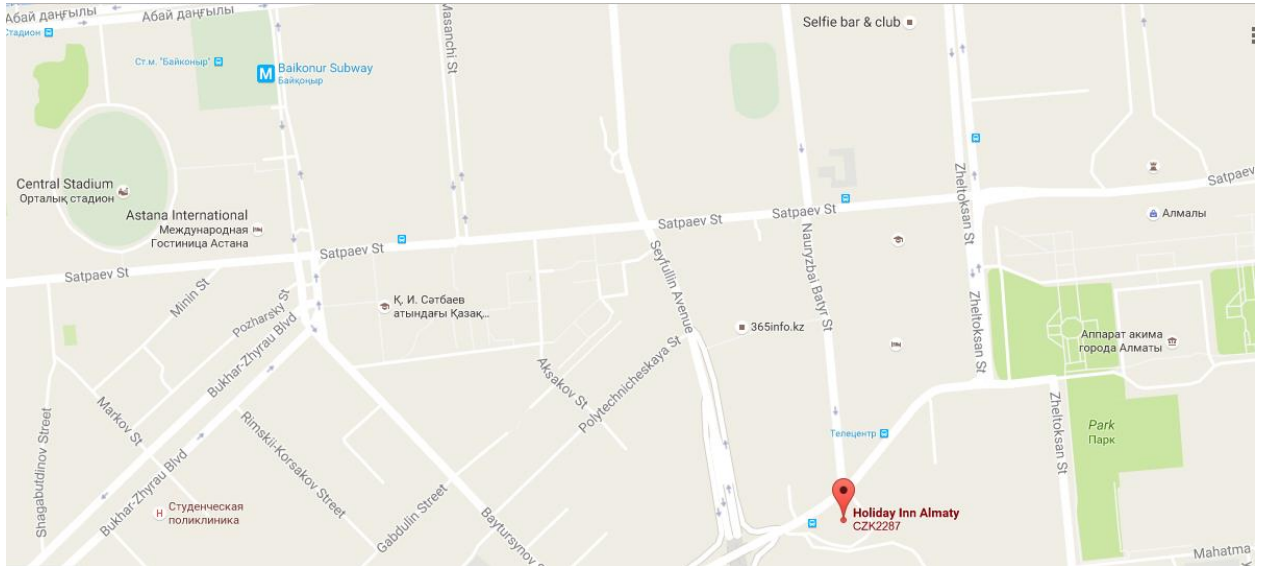
MCCABE, Scott, HAIR, Joseph, MCDANIEL, Carl. *Marketing communications in tourism and hospitality: concepts, strategies and cases*. 1st ed. England: BUTTERWORTH HEINEMANN, 2009. 708 p. ISBN 07-506-8277-9.

HOLIDAY INN ALMATY. *Location and base information*. Available from: <https://www.ihg.com/holidayinn/hotels/us/en/almaty/alakz/hoteldetail> [2015-08-24].

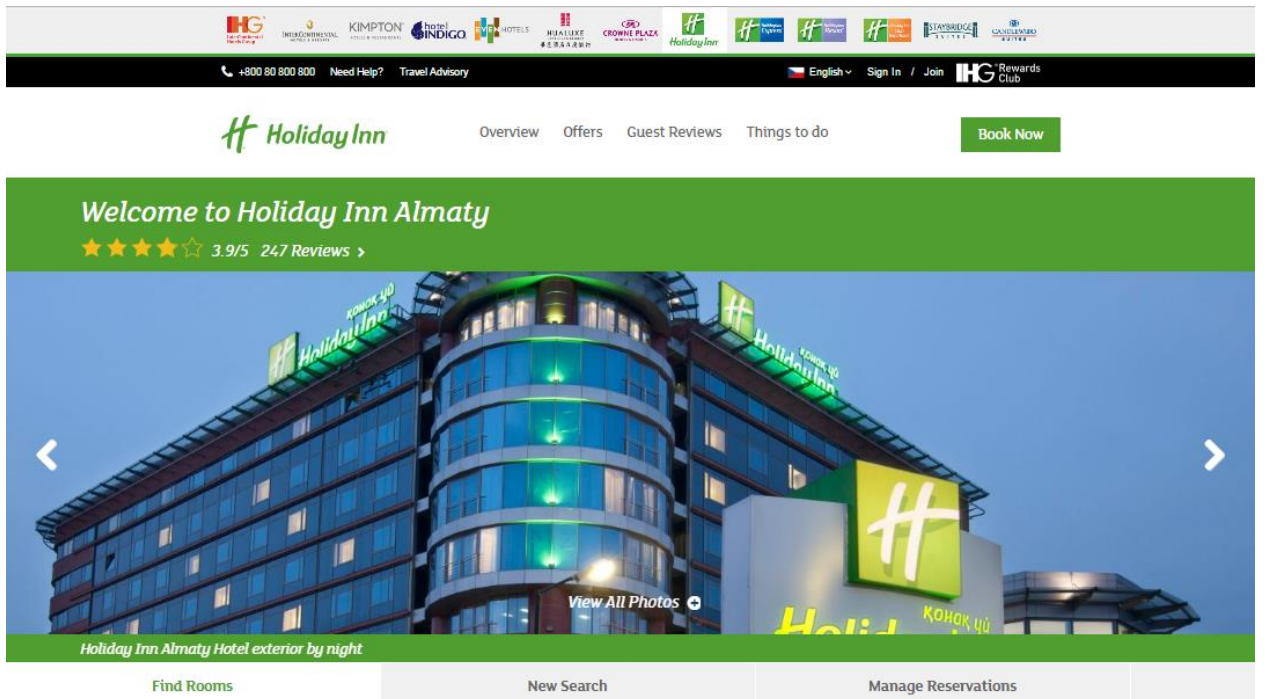
EXCHANGE RATE KZT/CZK. Available from: <http://kazfin.info/czk/> [2015-05-23]

9 Supplements
























Supplements 1. Location of the hotel "Holiday Inn Almaty"



Supplements 2. Official web page of "Holiday Inn" in Almaty



Supplements 3. Room categories and prices

| | | |
|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  View Gallery | 1 KING BED NONSMOKING Check emails with free WiFi in your modern guest room with spacious work area. Free tea coffee maker as well as bottled water. Choose from the pillow menu to ensure a good night sleep. Blackout curtains for additional comfort. Store your valuables in the safe and enjoy the fully stocked mini bar. |   From 20,000 points OR Kč 1,995.80 CZK View Rates  |
|  View Gallery | 1 KING BED SMOKING Check emails with free WiFi in your modern guest room with spacious work area. Free tea coffee maker as well as bottled water. Choose from the pillow menu to ensure a good night sleep. Blackout curtains for additional comfort. Store your valuables in the safe and enjoy the fully stocked mini bar. |   From 20,000 points OR Kč 1,995.80 CZK View Rates  |
|  View Gallery | 2 SINGLE BEDS NONSMOKING You can relax with pay movies and satellite channels on your flat screen TV there are plenty of chilled drinks in the minibar and you can also sip complimentary cups of tea and coffee wireless internet is available if you want to check your email from the comfort of your guest room. |   From 20,000 points OR Kč 1,995.80 CZK View Rates  |
|  View Gallery | 1 QUEEN BED NONSMOKING Check emails with free WiFi in your modern guest room with spacious work area. Free tea coffeemaker as well as bottled water. Choose from the pillow menu to ensure a good night sleep. Additional sofa in room for child only. Store your valuables in the safe and enjoy the fully stocked mini bar. |   From 20,000 points OR Kč 1,995.80 CZK View Rates  |
|  View Gallery | STANDARD ROOM When you arrive we will do our best to meet your room bed type and smoking preference. Free WiFi spacious work area free coffee tea marker as well as bottles water. Choose from the pillow menu to ensure a good night sleep. Blackout curtains for additional comfort. |  From 20,000 points OR Kč 1,995.80 CZK View Rates  |
|  View Gallery | 1 KING BED EXECUTIVE NONSMOKING Take a refreshing power shower in the modern bathroom in your stylish executive room there are memorable views of the mountains from your 9th floor location and special extras include towelled bathrobes and slippers choose from the range of chilled drinks in your minibar. |   From Kč 2,431.25 CZK View Rates  |



[View Gallery](#)

1 KING BED EXECUTIVE SMOKING

Only 3 rooms left!

Take a refreshing power shower in the modern bathroom in your stylish executive room there are memorable views of the mountains from your 9th floor location and special extras include towelled bathrobes and slippers choose from the range of chilled drinks in your minibar.

[View Rates](#)

From **Kč2,431.25** CZK



[View Gallery](#)

DELUXE ROOM

Enjoy memorable view of the city or gorgeous mountains in our top floor rooms. Our downtown almaty hotel offers executive guest rooms with upgraded amenities and free WiFi. When you arrive we will do our best to meet your room bed type and smoking preference.

[View Rates](#)

From **Kč2,431.25** CZK



[View Gallery](#)

KING BED JUNIOR SUITE NONSMOKING

Only 5 rooms left!

Spacious junior suites include all amenities for an unforgettable stay. These well appointed suites of over 37m2 with over sized beds offer a walk in closet which is ideal for long stayers. You will love the big windows that allow plenty of natural light in these large suites.

[View Rates](#)

From **Kč2,721.55** CZK



[View Gallery](#)

EXECUTIVE SUITE NONSMOKING

Only 3 rooms left!

Indulge yourself with a spacious suite of more than 42 m2 elegant decor and room to relax. Enjoy all upgraded amenities from executive rooms. The living room corner gives plenty of space to relax while free local calls and complimentary newspaper keep you informed. Connecting room available.

[View Rates](#)

From **Kč2,939.28** CZK

Supplements 4. Online booking page ihg.com,

[+800 80 800 800](#) [Need Help?](#) [Travel Advisory](#) [English](#) [Sign In](#) / [Join](#) [IHG Rewards Club](#)

[Holiday Inn](#) [Overview](#) [Offers](#) [Guest Reviews](#) [Things to do](#) [Book Now](#)

Welcome to Holiday Inn Almaty
 ★★★★★ 3.9/5 247 Reviews >

Holiday Inn Almaty Hotel exterior by night

[Find Rooms](#) [New Search](#) [Manage Reservations](#)

Supplements 5. Online booking page hotels.com

Holiday Inn ALMATY – Alma-Ata ★★★★★ [Uložit](#)
 Timiryazev 2 D, Alma-Ata, 050013, Kazachstán
 Přejít na: [Přehled](#) | [Výběr pokojů](#) | [Informace o hotelu](#)

2 681 Kč **2 414 Kč**
 cena za 1 noc včetně daní a poplatků
[Zarezervovat](#)
 Záruka ceny

Hlavní fotografie [1/25]

Zobrazit mapu [Абай даңғылы](#) [Абай](#)
 Сағбаев көшесі
 Бұхар-Жырау көшесі
 Тимирязев көшесі
 Google
 Map data ©2016 Google

✈ **Almaty (ALA-Mezinárodní letiště Almaty Intl.)**
 31 min. autem; 17,5 km
 🚆 **Almaty Station**
 12 min. autem; 5,1 km
 🅇 **Samostatné parkování zdarma**

Výborná kvalita 4,0 / 5

Lokalita
 Skvělá lokalita
Servis
 Fantastické služby
 Internet

Supplements 6. Online booking page booking.com

Available rooms
Facilities
House rules
See all verified reviews (304)

Reserve

We Price Match

Search

Destination/hotel name:

Almaty

Check-in

Sunday 23 October 2016

Check-out

Monday 24 October 2016

1-night stay

Work
 Leisure

Rooms: 1

Adults: 2


Children: 0

Search

Holiday Inn Almaty ★★★★★ Value Deal

Timiryazev Street 2D, 050013 Almaty, Kazakhstan – [Show map](#)

Reserve



Good 7.3


Score from 304 reviews

| | |
|-----------|-----|
| Location | 7.4 |
| Staff | 7.8 |
| Free WiFi | 7.1 |


Excellent! Some statistics of buffet breakfast varieties - 8 different pastry types, 5 types of bread, Ebie chicken comes on top of standard sausage ...

Valery Russia

[See all photos](#) [Food & drink](#) [Things to do](#)



[Kokur Subway](#) [Baitovoy](#) [Abay Ave](#) [Check location](#)



Supplements 7. Social networking page vk.com

Holiday Inn Almaty

О компании: Гостиница
 Дата основания: 21 января 2009

Предложите новость 📷 📺 🎵

Записи сообщества 🔍

Holiday Inn Almaty

31 авг в 13:10

⋮

Holiday Inn welcomes "Academy Kit Publicity" with famous hairdresser - Mr. Dova Palmer! Photo is freshly taken from the live master class! 👍👍👍 У нас в гостях "Academy Kit Publicity" со знаменитым парикмахером - Дова Палмер, фото сделано во время мастер класса по стрижке волос. 🍷 #HolidayInnAlmaty #News #MasterClass #DovaPalmer

Holiday-Inn Almaty

31 авг 2016 в 13:10

Holiday Inn welcomes "Academy Kit Publicity" with famous hairdresser - Mr. Dova Palmer! Photo is freshly taken from the live master class! 👍👍👍 У нас в гостях "Academy Kit Publicity" со знаменитым парикмахером - Дова Палмер, фото сделано во время мастер класса по стрижке волос. 🍷 #HolidayInnAlmaty #News #MasterClass #DovaPalmer

H

Подписаться
⋮

Подписались 86 человек

Подписчики 86

Арай

Алтынай

Марал

Nikolay

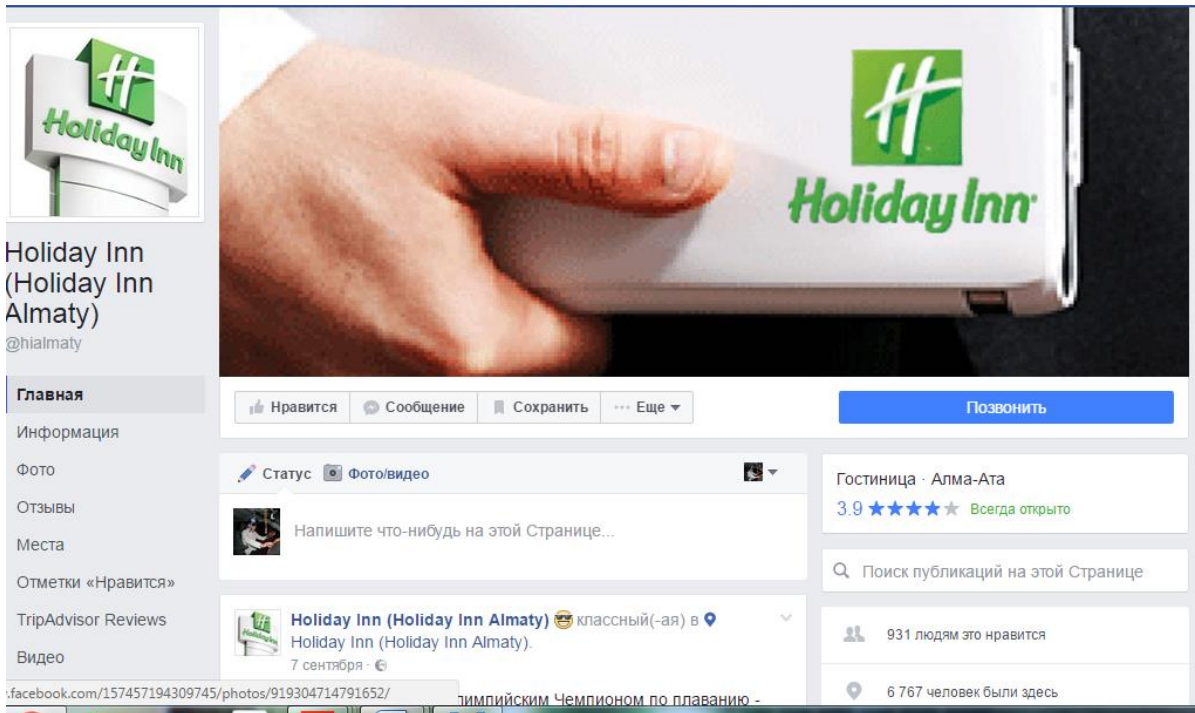
Нурлан

Chingiz

Фотоальбомы 7

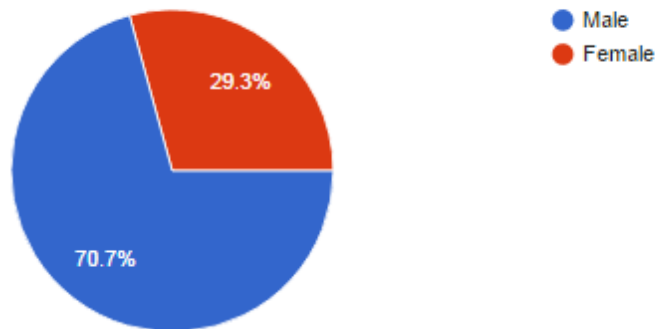
68

Supplements 8. Social networking page facebook.com

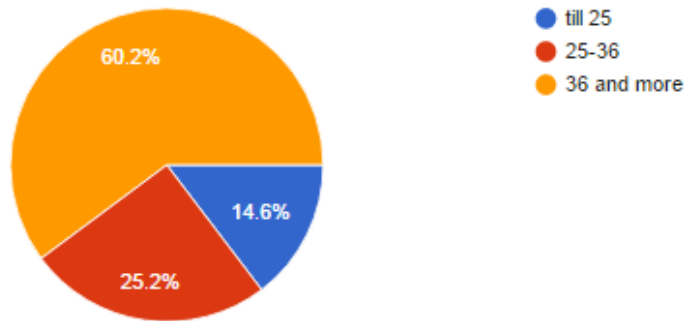


Supplements 9. Questionnaire results

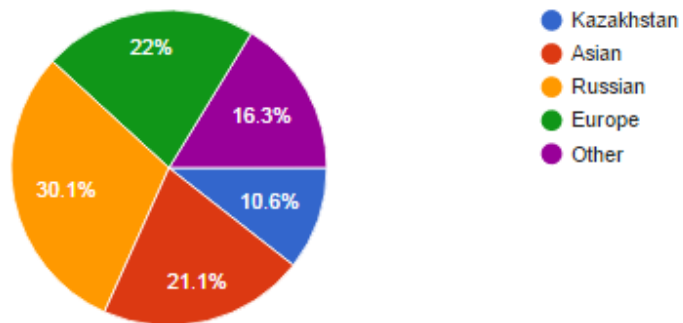
Gender (123 responses)



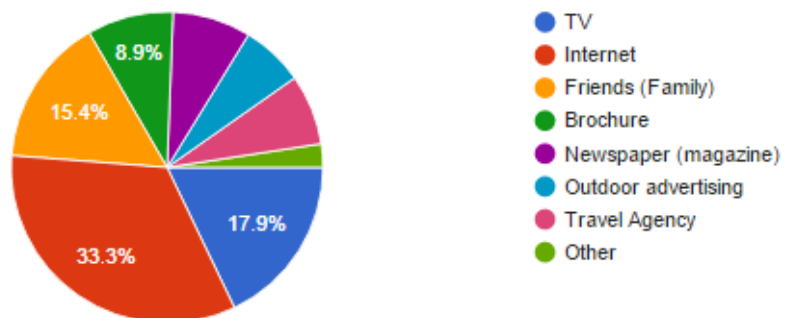
Age (123 responses)



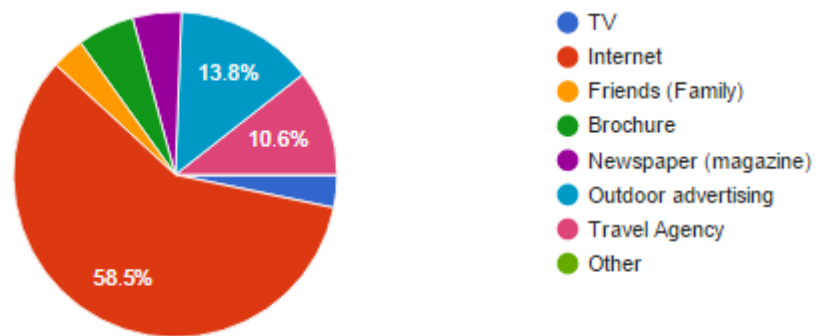
Where are you from? (123 responses)



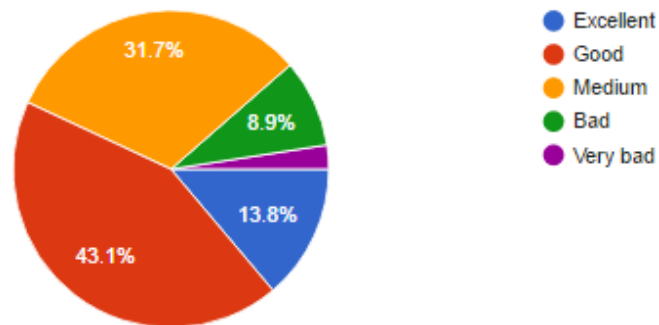
What kind of advertising do you consider most successful for hotels? (123 responses)



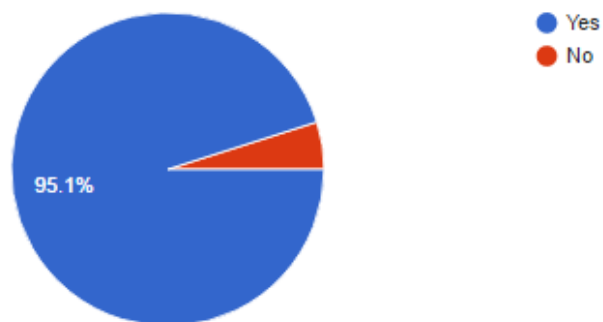
How did you find our hotel (Holiday Inn Almaty)? (123 responses)



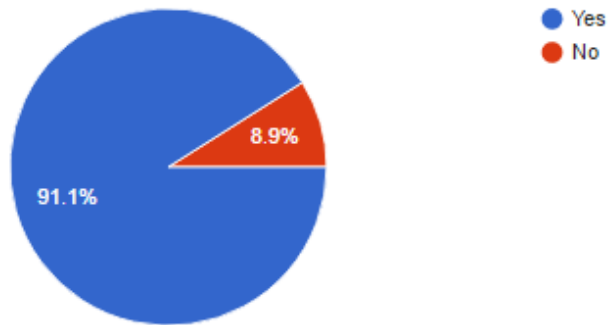
What are your impressions about our hotel? (123 responses)



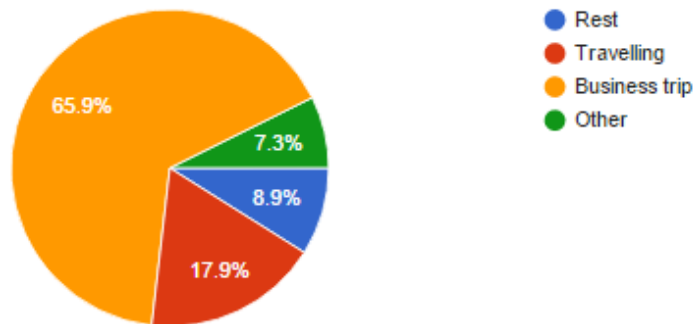
Will you offer our hotel to your family, friends etc.? (123 responses)



Would you like to go back to the Holiday Inn? (123 responses)

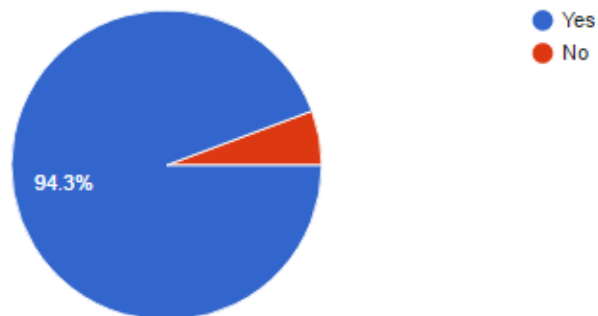


What is your main purpose of stay? (123 responses)



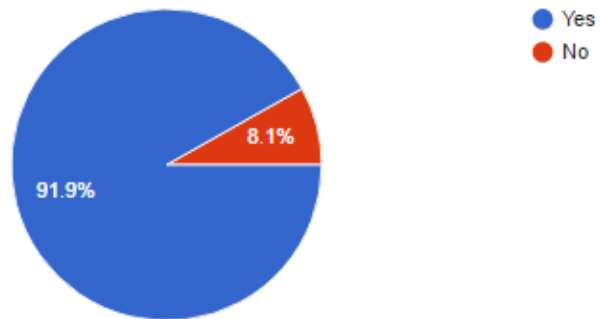
When considering our advertising can you say that the advertised product has caused your interest?

(123 responses)



Do you still remember something of what you saw in the advertisement?

(123 responses)



Questionnaire

Dear Sir or dear Madam,

My name is Yesset Alpysbayev, I'm studying at the Faculty of Business and Economics in CULS. My diploma thesis is „The effectiveness of advertising in the hotel Holiday Inn Almaty”.

I would like to ask you to complete a questionnaire. This questionnaire is anonymous and is only used to process the data into my work.

Thank you in advance for your willingness and time.

1. Gender

- a) Male
- b) Female

2. Age

- a) till 25
- b) 25-36
- c) 36 and more

3. Where are you from?

- a) Kazakhstan
- b) Asian
- c) Russian
- d) Europe
- e) Other

4. What kind of advertising do you consider most successful for hotels?

- a) TV
- b) Internet
- c) Friends (Family)
- d) Brochure
- e) Newspaper (magazine)
- f) Outdoor advertisement
- g) Travel agency
- h) Other

5. How did you find our hotel (Holiday Inn Almaty)?

- a) TV

- b) Internet
- c) Friends (Family)
- d) Brochure
- e) Newspaper (magazine)
- f) Outdoor advertisement
- g) Travel agency
- h) Other

6. What are your impressions about our hotel?

- a) Excellent
- b) Good
- c) Medium
- d) Bad
- e) Very bad

7. Will you offer our hotel to your family, friends etc.?

- a) Yes
- b) No

8. Would you like to go back to the Holiday Inn?

- a) Yes
- b) No

9. What is your main purpose of stay?

- a) Rest
- b) Travelling
- c) Business trip
- d) Other

10. When considering our advertising can you say that the advertised product has caused your interest?

- a) Yes
- b) No

11. Do you still remember something of what you saw in the advertisement?

- a) Yes
- b) No