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ADVERTISING OF BOUTIQUE
HOTEL ON THE INTERNET

Lossiranta Lodge

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DESCRIPTION

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Abstract <p>The research was conducted for Lossiranta Lodge, the Finnish boutique hotel located in Savonlinna, which is interested in expansion of the current promotion system via advertising on the Internet.</p> <p>The idea of the present thesis is promotion of the boutique hotel Lossiranta Lodge via various modern methods and ways on the Internet by dint of advertising. In the framework of this work was identified the main features of advertising on Internet in order to implement the outcome of my diploma work: to elaborate the basic information of boutique-hotel Lossiranta Lodge and, due to it, to add the created material on the tourism websites in order to promote our hotel.</p> <p>Theoretical part includes detailed research the following parts: boutique hotels as a part of hospitality industry where consider fully the specification of boutique hotels, its advantages and features; advertising as a necessary part for hotel management where it's 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; advertising on the Internet where the main features of online advertising are considered on the whole and also in the framework of hotel business.</p> <p>Practical part of my diploma work could be separated into two interrelated part: the first one is elaboration the basic information for travel website like a model for future promotion on these resources, and the second one is directly to add this information on these tourism websites according to the specification and modern features of this advertising type.</p>		
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1 INTRODUCTION

1.1 Motivation

Tourism with its international component is an essential element of the global economy. Modern tourism takes a major stand in the world economy. This industry is growing rapidly and will become the most important sector soon. According to the forecast of the United Nations World Tourism Organization (The United Nations World Tourism Organization. UNWTO), the growth of the tourism industry will be irreversible in XXI century and the number of international tourist arrivals will have reached 1.6 billion units by 2020 year.

Tourism development is one of the most promising ways to refine the economy of Finland. Finnish sphere of services and tourism business are currently developing rapidly and trying to take a higher place in the tourism market compared with other countries where the service sector (including tourism) has become one of the profitable sectors of the economy.

Unfortunately, today Finland is less known in the global tourism market than other Scandinavian countries (Statistics Finland). An abundance of opportunities for tourist destination induces development uses all modern options of promotion in all areas to achieve the desired result. Only joint popularization of direction via all possible ways helps to become a leader in the tourism market.

Certainly, one of the main promotion ways is development of tourist destinations by promoting its tourism resources. Quality accommodation is one of the major tourism resources and its promotion, according to “Pull-promotion strategy” in tourism, is important component of the tourist destination development.

1.2 Objectives and goal

Proceeding from the foregoing position, it becomes possible to formulate the main goal of my diploma work. As it has been described above, promotion of quality accommodation is one of the major tourism ways for popularization Finland in the global tourism market on the whole.

In my diploma work I have an aim to popularize one of the most widespread types of accommodation in Finland – it is a hotel of small format. A lot of small businesses in Finland and 80% of small enterprises are concentrated in the service sector.

The main customer of this diploma work is boutique-hotel Lossiranta Lodge located in the heart of Finland tourism top-area in Savonlinna. Based on this data, it's possible to formulate the goal of my diploma work.

Goal: To promote the boutique-hotel Lossiranta Lodge on the Internet.

Having identifying the main goal, first of all, I tried to take the hotel owner stand and to follow to the purposes set for me. Moreover, there are some objectives which help to formulate the main goal of my thesis.

Objective #1: To identify the main features of advertising on the Internet;

Objective #2: To elaborate the basic information of boutique-hotel Lossiranta Lodge for adding it on the tourism websites;

Objective #3: To add the elaborated material on the tourism websites.

In this way, the final outcome of the project should be creation, based on analyzing the data of other hotels, of the basic information of boutique-hotel Lossiranta Lodge and addition it on the tourism websites using the modern ways of distribution.

1.3 Thesis overview

Today advertising is an integral part of every business. Choosing the right methods, creation which is the unique way of advertisement and detailing of the financial policy are necessary for each company that wants to achieve the success in the market. Moreover, permanent analyses of advertising ways are able to find new variants of goods distribution, to save money and to avoid overspend on promotion. The regular change of market compels us to research it and find the new ways of sale day by day.

Definitely, speaking about promotion in the tourism market, we should pay attention to countries where this destination is in demand. It will allow us to achieve greater impact on our advertising ways. Everyone understand that popularization in neighboring

countries produces more results than popularization in countries which are located in a distance of thousands kilometers. Moreover, Finland has only one long land border – it's the border with Russian Federation. Due to this factor, the most tourists come to Finland from the Russian Federation and preliminary we should be eager to popularize our boutique hotel in this tourism market. It's a perspective market of my diploma work, but we should understand that if we consider the advertising on the Internet, we cannot set the framework for market because the network has a huge distribution.

In spite of this, I will also try to promote via the Internet this boutique hotel not only in Russian tourism market, but also in the global tourism market of secondary importance trying to add more flexible basic information about hotel on the tourism services which would be understood for other foreigners. I do not know Finnish perfectly and I cannot conduct extensive popularization among the local population, however, I plan to use the help of my friends if it will be necessary to translate or add information on Finnish language.

The owner of the boutique hotel Lossiranta Lodge assigns tasks, above all, to promote this hotel in the Russian tourism market because I am studying in the Moscow State Institute for the Industry of Tourism n. a. Yuri Senkevich and, due to it, I know some features of this market. I hope my diploma work will be useful to the owner, help to promote the boutique hotel and to develop successfully in the tourism market in future and, as a result, to contribute to increased profits.

2 BOUTIQUE HOTEL AS A PART OF HOSPITALITY INDUSTRY

Each work is based on any facts and past experiences described in various sources. Most works require a detailed analysis of the activity which will produce the practical part of the project work. Without thoroughly elaborated theoretical analysis a project cannot be implemented in various areas. It's like the foundation of house which will hold all practical part of your work. If the foundation is bad or not exist entirely, sooner or later it will lead to the collapse of the whole work. By this reason, my diploma work is also based on the theoretical information related to specific of my theme.

Careful working out of the theoretical part in my work will help to avoid inaccuracies as much as possible, to develop the practical part in detail and, as a result, then to popularize the boutique hotel Lossiranta Lodge.

2.1 Crucial features of hospitality industry

For a start we have to understand some terminology which permeates the whole diploma work. Nowadays, there are many different definitions of various terminologies, which sometimes contradict each other. To understand exactly what I mean by the particular term, I cite several definitions of the crucial terms. Moreover, it helps to plunge into material more effectively and to bring work to the practical part in a result.

First of all, it's necessary to define the meaning of term "hospitality industry". According to Volkov (2005, 7) hospitality industry is entrepreneurial activity of hotel or other service enterprises as independent business entities with purpose of gaining profit. One of the main hospitality objects is to perform accommodations which provide tourists (clients) the occasional or regular accommodation services, lodging, spending the night on a commercial basis.

Certainly, the main element of accommodation facilities is a hotel. Above all hospitality implies satisfaction of primary human needs such as need for food, rest and sleep. In this regard, the most reasonable and logical enough definition is the following one: hotel is an establishment providing accommodation, meals, and other services for travelers and tourists, by the night (Oxford dictionary, language matters).

Because hotel business is a market of service (not goods), according to Lesnik & Chemyshev (2005, 54), it's necessary to give the basic characteristics for some specifics of hotel business:

- 1) Composition of product. When a customer purchases a service, for example, hotel accommodation, service as the product is entirely intangible for this person. Using the services of hotel, the guest receives a service in the form of accommodation, "check-in" and "check-out" registrations, restaurant service, the opportunity to swim in the pool and so on. When the guest leaves the hotel,

this person had nothing material that could be demonstrated to others or to yourself as a reminder of hours which was spent in this hotel.

- 2) Customer participation. The service differs from products because of the customer is actively involved in the process. During the customer's habitation in the hotel, guests come into contacts with the wait staff explaining how the service should be performed (hung clothes, shoes cleaned, ironed shirts and so on), tried to reconcile the different aspects.
- 3) Quality Control. If the product has a factory defect, it can be removed from manufacture to remedy it. But it's impossible in the service area. If the porter stepped away from his place for any reason in the hotel and cannot help the guest to unload his luggage out the car, the guest may get a negative attitude toward the level of service in this hotel.
- 4) Inability to accumulation and keep service in sufficient quantity. Unlike commodity production in which the final product can be accumulated in anticipation of increase in the consumer demand, it's impossible to keep the service as a final product of the enterprise. Certainly, it's doesn't matter for hotel if there is the limit excess room bookings over the real accommodation. However, the revenue is lost forever if there is the accommodation downtime. The hotel may incur the financial difficulties in the future for this reason.
- 5) Distribution ways. If goods owners produce, accumulated and sell their product in different rooms, the hotels offer their services within its premises. The whole process happens in one place and aims to ensure that the guests receive the service which was expected or was better. (Lesnik & Chernyshev, 2005, 54.)

Definitely, there are a lot of different kinds of hotels. The hotels classification based on various criteria ratings such as category of stars, level of comfort, functional purpose, room conditions, availability and type of food, location, operation duration, length of guests stay, price level and so on. So, there are many principles and criteria for classification of hotels around the world, it depends on national, geographical features of the country as well as local traditions. In the classification of hotels also various systems in different countries are used.

Nowadays, Finland does not have its own classification system of hotels. Hotels in Finland are estimated mainly on the basis of guest reviews as well as considering their belonging to hotel chains. At the same time, there is the separate classification system

for hotel rooms and for range of services in Finland. In instance, it applies the stars as a quality indicator.

Anyway, most of the hotels offer a fairly high level of service today in Finland according to European standards. As I said before, the criterion which can be used to determine the quality is its membership into one of the local hotel chains. There are many famous brands of hotels in Finland which have a reputation for quality; however, even the chain brand does not guarantee the same quality of service in each branch. Hotels with the same brand can offer the different accommodation from city to city.

Currently, there is the debate about input of a common system for hotels classification. In favor of this system the Association of Finnish Travel Agents (Suomen matkatoimistoalan liitto SMAL) speaks, contrary the major hotel chains of the country deprecation. The first one argues for early input of this new system in order to prevent the outflow of business travelers to other countries. The second one guesses that the general classification would be an occasion for the growth of the bureaucracy in this area and would increase the cost of hotel services in Finland.

In spite of this, there are many inexpensive hotels which are developing now and it can be found in abundance in the Finnish areas. Many of these hotels are family-owned and very often it's the cottage complexes. Moreover, the guests are able to receive the high quality service even in these small hotels and to rely on the sauna, laundry and internet. Undoubtedly, these hotels are in high demand.

Against the background of standard types of hotels, the boutique hotels are exuded. It's a relatively modern typology of accommodation which deserves specific attention due to the nature of my diploma work.

2.2 Features of boutique hotel

Today, the boutique hotels are developing day by day and it's becoming more and more popular in the tourism world because clients want to have a rest there and, by this reason, the owners want to build it.

What is a boutique hotel and what characteristics and differences it has? To find the answer to this question is simple and difficult at the same time. On the one hand,

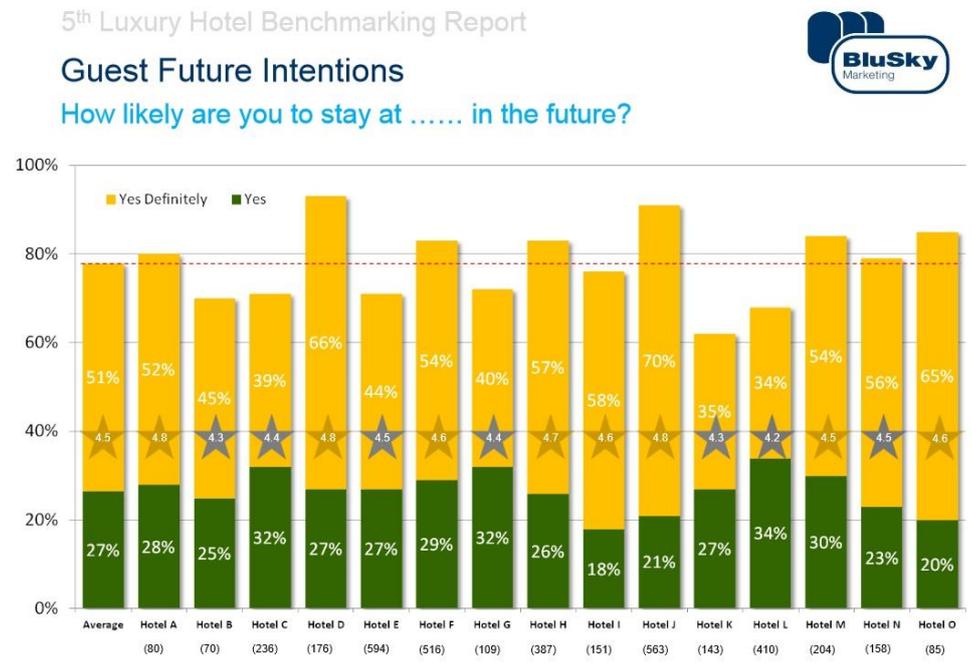
according to The Boutique & Lifestyle Lodging Association (The Boutique & Lifestyle Lodging Association), the boutique hotel is a term to describe intimate, usually luxurious or quirky and upscale hotel environments for a very particular clientele, on the other hand (Ivanov, 2008) most relevant owners and operators of hotels identify the following distinctive features of the boutique hotel: architecture and design, service and the target audience.

- 1) Architecture and design. The hotels rooms should have individuality and the certain design style which can match to the specific style of hotel. It is the reason why boutique hotels arise often on the basis of old castles or old hotels and, due to these buildings, can create the own specification and style.
- 2) Service. Many representatives of the hospitality world determine the maximum number of rooms for a boutique hotel in an amount of 150 rooms where hotel staff should organize a certain seclusion and mental connection between customers and the hotel staff.
- 3) The target audience. Generally, the primary target audience of boutique hotels is people in the ages from 20 to 50 years with an average or high income. (Ivanov, 2008.)

Based on these facts, we can conclude, that one of the main features of the boutique hotel is the design and personality. This individuality of design permeates to the architecture, staff, and atmosphere and so on.

But moreover, there is another difference and the economic advantage in the boutique hotel compared to classical hotels. Owners of boutique hotels prefer not to spend money on the establishment and maintenance of such costly components, like restaurant, conference room, etc. Despite the fact that the boutique hotel perfectly exist without them, the establishment of such services can bring significant additional income in cash department of the hotel. Moreover, statistics of visits to foreign boutique hotels (5th Luxury Hotel Benchmarking Report, 2013) indicates that there is a significantly larger percentage of return customers, compared with the average index that allows to surviving of the boutique hotels more easily in the hard times of economic crises and recessions. For example, according to research of UK luxury and boutique hotels (5th Luxury Hotel Benchmarking Report, 2013), on average, 51% of

guests at 15 luxury UK hotels would like to stay there in future what you can see in picture 1.



PICTURE 1. Guest Future Intentions (5th Luxury Hotel Benchmarking Report, 2013)

In addition, when we speak about the main features of boutique hotels, it's necessary to say about specification of separate types of boutique hotels. All boutique hotels in the world can be divided into 2 groups: urban and resort. (Boutique Hotel Association.) There are a lot of common features between them but some differences also exist. Thus, in the urban boutique hotels one of the key success factors is the location. The hotel should be located in "symbolic" city (namely the famous and attractive for tourists), and preferably in the most popular its part. And the location is caused by not only the concept of convenience, but the presence of stylish and fashionable neighbors too. For this reason, a lot of boutique hotels are located in cities such as New York, Miami, London, Paris, Los Angeles, although in recent years there is a tendency of opening boutique hotels in smaller cities with significant potential for future development.

There is another situation with the boutique hotels which are located in resort area. The hotel's location is also an important factor, however fashionable accommodations often

are hidden away from extraneous eyes and strive to create a chic and exceptional comfort away from civilization, for example, in small secluded islands or in the wild jungle. Sometimes, the hotel is considered to be more stylish and fashionable, if it is difficult to reach. If the urban boutique hotels are often replete of technical equipment, such as trivial DVD-players in the rooms or the form of exotic electronically controlled beds, the resort boutique hotels tend to provide isolation from the electric appliances, and there are not very often the phones or televisions in the room. It's not the annoying omission but rather the intentional technical asceticism. (Ivanov, 2008.)

2.3 The boutique hotel Lossiranta Lodge

The employer of the bachelor's thesis is Christine Lund, the owner of the boutique hotel Lossiranta Lodge. There are some facts about this beautiful place in order to introduce the theme of my diploma work and to tell about specification of this hotel.

The boutique hotel Lossiranta Lodge consists of two separated hotel buildings which are located close to each other: the first one is, undoubtedly, the Lossiranta Lodge and the other one is Tavis Inn. Both parts are an integral part of a small hotel chain which is located in Savonlinna near the castle Olavinlinna.

Lossiranta name was given hundreds of years ago for the place where ferries departed from Kyrönsalmi at its narrowest point. The shore opposite Olavinlinna is the oldest one in Savonlinna. The first part, Lossiranta Lodge is located right next to Olavinlinna Castle, by the Saimaa Lake and close to the downtown Savonlinna. Every guest room is a unique entity and each room has its own entrance, which ensures a comfortable and trouble-free stay at the Lossiranta Lodge. The Lossiranta Lodge serves as an apartment hotel, which means that all rooms have a mini kitchen. In addition, all rooms have a television and internet connection. (Lossiranta Lodge.)

The other one Tavis Inn is situated in the oldest part of Savonlinna at Kalkkiuuninkatu 11. Tavis Inn is a stylish hotel only 300 metres from Lossiranta Lodge. There are seven rooms in Tavis Inn. Rooms are also unique, and individually decorated. (Lossiranta Lodge.)

Why they are called boutique hotel? As I said before, according to the one of the point of view (Ivanov, 2008.), the boutique hotel should include the three distinctive features such as architecture and design accommodation, the high level of service and the certain target audience. The boutique-hotel Lossiranta Lodge has a 16 unique rooms and each one is performed in the particular style. The high level of service is formulated by the owner of hotel who carries out the majority part of work and personally meets and services the clients. The certain target group is implemented by the high level of accommodation costs – only wealthy people can afford to have a rest there.

Undoubtedly, the owner of the boutique hotel Lossiranta Lodge is interested in promotion and creation advertising for her hotel and hope that I am able to solve this problem. Moreover, she asked me to use previous development based on Russian tourist market because Russia takes the first place in the number of tourist trips to Finland significantly ahead of the other countries and so it is perspective way for hotel promotion.

3 ADVERTISING AS A NECESSARY PART FOR HOTEL MANAGEMENT

3.1 Advertising as a part of promotion

It goes without saying that currently high competition exists on the market of goods and services. In these conditions, the success of any business depends not only on good knowledge of customer needs and providing services of the highest quality, but also on suggestions to customers the information about the convenient locations and conditions of purchase and consumption. Moreover, it's necessary to have the constant contact with the ultimate consumers in the course of this process that should be realized by informing about the advantages of purchasing and consumption of services by dint of advertising.

Nowadays, it is impossible to imagine the modern world without advertising. It surrounds us everywhere: at home, when we listen to the radio or watch TV, on the street in the form of signboards and stands, in the newspapers, magazines and even in the books which we read. Sometimes the advertisement is annoying, sometimes it

amuses and even entertains, but after this impact on people's minds appear a certain image, bright and expressive.

On the basis of specification of my diploma work, it's necessary to define the meaning of the term "advertising" in order to understand fully the goal and objectives of my work. According to McNamara (2012), advertising is bringing a product (or service) to the attention of potential and current customers. Advertising is focused on one particular product or service. Thus, an advertising plan for one product might be very different than that for another product. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc. (McNamara, 2012.)

On the other hand, according to the Principles of marketing (Kotler & Armstrong, 2014, 436), advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.

Moreover, it's necessary to say about the goal of advertising and its functions. According to the Advertising Management (Batra, 2003, 784), the purpose of advertising is to deliver information from the advertiser to the target audience. The task of advertising is to induce the target audience to action (choice of goods or services), the implementation of the purchase, as well as the formation of the planned conclusion about objective of advertising. (Batra, 2003, 784.)

Furthermore, according to the principles of advertising management (Batra, 2003, 784), there are functions of advertising, such as:

- Attraction of clients. It informs them about new products, services, points of sale and so on. Usually, there are the competitive advantages of the advertising company in this message, the pros which the customers can purchase.
- Sales increase. It means that the advertising, as a marketing tool, is able to encourage sales. However, only one advertising message, as a rule, is not enough in order to choose this hotel by the guest. When a representative from the hotel comes and rings to the advertising company, it's not only important what the advertising company promised to him because it is also important that these promises are true. Moreover, there are a lot of factors which also influence on the rise or fall in sales, such as how to meet the customer at the

advertising company, what kind of advertising will be offered and what price he will be able to pay. Advertising only directs and makes remember.

- Regulation of sales. If the customer forgets about this feature of advertising, it's easily possible to create a negative image. It's always necessary to remember that all services should satisfy the expectations of the campaign. (Batra, 2003, 784.)

The advertising knowingly plays a major role in the communication system because at the same time it informs about the company and its services, assures the potential buyers to choose this company with its services and enhances the confidence in the choice by existing customers.

There are a lot of ways and methods of advertising and, certainly, it's necessary to study it in detail. But before it, as for me, it would be more logical to consider the main features of the advertising in the tourism market. It helps to analyze ways of advertising with orientation on the tourism market and, as a result, to get more effective results in understanding of this promotion process.

3.1 Specification of advertising in the tourism market

Modern tourism market is very difficult to imagine without promotion and advertising. Today the strategies of promotion are included in the majority of financial program for the hotel development and it's one of the key points there.

Certainly, there are some distinctive features in advertising used in this kind of market. It's necessary to say about it because every effort will be in vain without analyzing the market. A distinctive feature of advertising as one of the main tools of marketing communications in tourism determined by not only specifics of advertising, but also peculiarities of the industry and its product - the tourist product.

According to the particular qualities (Hamidova & Slesareva), this feature consists in the fact that:

- Tourism advertising has a great responsibility for the authenticity and accuracy of promoted posts via it;

- Services haven't got a consistent quality, taste, usefulness, require priority development functions of advertising such as information and propaganda;
- Communicative signal is sent to the potential client not personally from an employee of the company, but by means of various intermediaries (mass media, brochures, catalogs, posters and other advertising vehicles).
- Uncertainty in the view of measuring the effect. The acquisition of the tourism product depends on many factors, often not directly related to advertising, subjective. (Hamidova & Slesareva.)

Advertising is an integral part of the hotel hospitality. Due to advertising people can find out about the existence of the hotel and, therefore, become guests of the city. Various organizations have different ways of managing their advertising activities. The owner or General Director of independent hotels manages usually their advertising business by itself. Some hotels have their own advertising departments for making advertising budget or work with external advertising agency.

In any case, today these promotional activities of any hotel business are becoming increasingly complex, multi-layered and multi-structural. The variety functions of advertising, universal and comprehensive nature of this form of marketing communication necessitates a deeper analysis of its individual varieties. However, currently there is no single classification of advertising types which greatly complicates their choices for the implementation of marketing communications.

According to Western experts (The Hospitality Industry), the hotel advertising should be directed to perform the next tasks:

- create a tangible kind of service in order to a potential customer has a clear idea of what is offered to him;
- contain the promise of benefits or solving problems;
- emphasize the offered services by the company on the background the services of its competitors;
- have a positive impact on staff motivation and arouse the desire of employees to carry out the ideas of leadership;
- be capitalized, spreading verbally. (The Hospitality Industry.)

Hotel advertising, especially, should respond to the purpose of the hotel, the main one is to help visitors easily to navigate in the city, on the territory and in the hotel building, to inform them about the facilities and provided services, about the location and time of the various units of service (restaurant, bar, hairdresser, post office, shop and so on).

Moreover, advertising in the hotel business must meet the following requirements:

- 1) emphasize the benefits of a hotel , but not its features ;
- 2) be offered as a solution of all problems, but not just as a commodity. (The Hospitality Industry.)

The mass media dump on people multiple streams of information, which is often not perceived. In order to stand out, the hotel should select the target markets, explore their needs and then carefully prepare the advertising, selecting the appropriate advertising tools which are able to influence most effectively on the chosen segment. Potential segments of hotels can include the businessmen-tourist, private travelers, public and sports groups. The advertising should be aimed to inform people about the services offered by the hotel and, as a result, to convince them to live there. It should be stated in clear language, to arouse interest, to look convincing, to motivate choosing this hotel, to inform about the location and to provide the contact numbers. (Lyapina, 2001, 78.)

3.3 The ways of advertising used in the hospitality industry

There are a lot of ways of advertising used in the hospitality industry. According to the directory of advertising firms, goods and services (Classification of hotel advertising), one of the best ways for classification of the hotel advertising is classification of the hotel advertising by means of transmission. This classification includes the following types of advertising.

- Press Advertisement

Advertising in the press is interesting by its diversity. Tiny module in a local publication and glossy spread in the magazine are all methods of press advertisement. And it should work. In one case, it is necessary to succinctly articulate the promotional offer, in the other to create a bright emotional illustration and write sharp text.

According to the Advertising & Graphic (Stefanov, 2004, 145), Press Advertisement is print advertising, including all periodical press (newspapers, magazines, digests) which differs due to laconic design, clear composition and simple fonts; the text of these advertising may have different genre features. It's the most common advertising tool. Depending on the type of the advertised goods or services as well as the direction of the impact, press advertisement is divided into the newspapers, magazines and directories. (Stefanov, 2004, 145.)

In addition, according to the concept of press advertising (Advertising in today's press), there are also some advantages and disadvantages of this type. Newspapers, magazines and directories are characterized by high coverage of the audience. It is usually read by from a few thousand to several million customers. By this reason, the advertising in the press sources can penetrate virtually all segments of society. Moreover, this kind of advertising is distinguished by the possibility of local coverage because press sources are distributed on the certain geographical areas and contain information which dedicated to a specific area. Thus, this kind of press advertising is conveniently used for covering a particular local market and in tourism. It's usually used to distribute information about any unit action or event aimed at the local market. However, there are some disadvantages of this advertising type such as low quality of promotional material, low permeability among the audience and so on. But these disadvantages are easily made good due to a lot of advantages such as flexibility, timeliness, good local market coverage, widespread, high level of trust.

- TV Advertising

According to the Principles of Marketing (Television Advertising), television is one of the most advanced transmission channels of advertising appeal.

Television is the mass media with low selectivity, acting on a wide audience. By synthesizing sound and image, it provides a more extensive communication capabilities compared with other types of advertising ways. The effect of presence brings together television communication with forms of interpersonal communication, so it is closer than other mass media to the direct, immediate, two-way communication in the eyes of the audience. Due to this quality, the television has become a favorite distribution

channel of information for large advertisers, manufacturers of goods producers, and those who apply to the most numerous segments of society. For this reason, TV advertising is the most expensive ways of promotion and sometimes it absorbs the most part of advertising budget of the company to the detriment of other distribution channels.

Undoubtedly, there are some advantages and disadvantages of this advertising type. According to the Principles of Marketing (Television Advertising), the advantages of TV commercial are simultaneous visual and sound effects, maintenance of high level involvement of the viewer in event on the screen, various thematic programs which make possible to select the target audience, powerful psychological effect which makes commercial messages close to the effectiveness of personal selling, time management of consumer communication with advertising message and opportunity to order goods without leaving the room. (Television Advertising.)

However, there are some disadvantages of this advertising type such as the high cost of manufacturing TV advertisement, the ability to view the advertising only on one channel at one moment, short transmission time of the advertising messages compared with other resources, the traditional negative attitude by the audience to interrupt the programs on commercial breaks and, as a result, the cost of TV advertising is among the most expensive distribution channels.

Television, more than any other vehicles for advertising, allows to provide really wide image-advertising of the tourist enterprise or region and to make the viewer the "participant" of a tourist trip. But, as I said before, television advertising has a significant disadvantage - it is high cost. This fact does not allow the majority of tourist firms with limited financial resources to actively use television advertising. In these conditions, the owners don't prefer to spend a lot of money on the creation of TV commercials due to lack of money.

- Radio Advertising

Today almost all people listen actively or passively to the radio nearly every day at work, travel, leisure, etc. People are free to choose what they want to listen to: news,

weather forecasts, analysis of the situation on the roads, music, auditions, interviews, and so on.

According to the definition of advertising tools (Radio Advertising), radio advertising is a general term for any advertisement broadcasting on radio. Radio advertising can be considered a type of audio advertising which also refers to indoor audio advertising, audio advertising in the markets, in the subway, railway stations, airports, transport. (Radio Advertising.)

Radio Advertising can use any hotel with a wide range of consumers. Nevertheless, there are some advantages and disadvantages of this advertising type, according to the classification of advertising channels (Advertising of your hotel, 2008). On the one hand, transport advertising has some advantages such as mass using, high geographic and demographic selectivity, low price. On the other hand, there are some disadvantages of this advertising type: audio presentations only, lower attention than the television one, non-standardized structure of costs, transiency of advertisements.

- Transport Advertising

Transport Advertising is a modern and diverse type of promotion. Today, advertisements can be added on the sides of almost any vehicle such as car, tram, trolley, bus, train, airplane and so on.

According to the Advertising Technology (Stefanov, 2002), transport advertising is a form of outdoor advertising media which are located on the sides of vehicles, in waiting rooms, on the platforms, stations and so on. In addition, to this kind of the advertising also relates internal transport advertising media which are located in the interiors of vehicles. It also includes radio announcements on transport.

There are some advantages and disadvantages of this advertising type, according to the classification of advertising channels (Advertising of your hotel, 2008). On the one hand, transport advertising has some advantages such as low cost, high frequency of repeated contacts, flexibility and weak competition. On the other hand, there are some disadvantages of this advertising type: small audience selectivity, short advertising contact.

- Print Advertising

Undoubtedly, one of the most important dissemination tools of advertising information of tourism enterprises is print advertising. We can see it every moment during our trip: at the airport, reception, tourist information centers, and so on.

According to the theory of print advertising (Print advertising and types of print advertising), print advertising is the print and polygraphic media advertising; it includes the leaflets, booklets, brochures, catalogs, pricelists and posters.

Certainly, according to the theory of print advertising (Print advertising and types of print advertising), there are also some advantages and disadvantages of this advertising type. The advantages of print advertising are relative cheapness, efficiency of manufacturing; some information objects (for example, wall calendars) provide a long advertising contact with the customer, lack of information about competitors in a particular medium and others. The disadvantages of this advertising tool should be attributed a weak selectivity, presence of a large useless audience, formed "the image of junk" and so on. (Print advertising and types of print advertising.)

In contrast to a press advertisement, the occupancy of appropriate materials in such publications does not impose such restrictions in terms of advertising space. It allows giving a detailed explanation and comprehensive descriptions. However, we should not also forget about the general rules of advertising. In print advertising the information is presented in text and pictorial versions about available services for tourists. To increase the attractiveness of printed materials, the tourist companies use high quality photos of colorful landscapes, historical sights, hotels and other objects of tourist attention.

- Outdoor Advertising

According to the Principles of Marketing (Outdoor Advertising), outdoor advertising is the kind of advertising which is placed outdoors or outside of buildings (on the street, the open sky) such as outdoor posters, billboards, illuminated signs and so on.

One of the most prevalent and popular kind of advertising is the posters on billboards. Posters on the boards are usually located along busy highways and in public places and

remind consumers about the hotels and services which they have already known or show to potential guest's locations where they can stay or receive appropriate services.

Certainly, there are some advantages and disadvantages of this advertising type. According to the Principles of Marketing (Outdoor Advertising), the advantages of outdoor advertising are wide audience coverage, frequency and flexibility in placing of posters, relatively low cost per contact, lasting impact on the audience, a large number of advertising contacts and clear identification of the geographical boundaries of the advertising impact.

However, there are some disadvantages of this advertising type such as failure to conduct short-term campaigns, decreased image quality under the influence of atmospheric phenomena, the need for continuous monitoring of advertising structures, long and complexity of the procedure for obtaining permits to install outdoor advertising structures, possibility of transferring only a small amount of information because of the short contact time of the consumer with advertising and the relatively high cost of manufacturing and rental.

There are some features of outdoor advertising. First of all, the posters attract the attention due to their size. But people prefer to pay attention for 1 second and then to continue their trip. By this reason, it's necessary to create a layout which is compact in form and content and where the information would be read for 1 second. Moreover, most posters are done in color and contained the realistic scenes on them because colorful posters perpetuate the story in consumer memory. Furthermore, a well-chosen location of posters makes the advertising campaign more effective. By this reason, advertising companies try to locate the posters in places of direct contact with customers.

- Advertising Auxiliary Resources

In most cases, when people say about auxiliary advertising resources in tourism, it implies the advertising at points of sale and indoor advertising via items of services. This kind of advertising, as a rule, we can find directly inside the hotel and it aims to improve the overall impression of the hotel service and a return visit to the hotel in future.

According to the definition of the advertising agency «Maximum» (Advertising at points of sale), the main task of sale advertising is to stimulate a momentary desire of the buyer to purchase goods. It carries out inside and outside the place of sale, showroom, salon and so on. The main channels of this promotion are advertising design of the salesrooms, brand price tags, souvenir production, exhibition galleries and so on.

According to the hotel business portal (Individuality defines profitability, 2007), indoor advertising via items of services means the creation or existence the specific products with logo of hotel which are free for using at the hotel during your stay. Logotype placed on any object of daily use (such as package of toothpicks, ashtray or order form, etc.) emphasizes the care of staff and management about guests and promotes a positive image of the hotel. In addition, the unique symbol on household items shows that hotel values its name and thinks over every detail, creating the most comfortable environment for guests. Hotel workers take care to all things in the hotel ideally suited to the guest needs that at any moment necessary thing was in his hand. Firm symbolic of hotel, featured on this thing, reminds the visitor who exactly takes care of his convenience and comfort.

- Advertising on the Internet

Travel segment is actively developing online. Now almost every region, resort, hotel, travel company has its own website and is promoting their services through the Internet.

Internet has become an integral part of our lives. Every year more and more people use the network not only for entertainment and communication, but also to search for information about required products and services. Thus, today the Internet is a huge advertising platform for businessmen who want to promote their ideas, services or goods in the global network market and, as a result, to increase the income. By this reason, we should consider this type of advertising in detail in order to achieve the maximum result.

Nevertheless, according to the goal and objectives of my diploma work, it's necessary to devote more time for studying this kind of advertising in order to, as a result, create more effective and useful diploma work.

4 ADVERTISING ON THE INTERNET

4.1 Advertising on the Internet as a modern way of promotion

The combination of an incredible variety of tools, relevance of posted information, day by day increasing numbers of users in the global computer networks, the rapid spread of the Internet and the increasing demand for business and financial news show that today advertising on the Internet is the powerful tool for creation of public opinion and, in particular, consumer preferences. By this reason, advertising on the Internet is developing with incredible rate and takes a key role in the promotion.

According to the definition of this kind of promotion (Definition of advertising on the Internet), advertising on the Internet is any paid form of non-personal presentation and promotion of ideas, goods or services via a global information network Internet. The main target of this type of advertising is designed to persuade or inform, to influence the consumer behavior and the opinion of the Internet audience. Certainly, there are some specific features, advantages and also disadvantages of this type of advertising and it's necessary to consider these materials in details.

The main feature of advertising on the Internet is a two-level approach (Shahovalov, 2007, 151). The upper level is an informative advertising on web-site that it is all information and information services which visitors receives. The lower level of advertising on the Internet is the space advertising in the form of text and multimedia units, banners which are placed on popular and thematic web-sites of other companies, sent via email or distributed with the help of search engines and catalogs which lead the client to a web-site. (Shahovalov, 2007, 151.)

Advertisers are increasingly turning to online advertising because their customers "go" an ever increasing scale to the Internet, including turning to the Internet mass media. However, the reason of the reorientation on the Internet is not only the number of audience. An important factor is the quality of online advertising, which today seems more reliable tool for delivering information to customers. Moreover, online

advertising messages are easier to create, post and evaluate. But, as the other kinds of promotion, the advertising on the Internet has got the advantages and disadvantages.

According to the specifications of internet advertising (Internet advertising), the advantages of this promotion type are relatively low cost, wide audience and range of target groups, selectivity and so on. Moreover, the electronic audience has a special value because it is represented mainly by people with modern, dynamic, professionals and purposeful view. Internet users, initially focused on collection and processing of some information, are concentrated and predisposed to perceive news, details, arguments and facts.

Internet advertising provides a strong influence and due to the fact that it can be imagined with the sound, shown product quality, in color, in motion, in a specific sequence, sometimes interactively and so on. In this regard, the buyer may make sufficiently broad and accurate understanding of the objects, products, services or technologies, displayed on the screen. The Internet provides speed of information distribution, possibly even greater than television and radio. Several days or hours are needed for publication of the material in a conventional newspaper, the news or advertising can be added on the Internet for a few minutes. Because of this, information was delivered to the user in real time, regardless of their regions or time zones. Efficiency of network allows conducting flexible advertising policy, quickly adding information, stopping and adjusting the campaign. And it can be done at any time because the Internet operates every day and every time. Advertising banners, which do not receive optimal response or lost their attractiveness for users, can be replaced very quickly within one day. Moreover, the Internet has no limits to the amount of information and, by this reason, the theme can be revealed by using more facts, arguments, opinions and so on.

However, there are also some disadvantages of this advertising type such as insufficient trust in the information on the Internet, large competition, a huge stream of useless information that scares the client. (Internet advertising) But, in spite of this, the advertising on the Internet is the most perspective way for promoting your goods or services and the popularity of this kind is growing every day.

Nowadays, the Internet is used in almost every business in order to promote the services or goods and, as a result, increase the level of income. The hotel business isn't exception and this type has specific features of advertising on the Internet.

4.2 Internet-advertising in hotel business

Earlier, it was necessary to spend a lot of time and effort in order to find a suitable hotel with the required conditions. Today, due to Internet, this situation has changed radically. Nowadays, more and more people use the internet to search for services, including hotels. By this reason, advertising on the Internet is much more effective and cheaper than other methods of hotel advertising such as billboards, banners, posters in airports, etc. (Hotel Advertising on the Internet). But, there are some features of this kind of promotion.

According to the Internet technologies in tourism (Shahovalov, 2007, 151), compared to traditional advertising resources, the Internet offers the following qualities:

- the Internet is the most effective area and complete representation of the advertising object;
- the Internet provides the advertiser the most effective on the capabilities and value method focused to impact on the target audience and specific users;
- based on modern computer technology, the Internet provides new opportunities for rapid, accurate and in-depth analysis of promotional activities;
- Internet is characterized by low "input threshold" which is especially important for small and medium businesses. (Shahovalov, 2007, 151.)

Modern reality shows that the lack of online advertising at hotel is perceived by potential customers as an indicator of the low level of the enterprise. Moreover, the Internet can increase revenue with third, and some hotels achieve even greater results. Investments in internet marketing pay off faster than any other form of marketing, majority of the hotels get the results immediately (Internet Marketing for Hotels.). In addition, the impact of internet marketing is the possibility measure, evaluate, and at any time carry out the correction in order to improve results. Unfortunately, many hoteliers are still limited to setting up a website for their hotels and then they surprise because it does not bring them additional bookings. But the creation of hotel website is not only one way of promotion on the Internet.

According to the system of advertising on the Internet (Shahovalov, 2007, 138), it is necessary to present the hotel brand exactly in the place where it will look for potential customers. For the successful promotion of the hotel it should be aware that travelers are looking for information on the Internet about accommodation and other services mainly using the following four ways:

- using search engines (especially Yandex and Google; I will elaborate it in the practical part);
- using information of map services (especially Yandex Maps and Google Maps; in the practical part of my diploma work I will combine it with previous point and explain why I decided to do it);
- via recommendation travel services such as online booking systems, social networks for travelers, forums and so on;
- via geo social networks (especially Foursquare). (Shahovalov, 2007, 138.)

As a result, it is necessary to be in the maximum field of travelers view and all four information channels must be covered - there should be a link to the hotel website. Only complete filling of all channels will allow achieving the desired result and promoting our boutique hotel in the tourism market.

Nowadays, advertising on the Internet has a key role in the hotel promoting. By this reason, in more detail, we will focus on this way within the framework of the practical part in my diploma work and the methods of advertising on the Internet will be carried out there in order to achieve the desired goal. Moreover, elaboration of the basic information for travel websites and further addition of this content to the various websites for advertising of our boutique hotel are the outcome of my diploma work.

5 ADVERTISING OF BOUTIQUE HOTEL ON THE INTERNET

5.1 Elaboration of the basic information for travel websites

Before adding information on the Internet resources, it's necessary to determine what should be included in this content in order to achieve the maximum result from this advertising. By this reason, I decided to reach, due to the method of analysis of data,

and compare two different webpages of hotel from two various sources where it's possible to look the number of visitors for these pages and saturation of content. Moreover, both travel web-services profile on searching of hotel and provide own rating of hotels based on user feedback.

The first one is the project TopHotels which is well known in the world tourism market, it's the absolute leader in this segment (The description of Tophotels.com). More than 10 million tourists annually solve the thorny problem of choosing the hotel using this resource. Because right choice of hotel is key factor to your ideal vacation, the competent experts of travel agencies help to determine the choice of your trip detail. Moreover, when you use this resource, you may also conduct your own research of hotels offered on the market, read the information, opinions and advice. (The description of Tophotels.com.)

As the first hotel for comparison, I decided to choose the hotel Belconti Resort which is the leader of this web-source and takes the top place in the rating of hotel there (Belconti Resort). This hotel is located in Turkey, near the sea and has 5 stars in the International Rating. As we can see, due to this travel website, about 2561 clients have already been there and more than 502 people are going to visit it. On the page of this hotel we can see a lot of photos not only with views of hotel, but also with rooms, beaches, pools and even events occurring on the hotel area. Moreover, the page of hotels includes saturated and detailed information about conditions of accommodation and other hotel services which, certainly, attract the potential customers because he (or she) can be sure in each department of hotel. Furthermore, this page is also supported by the representative of hotel who answers customer's questions and adds the new information about innovation of hotel on this webpage. In addition, it's necessary to pay attention on the added awards of hotel and information about rest of celebrities there. It helps to gain the trust and improve the level of hotel in the eyes of potential customers.

As the second hotel for comparison, I chose the hotel Richmond Ephesus which is also located in Turkey, also near the sea and has 5 stars in the International Rating too, but the page of this hotel has a low rating on this web-source and, as a result, only 59 clients have already been there and about 3 people are going to visit it (Richmond Ephesus.). Undoubtedly, it is associated with insufficient and inaccurate information

about hotel which we can see there, because this travel website has the identical system of adding content to each hotel and don't exist the discounts and privileges for hotel webpages. We can see that this page includes considerably fewer photos of hotel there and cannot contain the photos of rooms which are factor of the visiting in your hotel. Moreover, this page doesn't include the information about awards, celebrities, communication with representative of hotel and contain fewer and less saturated common content about hotel. Basis on this comparison, we can make a conclusion about the information which should be included in the content for adding on the travel websites, but, as for me, it's necessary to compare and reach one more web-service profiled on searching of hotel in order to achieve the most effective material in the preparation of basic information.

By this reason, the second web-service which provides the own rating of hotels based on user feedback is the Turism.ru (About Turism.ru). It's one of the oldest websites profiled on searching of hotel in various conditions and in different destinations. It is the service with an average daily amount of attendance more than one hundred thousand people. The popularity of the portal consists of several components, such as extensive information databases for all countries, reviews from people who has already been in the hotel, the oldest tourist forum as well as created a few years later Travel Gallery.

As a first hotel for comparison, I decided to choose the hotel Sokos Presidentti which is located in Helsinki and has four stars in the International Rating (Sokos Presidentti.). The page of this hotel is one of the leaders of this web-service with top mark from clients who has already been there. Because this travel resource is added content by moderator of this website based on information provided by representative of hotel and in the framework of particular form, it's possible to say that the rating of webpage will be directly depended on the provided material. In this case, we can see a lot of photos with hotel views, rooms, additional services and so on. Moreover, the representative sends to moderator the fully completed form which was attached on the webpage of this hotel. In addition, the employee of hotel sends the additional information about hotel which should help in the choosing of hotel by potential customers.

As a second hotel for comparison, I chose the hotel Crowne Plaza which is also located in Helsinki and has also four stars in the International Rating but, in spite of this, take

the low rating on this website (Crowne Plaza.). Certainly, it is also associated with insufficient and inaccurate information about hotel which we can see there, because, as I said before, this travel resource is added content by moderator based on provided information by representative of hotel. As we can see, the page of this hotel doesn't contain any information about rooms, services, sport activities and so on. Moreover, it doesn't include the any description of hotel and, by this reason, this webpage of hotel has a low rating.

Based on these comparisons, it's possible to identify the main aspects of basic information for adding on the own webpages of various travel resources. The basic information content should:

- include the saturated and detailed description of hotel with maximum information about all services and conditions;
- contain the colorful and understandable photos with views of hotel, especially rooms, various services, garden, events and so on;
- have the information about awards and celebrities who has already been there in order to achieve the popularity of hotel.

Moreover, all these features should be suitable for a form of the web-sources and based on the rules of these services. Certainly, the representative of hotel should support these webpages, update the data and add the new one.

In my case, based on these data, I created the model of content, which contain the main aspects of these researching, for adding on the travel websites and other sources special for boutique hotel Lossiranta Lodge. I discussed this information with the owner of hotel and after agreement for using this content started to add it in the framework if the main aspects which was identified before. The result of my creation you can see in the following parts of my diploma work where I added it or in the appendixes 4, 6, 9, 11 at the end of my work where I have already used it in practice.

5.2 Search engines and map services

For successful promotion of the hotel it should be possible to work out all the possible ways of promoting from the moment when customer had only thought about traveling and until the moment when he would leave the hotel. First of all, a person opens the

specialized directory or, as most modern people do, opens a browser with search engines and prints in the specific window the search request. This is the reason why search engines are the first step of internet hotel promotion.

According to the definition (Technology research of search engine), internet search engine is a software package whose goal is to provide the user find the information on the Internet. The search system displays the information that contains the request keywords. Query language is a special set of commands that allow concretizing entered search engine keyword with simple logical methods of generalization. Level of services which provides a search engine is usually assessed according to two criteria: the size of the database and informative of issued results. Moreover, the main indicator of popular search network is the number of requests per month.

Search Engine	Number of searches, billion	% world share
Google	114,73	65,2%
Baidu	14,5	8,2%
Yahoo	8,63	4,9%
Yandex	4,84	2,8%
Bing	4,48	2,5%

FIGURE 1. The five leaders of the World Search Engine (World rating of search engines.)

As seen in figure 1, the obvious leader of the World Search Engine is the Google. Google is the biggest world search engine which was founded in America and includes the great holding with a huge variety of specializations such as translation, map, photos and so on.

Undoubtedly, the promotion of hotel in this search engine, especially such as Google, is one of the best ways. But it's necessary to say about specification of hotel promotion in these systems. According to the criteria for evaluating site by search engines (Criteria for evaluating site by search engines), we can see that the main factors for promotion your website with contact information are amount of content, number of clicks (it means the number of visits per day). So, when the potential customer prints the request looking travel in special window, the client rarely prints the name of the hotel, because,

as a rule, he (or she) does not know it. In most cases, the potential customer knows only the approximate location for desired vacation. By this reason, most standard queries in such cases are a request, for example, "Savonlinna hotels". Accordingly, among the search results online booking system and other recommendation services will take the first place because their content is more intense than the content of the hotel website, much more site visitors a day are there and, of course, the number of clicks is also larger. In these conditions it's impossible to take the first place among search requests for small not-chain boutique hotel.

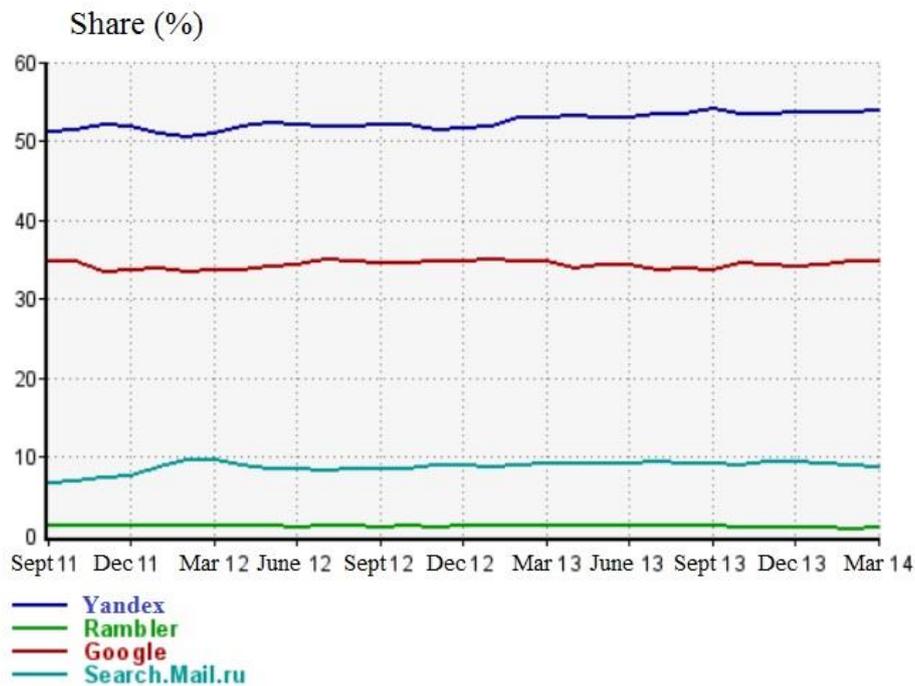
However, we can promote our hotel using other recommendation systems and due to it we will have several places in search require such as link of official website, link of page in social network, link of page in search engines of hotel and so on. As a result, theoretically we can take place in more than 10 links but these links will be located in the bottom of the search results.

In these conditions, very useful innovation for hotel promotion is maps based on the system of search engine. The potential customer can search the place where he (or she) plans to have a rest in this system and it automatically shows this area with local hotels and sights. By this reason, this way is very popular in our day and is developing day by day. So, it is logical that the best world searches engines include one of the best systems of maps. Google Maps is a set of applications constructed on the basis of the free map service and technology provided by the company Google.

To my surprise, the boutique hotel Lossiranta Lodge had got only the dot with name and that's all. I decided to solve this problem, took permission from the owner of hotel and wrote to the moderator of Google Maps in order to open the access in the administration panel of this website it add the useful information. After this access, I added the contact information of the boutique hotel, some photos and traditional basic information which was elaborated before what you can see in the appendix 1. In our days it's the unique kind of cheap promotion in search engines.

Moreover, as I said before, Russia takes the first place in the number of tourist trips to Finland significantly ahead of the other countries. By this reason, I guess it's necessary to consider the Russian search engines and try to understand the main specification of this system. In picture 2 you can see that the most popular search engine in Russian

market is Yandex. Moreover, Yandex takes the fourth place among the world search engines what was presented in figure 1.



PICTURE 2. Ratings of search engines in the Russian Internet (Russian rating of search engines.)

According to the official definition (Definition. Yandex), Yandex is one of the most popular search engines as well as a large portal with a wide variety of web services such as free e-mail, free hosting, blogs and so on.

In spite of different locations and different opinions, it's absolutely the same system of promotion in this search engine. The same promotion principles and principles of selectivity requests exist. By this reason, it's impossible to try to promote the official website in "top" of popular requests but it's also necessary to add information about the boutique hotel there.

Furthermore, the boutique hotel Lossiranta Lodge even hadn't got a specific point in YandexMaps. This made it difficult to promote the hotel because the potential buyer just did not see the hotel after a search query. In this case, I also discussed this question with owner of hotel, took her permission and started to work with moderators of this

website. I received a special status and currently I can simply manage this page and change information when it's necessary.

Then, I also added some beautiful photos, a little bit reviews from feedback forms, contact information and, certainly, the link on official website of the boutique hotel due to it the potential customer can make a reservation directly without intermediary. Moreover, I also added one more request in search engines due to creation of informational point of this hotel what you can see in appendix 2.

Today the search engines require either a huge cost for promotion or it's necessary to cover all possible free promotion ways and popularize the hotel due to mass effect, which potential customer need to pay attention to.

5.3 Recommendation of travel services

The recommendation of travel services are integral part of every hotel promotion. Many people think that the promotion of hotel on Internet is only creation and maintenance of official hotel webpage. However, the potential customers very rarely search in the browser request based on the name of hotel. Initially, the client should choose the hotel, analyze and compare the information received.

Currently, in order to solve these problems the specialized recommendation travel services exist such as online booking systems, search engines for hotels, local travel websites, classical social networks and social networks for tourist. There the potential clients can find the desired information, choose and, as a result, make a reservation via several resources of such types.

5.3.1 Online booking system

Today for travelers all conditions are created for maximum relaxation and comfort as well as for its preparation. One of these facilities is the hotel booking system benefits of which are already appreciated by millions of tourists. Using relatively simple application form, the client should spend only a couple of minutes to fill it out and he (or she) can book a hotel room anywhere in the world.

According to the definition of one popular service (Hotel booking system the Continent), online hotel booking system collects all currently available offers, categorizes them and provides a convenient and understandable form. It's just enough to print in search the name of the country and the city, choose the hotel and the level of service (for example, number of stars), room type and date of arrival and departure in order to see availability offers. The whole search process is really simplified and tries to save time which was previously spent on ringing up the hotel, speaking with administrators and booking desired number.

Booking system signs a contract with hotels and provides information about them on the Internet, as well as the possibility of booking. As a rule such systems include in the database thousands of hotels and guest houses around the world. In most cases, hotels pay a certain percentage to the online booking system for reservation through them.

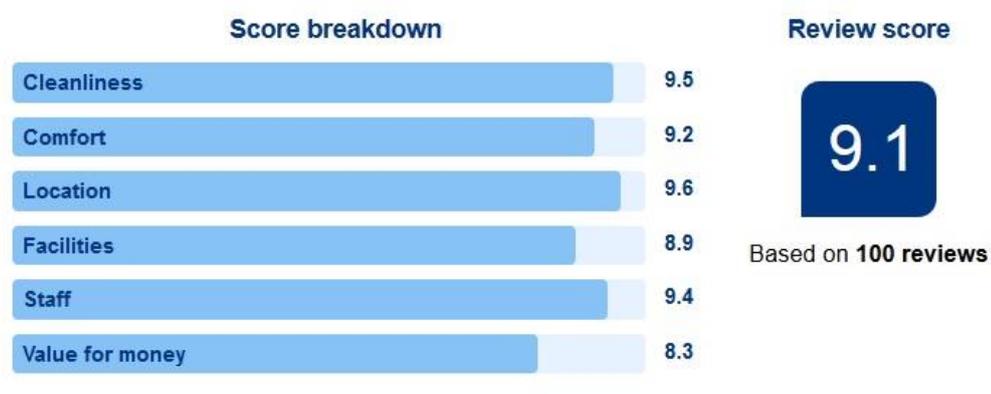
Undoubtedly, the most popular service of online booking is the Booking.com (Booking.com. General information). Booking.com is a leading company in the area of online booking of accommodation where daily online more than 625,000 nights are booked. It's the website which attracts tourists and business travelers from around the world. (Booking.com. General information.)

The advantages of this online booking system are the lowest prices, no booking fees and secure booking. Moreover, for hotels it's the fact that over 2.8 million nights are booked on our website every week. Booking.com realizes highly profitable based on the commission remuneration model of work. To maximize profit owners of accommodation, Booking.com provides personalized support account managers and a network of over 5,000 affiliated companies.

Certainly, the majority of hotels use the services of this site. The boutique hotel Lossiranta Lodge is no exception. The Booking.com is the stable partner of this hotel during long period and provides permanent reservation day by day. On this basis, the owner seeks to maintain long-term contact with this service.

Accordingly, the boutique hotel has its own page on this resource. There are some classical photos with rooms and beautiful views on old castle, useful information about conditions of accommodation, and the map service and so on. Moreover, there are a lot

of reviews on this website which show the attitude of the visitor to the service received. Due to high level of customer reviews what seen in picture 3 the owner was awarded the Diploma of Booking.com for the great feedback from guests. It reflects the high quality of service in this hotel.



PICTURE 3. Score breakdown of Lossiranta Lodge based on 100 reviews
 (Booking.com Lossiranta Lodge rating.)

As I said before, the owner seeks to maintain long-term contact with this service. But the hoteliers should pay the reward for booking to these systems. On this basis, after the discussion with the hotel owner, we concluded that this boutique hotel isn't interested in reservation via other online booking system and decided to pay more attention to other ways of Internet promotion.

5.3.2 Search engines of hotels

Nowadays, a lot of people prefer organizing trip without the services of travel agencies because, as a rule, it's cheaper and becomes more saturated. The main fact is to plan a route necessary independently, to find a place to live and a little bit understand the price issue. The modern search hotel sites help to perform this work instead of professionals and agencies. Moreover, the customers shouldn't pay money for it helps to save money and spend the surplus in personal rest.

Moreover, the search engines of hotels are unofficially separated into several types based on the principles of hotel selection. First of all, according to the principles of selection (Search engine hotels. Search hotels worldwide), it's the search engines of

hotels which are based on databases of reservation systems. The use of such websites significantly reduces the search time because now one doesn't need to see dozens of sites, only one is enough. The search is performed as follows: choose city, date and number of persons. Visually, it looks the same as the customer makes it in classical booking system. As a result, the guest gets all offers from all popular databases reservation systems and then he (or she) can choose the most suitable one. After searching the site the client is redirected to preferred hotel in the selected reservation system. It means that a search engine of hotels performs only an auxiliary function and additional fees will not be charged.

According to the official information (Tripadvisor.com. About), TripAdvisor is the biggest search engines of hotels of this type around the world. Moreover, TripAdvisor is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers advice to travelers and wide variety of travel choices and planning features with seamless links to booking tools. (Tripadvisor.com. About.)

Undoubtedly, hotel promotion cannot exist without tools of TripAdvisor in our day. Today, it's the classical way of promotion on a par with Booking.com. Certainly, the boutique hotel Lossiranta Lodge has the specific permission for maintaining its page on this resource and actively uses this tool for promotion. It includes more than 22 unique guest reviews, traveler rating, traditional photos and so on. All these factors help to have a steady growth of customers for several years of cooperation.

Other type of search engines of hotels is based on expert opinions and the reviews of tourism business travelers (Search engine hotels. Search hotels worldwide.). It helps to create more "humane" rating on the basis of the needs and desires of the tourist majority. There are a lot of such search engines which are usually used in the specific area and these systems are strived to take account of customers' needs. However, the leaders of this type website also exist and a lot of people generally prefer to use more famous and popular search engines.

One of these search engines of hotels which is based on expert opinions and the reviews of tourism business travelers is the TopHotels (The description of Tophotels.com.). As I said before, project TopHotels is well known in the world tourism market, it's the absolute leader in this segment. More than 10 million tourists

annually solve the thorny problem of choosing the hotel using this resource. Because right choice of hotel is key factor to your ideal vacation, the competent experts of travel agencies help to determine the choice of your trip detail. Moreover, when you use this resource, you may also conduct your own research of hotels offered on the market, read the information, opinions and advice.

Acquaintance of tourist with the hotel usually begins with a visit to its page in the catalog. At this stage, the client makes decisions about the choice of a hotel. Here hotelier's ability to gain the attention of a potential client plays a huge role. TopHotels offers to the hotel owners a lot of opportunities to actively promote on the market and attract the attention of tourists. Using the service tool the hoteliers can add their own hotel page description, pictures and other useful information. Moreover, the hotels participate in an independent rating, based on the opinions of tourists.

At the time of writing my diploma work, the boutique hotel Lossiranta Lodge hadn't got the own page in this resources what you can see in appendix 3. Certainly, I decided to solve this problem and create its own page for this boutique hotel.

The creation and administration of the hotel page is carried out via the specific resources HotelPassport (The description of Tophotels.com). HotelsPassport is a service tool for hotels based on TopHotels. Personal account of hotelier allows to control the information on own page in the catalog, to answer questions of tourists, as well as to use additional services for the promotion of the hotel in the market. By this reason, first of all, I restarted my own account in this resources what helps to me to manage the hotel page more comfortably.

Then, it was easy to use this system and filling the page of the boutique hotel. I added the official basic information which was created before about conditions of accommodation, the basis description of the boutique hotel, contact information and link to official website where the potential customer is able to book the accommodation if he (or she) is interested in it. Moreover, I attached the beautiful photos with hotel rooms and views which I had received from the owner of the hotel. In conclusion, I made a request to the moderators in order to add the boutique hotel Lossiranta Lodge in the main list of hotel what is presented in appendix 4.

As a result, the owner of the boutique hotel and me together added useful information about hotel and its services on two popular search engines of hotels: the first one is based on databases of reservation systems, the second one is based on expert opinions and the reviews of tourism business travelers. So, we again covered two popular and possible ways of promotion. I believe that it would help to achieve the desired result.

5.3.3 Local travel websites

The local travel websites are always the “Internet face” of the city or area. When the potential customer chooses the place where he (or she) wants to stay, the client searches a request with the name of travel area in the search engines. In search result, there will be a list with some offers such as online booking system, the free encyclopedias, news and, more important for us, local travel websites. These resources contain the selected information about local events and different competitions, news, history of the city or area, description of the area specification, a lot of advantages which the client is able to get if he (or she) chooses this destination for traveling.

The main goal of the local travel websites is to show all advantages of this destination and, as a result, to interest the potential buyer. By this reason, these resources try to include a lot of information for comfortable search and show the maximum useful content to the client such as kind of possible accommodation, detailed information about events and exhibitions, a lot of photos and videos showed the beautiful local nature or the main local sights.

Accordingly, the owners of hotels should strive to have information about their hotel on these local resources. It’s a very useful way of promotion which helps to influence on the certain target group. So, this promotion way should be also covered on the main local travel websites.

In our case, there are two popular local travel websites in Savonlinna which were created in order to attract people and increase the number of visits in this area. First of all, the most popular local travel website is the Savonlinna.travel (Savonlinna.travel. Enjoy the Inimitable Atmosphere of Savonlinna region) There are a lot of information about accommodation, restaurants, summer and winter activities, culture holidays,

meetings, regional info and so on. This content is presented by Savonlinna Travel Ltd and is an official resource of the city.

However, in our days, Savonlinna Travel Ltd is developing the new project for promotion of this area in tourism market (Infosavonlinna). By this reason, currently the major resources are focused on the creation of this resource. There is also a lot of useful information for tourists such as schedule of events, content about local shops, bar and restaurants, information about accommodation and so on.

Undoubtedly, the boutique hotel Lossiranta Lodge should also strive to take part in the development of this area as a travel destination. Before this moment, our boutique hotel hadn't got the own webpage in this tourism resource what you can see in appendix 5. By this reason, after discussing with the hotel owner, we decided that it would be necessary to add the basic information which was elaborated before on this local travel website.

I connected with the main moderator of this project and asked to have an access in this resource. Then, I applied this basic information on Finnish and Russian languages about boutique hotel, took some beautiful photos and wrote that I was ready to add information on this website. After that, I attached all useful information on this resource such as contact information, link to the official hotel of website and so on. Due to it, as a result, the boutique hotel Lossiranta Lodge currently has the own page on this new local travel website what is presented in appendix 6. I hope we can cover the certain target group who will use these resources for finding conditions for trip.

5.3.4 Classical social network

The rapid development of the Internet has led to the emergence of social networks. According to the definition of it (Social Networks - advantages and disadvantages), social networks are websites whose primary purpose is to unite the users of the Internet for communication. Besides, modern social networks allow us to find new friends, share life events, look for a job, search for the necessary information and have a business. In some social networks you can create groups and thus to find like-minded friends. (Social Networks - advantages and disadvantages.)

Social networks, as well as some other distribution channels, help to interact with consumers directly. Due to the official group in social networks, the hotel owner can get immediate feedback such as responses to new products, projects and so on. The entire array of data is processed and used for business.

Certainly, there are some advantages and disadvantages in the promotion using this advertising type. According to the specification of social networks (Social Networks - advantages and disadvantages), the advantages of this type are the huge masses of audience, the possibility of direct contact and communication with the consumer, growth of website positions in search engines, inflow of targeted users, expansion of the permanent audience and, as a result, brand recognition and increase reputation of the hotel. But there are also some disadvantages of this type such as need to constantly maintain visitors, incomplete confidence in the appropriateness of attracted users and a lot of competitors which are also used social networks for promotion.

For the hotel business promotion, social networks are often not the only the way of advertising, but a matter of survival. It is impossible to imagine the existence of hotels without their own pages on social networks. It does not require substantial expenditures. Moreover, followers and friends are in essence the club of your customers who are the clients of your hotel or the potential customers. It allows clearly isolate the audience for your services and by the impact of such advertising referring to the target one and the advantage of this type is not necessary to explain.

According to the different looks on the promotion in social networking (Hotel promotion in social networks), there are two points of view on this system. Some experts suggest maximizing the number of subscribers on the hotel page. Others insist on that it is better to have a small number of followers, but the administrator should look after the elimination of random people and "dead souls". In fact, both of these positions have the right to exist and one and the other approach can be effective. So, for each hotel it is necessary to choose its own way. Small hotels can collect a large audience, but often they just do not need them. But large hotel chain or corporation may be in need of many millions of fans.

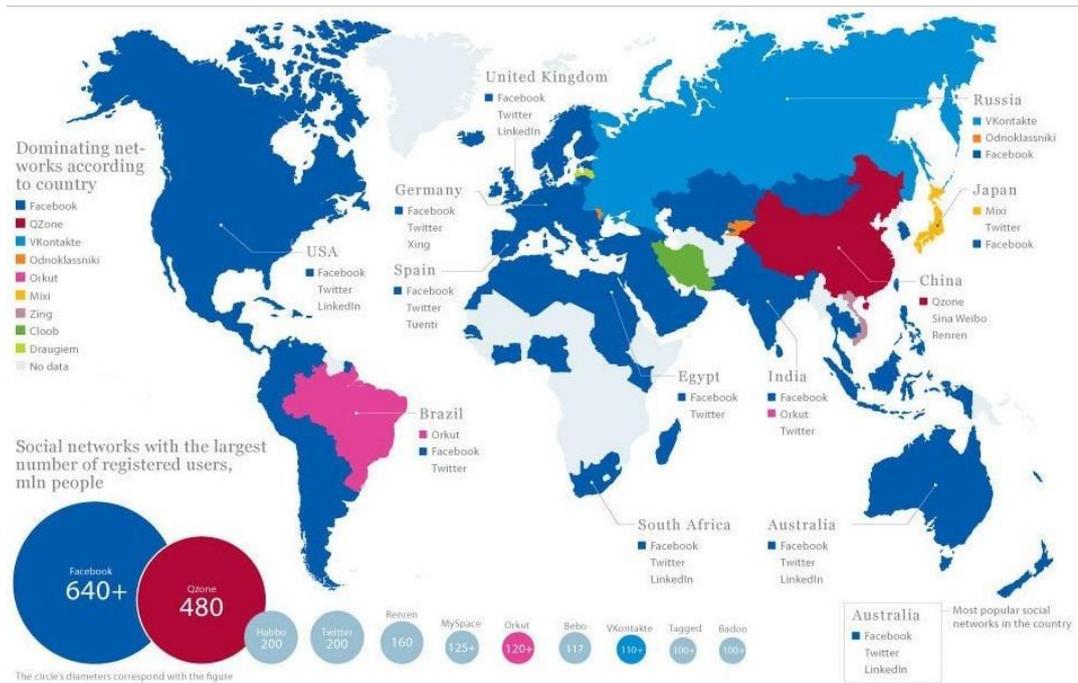
The main feature of the social networks is the fact that having achieved certain fame your blog can support the promotion of the hotel practically without additional

investment and substantial effort. You only need to update periodically the news relating to the company and just the interesting information. In fact, the advertising company can be almost infinite, without the high cost of its maintenance.

Nevertheless, currently the advertising in the social networks is one of the popular and useful methods for hotel promotion. There are a lot of different social networks which were created around the world. In our case, we will consider the most popular in the particular market.

Undoubtedly, in picture 4 you can see that the most popular social network world over is Facebook. According the specification of this social network (What is the Facebook), Facebook is a website, which today is the most popular networks in the world. The number of Facebook users exceeds 1.2 billion people from around the world. By this reason, huge user audience makes promotion in Facebook as one of the most perspective areas for the promotion of sites and any other projects. (What is the Facebook.)

With regard to the boutique hotel Lossiranta Lodge, it has its own page in the social network Facebook and the staff tries to add the freshly news and interesting suggestions there (Lossiranta Lodge. Facebook page). Currently, there are 129 followers and an abundance of information about the hotel and its services. The receptionist or personally owner of hotel regulate the issue of progress on this channel and directly communicate with the potential customers and, as a result, due to it they show the importance of each client. Moreover, there are some photos with hotel rooms and views, references to local partnerships offers and a link to the official hotel website which actually performs a major role in promoting the social network as recommendatory service. The client can directly go from the group to the official website of the boutique hotel, then learn more information about accommodation and, as a result, make a reservation without various intermediaries.



PICTURE 4. The world map of social networks (Facebook's rating.)

The second social network, which I decided to analyze according to figure 2, is the most popular Russian network Vkontakte. As I said before, Russia takes the first place in the number of tourist trips to Finland significantly ahead of the other countries. Undoubtedly, promotion in the Russian social network should be the key stage of Finnish hotel popularization.

According to the official information of this system (Vkontakte. Russian Social Network), VKontakte is a network project which helps people express themselves and find listeners. You can communicate with a wide range of interesting people or keep in touch with friends and family. The task of this social network is at any given moment to be the most modern, fast and attractive way of communicating on Internet. It is the most visited resource on the Russian segment of the Internet. Every day more than 60 million people come on site, more than 240 million users are registered there.

By this reason, it's necessary to have its own group of our boutique hotel in this social network. Before this moment, this hotel hasn't got the own group there and I, after discussing with the owner about advantages of this advertising type and obtaining permission, decided to create this group for future promotion.

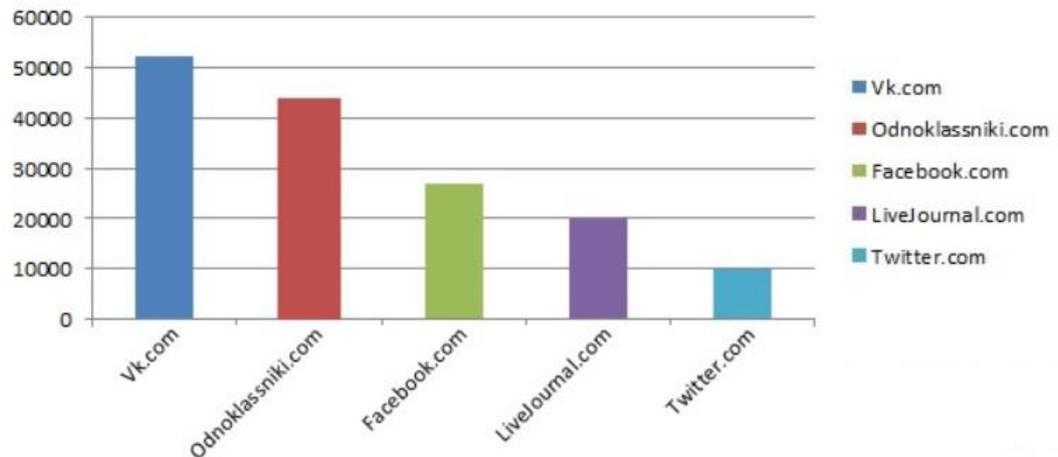


FIGURE 2. Russian social network audience, thousand people (Russian rating of social networks.)

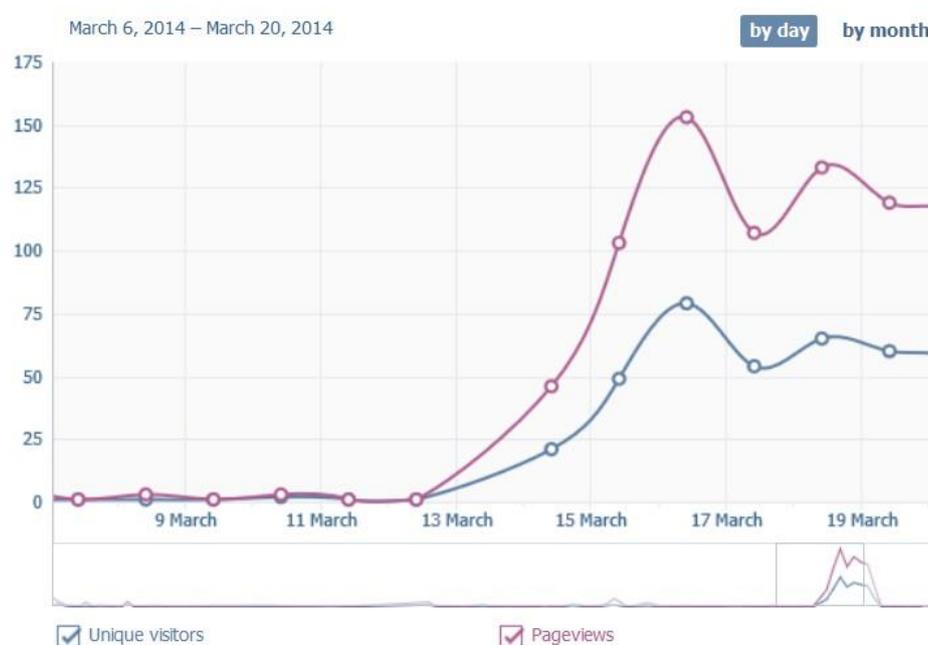
First of all, I analyzed the same group of this boutique hotel on Facebook. I compared the specification of maintaining group in order to create the comfortable group for in future the owner can personally support it and easily add the useful information in this page. Moreover, it helps to avoid the various inaccuracies and misunderstandings in the management.

Then I used the basic information which was elaborated before in order to add content about boutique hotel Lossiranta Lodge and asked about future plans in order to add this content to the new group and “saturate” it. Special for it, I analyzed the local travel website which I described before and found useful information about local events, holidays and exhibitions because these resources should also attract the customer and try to remind the existence of the hotel as often as possible (Infosavonlinna). Due to it, the potential customers will be able to plan their weekends and, as a result, to come to our boutique hotel.

When I added the basic information to the group page I tried to make this content not only interesting, but also useful and reflected strictly within a given theme. In my case, the given theme is the information about the hotel services and actions, content about local exhibitions and events, basic information about Savonlinna and Finnish national holidays. It helps to focus on specific target group interested in this leisure.

Furthermore, people who are interested in Finland and Finnish culture also take part in this group and, as a result, they can become the potential customers in our boutique hotel.

Currently, there are 74 unique followers which are interested in this useful information for them and who can become a potential customer in future. In appendix 7 you can see that this group contains more than 16 readable posts such as information about coming Easter Fair, history of the fortress Olavinlinna, special offer for previous Saint Valentine's Day and so on. The statistics of the page views shows that there are more than 100 unique views per day in this group and the number of visits is only increasing in our days what is presented in picture 5.



PICTURE 5. Statistics of visits and page views (Vkontakte Lossiranta Lodge.)

As a result, we covered two possible ways of promotion in this advertising type using more popular social networks: “Facebook” and “Vkontakte”. It helps to have direct contact and possibility of communication with potential customers and contributes to promotion the boutique hotel “Lossuranta Lodge” and creation the positive image due to direct dialogue with customers. Moreover, it created the additional click for the request in the majority of search engines that help to cover more positions for potential search.

5.3.5 Social network for tourists

Any trip requires careful preparation, especially if you have not visited a particular country and you cannot navigate it. Certainly, you can always ask from the tourist company which will solve all organizational issues. But practice shows that trip without the services of travel agencies is cheaper and then becomes more saturated. The main thing is to plan a route, to find a place to live and a little bit understand the price issue. Today it is easy to do thanks to the tourist social networks, which present the stories of tourists even about the most exotic locations. In addition, these sites include a database on hotels, cities, flights, guides and transfers. Each visitor has the opportunity to choose the hotel in advance and then book a flight or accommodation, that it is extremely comfortable for guests.

According to the specification of social networks for tourism (Social networks in the tourism business), all these services are created in order to combine travelers in the web space. Travel social network seems to have covered the whole range of possibilities for online users: client can add his (or her) own photos and videos of trip, share experiences and impressions, mark on virtual maps places where he (or she) has already been, post reviews about hotels, restaurants and other things. Using these sites people also can find travel companions for trip or contact with those who once had a rest.

Certainly, hotels cannot ignore the latest internet trends and just have to "keep pace" with the consumer requirements. All the more, hotels social networks are a great method of promotion and perfect marketing tool which is low-cost and highly efficient. Companies can register in the tourist networks and have a blog there actively promoting its services and informing customers about innovations and exclusive offers as well as communicating with potential customers. In place of the classic "word of mouth" comes posting, people are increasingly interested in the reviews about a particular resort exactly on the Internet what means that hotels also should monitor and maintain their reputation in the eyes of the web audience in order to remain competitive. In this regard, it is obvious that the impact of social networks on the tourism sector will only increase.

At the time of writing my diploma work, the boutique hotel Lossiranta Lodge hadn't got the own page in any social network for tourists. This is related to the fact that the hotel is currently developing a system of promotion in internet. Certainly, based on the advantages of this promotion way, I decided to contribute to this development and create examples to further popularization the same way on the basis of this sample.

First of all, I decided to choose Russian social network for tourists because, as I said before, Russia takes the first place in the number of tourist trips to Finland significantly ahead of the other countries. Undoubtedly, promotion in the Russian social network should be the key stage of Finnish hotel popularization.

The one of the famous Russian social network for tourists is the service TurPravda (Turpravda.ru). TurPravda is a service for publishing reviews of tourists as well as a platform for people communication and search for travel companions. This site is one of the leaders in the Commonwealth of Independent States (CIS) and one of the largest in Russia and Ukraine. Every day more than 80 thousand tourists read the content of this service. All reviews are written by tourists and checked by the administrator before publication. There are only valuable and informative reviews which include an evaluation of the hotel and the hotel rating parameters such as evaluation rooms, service, food and cleanliness. (Turpravda.ru.)

As I said before, the boutique hotel Lossiranta Lodge hadn't got the own page in any social network for tourists and, accordingly, in the service TurPravda too. Moreover, despite the great popularity of this service, any hotels from Savonlinna were not added there what you can see in appendix 8.

By this reason, for a start I added the basic information about Savonlinna that, I hope, would promote the growth of tourist activity in this area. I attached some photos with beautiful views of Olavinlinna, Saima and surroundings and added useful information about local events such as Opera Festival and Easter Fair which I found on the local travel website (Infosavonlinna).

Then, I moved to the direct creation at page of the hotel. I added the official basic information which was elaborated before such as conditions of accommodation, the basis description of the boutique hotel, contact information and link to official website where the potential customer is able to book the accommodation if he (or she) is

interested in it. Moreover, I attached the beautiful photos with hotel rooms and views which I had received with the help of the owner of the hotel. In addition, I added the specific link which helps to customers directly to write to the hotel workers and communicate with them.

As a result, in appendix 9 you can see that the standard beautiful business card of the boutique hotel Lossiranta Lodge was created which should attract the potential customers, provide direct contact between the client and hotel worker and help to promote this hotel in social networks for tourists.

Moreover, I guess it's necessary to analyze one more at such resources. I decided to choose the TourOut.ru because it's one of the oldest and famous social networks around the world (Russian social network for tourists and adventures TourOut.ru). According to the official definition, TourOut.ru is first social network in the Russian Internet for tourists and adventures, a service that makes easy to share experience (photo, stories, hotels advices, travel plans; in future - video) about the vacation time. It's the website where every registered user of this website can make a lot of the various "things" such as find people you traveled with or plan to travel with, use interactive resort maps with description marks, browse hotel photos and so on. (Russian social network for tourists and adventures TourOut.ru.)

Unfortunately, in the appendix 10 you can see that the boutique hotel Lossiranta Lodge hadn't got its own page on this resource in comparison with other local competitors. On this basis, I decided to add this hotel on this social network for tourists.

Primarily, I took the permission on my actions and decided, certainly, to use the basic information about hotel which was created before in order to add this content on the website. Then, I wrote the specific request to the moderator staff of this resources and asked to have a access in the manage panel. After this access, I added the created information about hotel and useful content about conditions pf accommodation, attached some photos with rooms and views, and tested the service of this resource based on the specific of this website. As a result, I created the unique webpage for the boutique hotel Lossiranta Lodge in this social network for tourists what is presented in appendix 11.

Moreover, there are separate types of social networks for tourists (for example, geogid.ru) where a lot of various articles and stories about tourist trip are stored which are created based on a deep analysis reviews on the major tourist sites. The users cannot add their own stories and reviews on this website that formulates carefully selected site content which may include not only information about hotels, but also the articles about cities, events, competitions, directions and so on. However, by the reason that it's impossible to add the information by users (only administrators and moderators of website can do it), this type of social networks for tourists isn't interesting in promotion of the hotel.

5.4 Geo-social network

Technology doesn't stand in place and, due to the wide spread of smartphones with integrated GPS-receivers, today we have an opportunity not only to send the invitation to friend with target to meet in dinner, but also to indicate a specific point on the map where you expect them. Due to it, geo-social networks appeared.

It is based on one principle: there is the certain database point of interest, restaurants, cafes, clubs, offices which are often created by the community members. Every time when one or another user changes the dislocation, for example the person comes into the office or goes to dinner at the cafe, this person notes or logs (it means to put "check-in" in geo-social networks) at these points. Moreover, the client can write in this website the recommendations for other users with review about this place.

Undoubtedly, the majority of users would quickly get bored only to check-in in the same place day by day. By this reason, it was invented some analogues of achievements or status level adding an element of competition into this process. It means that person checks-in the point where he (or she) stands and then earns any bonuses or virtual points. For it, in turn, the person is able to get real discounts from owner of this organization. For example, there is a sale for cost of coffee or cocktail as a gift.

For hotels it's not only the fashionable social trend which should be used at least for reputation and public relations, but it's also a powerful tool of mobile marketing which,

if it is used successfully, will provide the additional flow of customers (Mobile marketing).

According to the specification of geo-social network (Geolocation marketing solutions), there are five general advantages of using promotion way of geo-social network for hotel business:

- Advertising. The point on the geo-social network can also attract the attention of potential customer as an outdoor advertising. And special offers helps to attract the additional clients.
- Research of audience. Check-ins, comments, photos and reviews can tell a lot about your potential customers and it immediately shows all cons and pros of hotel service.
- Involvement of audience. Geo-services have a high degree of involvement in nature. For many users, this communication with the brand is a kind of game where you have to score points, compete with you friends or give the advice or put the review about each place.
- Social effect. When the user puts “check-in”, he (or she) usually shares this information with friends, makes lists of preferences, writes reviews, and characterizes this building adding some pictures.
- Loyalty of audience. Putting “check-in” in the same place, the user feels that he (or she) is frequenter of this place, and even if the client has not reached a special status in the application he (or she) has unwittingly penetrated in the brand with warm feelings. In addition, the user, who has a certain status, will often come to this place than a normal user in order to lead in this competition. (Geolocation marketing solutions.)

According to official data, one of the largest geo-social networks in the world is Foursquare (About Foursquare). Followers of this network are 45 million registered users worldwide. Foursquare is this geo-social network for owners of phones with the function of GPS. The client, using the phone in a hotel, restaurant, shop and so on, puts the “check-in” and so show his (or her) presence there. Moreover, there is an element of interactivity in this social network, as for the several “check-ins” in the same place the client receive the certain status. And due to this status, in many places, the client can get the privileges, discounts or gifts for it. Foursquare is a completely new way of advertising on the Internet. Therefore, to achieve the leadership of any hotel there is

easy because the area of tourist business represented incompletely and it's necessary to get ahead of the competitions and be in the first places.

According to the one of the famous advertising agency (Hotidea, Foursquare), the creation of own point for hotel in this geo-social network gives some advantages in the promotion such as geolocation (the potential customer can find your hotel on the map), formulation of reputation (rating of hotel and reviews about it), ideal platform for marketing campaigns (gifts, discounts, etc.), source of traffic to hotel website, excellent analytical tool (you can see who has been in your hotel before and create the statistics based on it) and mobile social network.

Every hotel should work proactively with their regular and potential customers in the geo-social network Foursquare, if the owner of hotel wants to go with the times. By this reason I decided also to create the own webpage of boutique hotel Lossiranta Lodge there in order to promote this hotel via this modern method. The creation of own webpage in Foursquare consists of two parts: the first one is the registration, confirmation and addition the basic content which was created before and the second one is the creation of various awards for the best status of customer in this hotel.

First of all, I had to register the boutique hotel Lossiranta Lodge in this geo-social network. I marked the point of our hotel on the map and then confirmed that I am a representative of this hotel and I have every right to add and support the own webpage of hotel on the Foursquare. During one month, the employee of this geo-social network called to the owner of hotel and asked her about authenticity of my request. After confirming, we were starting the process of registration of our hotel. During this process, I was adding the basic information which was created before on the assumption of specific form and the employee of the Foursquare was formalizing and sending the documents and specific sticker to the hotel. This information and documents require careful preparation and certification and it will be available in the coming months.

The second step of advertising on the geo-social network Foursquare is the creation of various awards for the best status in this hotel. Before creating this special offer, it's necessary to reach the other offers from hotels in this resource and identify the level of importance for this award. I decided to consider the offers from hotel which are located

in Saint Petersburg because there are a lot of various hotels: global chains and local hotels. I tried to choose the three hotels with different level of services in order to consider this question in more scale.

By this reason, the first hotel is the Hotel Aston (Hotel Aston.) which is located in the center of city and has four stars in the International Rating. This hotel belongs to the famous Russian hotel chain the CityHotelGroup and it is the luxury hotel. The specific offer of this hotel is the free Mojito cocktail for each “check-in” there. Due to the Foursquare, this hotel is visited by more than 790 people and they put more than 1680 “check-ins”. Moreover, 46 users have already added the reviews and the representative of hotel can analyze advantages and disadvantages.

The second hotel is the Park Inn Pribaltiyskaya (Park Inn by Radisson Pribaltiyskaya.) which is also located in the Saint Petersburg, near Baltic Sea and has also has four stars in the International Rating. This hotel belongs to the one of the famous International Hotel Chain Radisson. The specific offer of this hotel is the slippers which would be delivered to your room, it is necessary just to show your check-in at the reception. Due to the Foursquare, this hotel is visited by more than 8000 people and they put more than 16600 “check-ins” there. The clients also wrote the 106 reviews on the webpage of this hotel. This data is a perfect measure the positive effect of using this system.

As the third hotel, I decided to choose the local hotel Art Hotel Radischev (Art Hotel Radischev.) which is also located in the center of Saint Petersburg and has three stars in the International Rating. The specific offer of this hotel is a free couple of coffee for your “check-in” there. Due to the Foursquare, this hotel is visited by 22 people and they put 72 “check-ins”. However, only one user has already added the review and the representative of hotel today cannot analyze advantages and disadvantages based on this unique review. But I hope the promotion strategy pf this hotel will develop in future and the Foursquare helps with it.

Based on this small research, we can identify that the hotels prefer to organize the minor specific offers which, as I guess, aren’t spent large financial costs and are symbolical. However, it allows achieving the certain result and attracts the specific target group. In my case, I guess, that it’s good idea to add the specific offer as a free couple of coffee or tea for client’s “check-in” there and the delicious apple jam from

the owner of the hotel for the top status in the Foursquare in Lossiranta Lodge. As it can be only one person, it would be not costly but it helps to return this client at our hotel again. I hope the owner of hotel will consider this offer soon.

6 CONCLUSION

The main goal of my diploma work was to promote the boutique-hotel Lossiranta Lodge on the Internet. I am very glad that I decided to choose this theme because it was definitely useful, interesting and I hope this material will be used in future by the owner of hotel in order to increase the popularity of this boutique hotel in the tourism market.

Due to this diploma work, I studied in detail a lot of various questions. For example, I knew the main features of boutique hotel and its definition and specification because before the moment of studying it was like a blind-spot in my mind. Moreover, I learnt a lot of information about advertising, ways of realization, their advantages and disadvantage, specification in the tourism market and on the Internet. In addition, I acquired knowledge about creation of the various webpages, way of promotion via Internet resources, the specification of selected material for addition to the own webpages on the various tourism resources and so on. Furthermore, I improved my knowledge of English languages and expanded my mind due to specific terms related to this theme.

Undoubtedly, the experience of writing this diploma work will help me in future when I find the working place because I want to have a job in the tourism area and, certainly, the work experience in the boutique hotel of Finland will be a huge contribution to my resume. The boutique hotels are known due to high quality service and individual attention to the client and, I'm sure, the work experience there is highly appreciated by professionals of tourist sphere. And I'm very grateful for opportunity to write my diploma work on this theme and for this invaluable contribution in my future.

During the writing of my diploma work, I faced with some problems with the various part of project. It belongs to specifications of this topic such as different views on the key aspects of my diploma work, breadth of understanding in some points, lack of useful information about boutique hotels and their features, formulations of goal and

objectives, realization of correct and useful outcome and so on. But, due to help of my Tutor, I achieved the desired result and overcame all difficulties.

The focus of the thesis was idea of promotion of boutique hotel Lossiranta Lodge via various modern methods and ways on the Internet by dint of advertising. In the framework of this work the main features of advertising on Internet were identified in order to implement the outcome of my diploma work: to elaborate the basic information of boutique-hotel Lossiranta Lodge and, due to it, to add the created material on the tourism websites in order to promote our hotel.

So, due to adding the elaborated content on the tourism websites, we created the additional ways of communication between the potential customers and the representatives of the hotel. Today more people are able to obtain information about our services and make a choice in our favor. By this reason, I can conclude that the goal to promote the boutique-hotel Lossiranta Lodge on the Internet was successfully achieved and I truly hope my diploma work helps to attract more and more customers in this boutique hotel.

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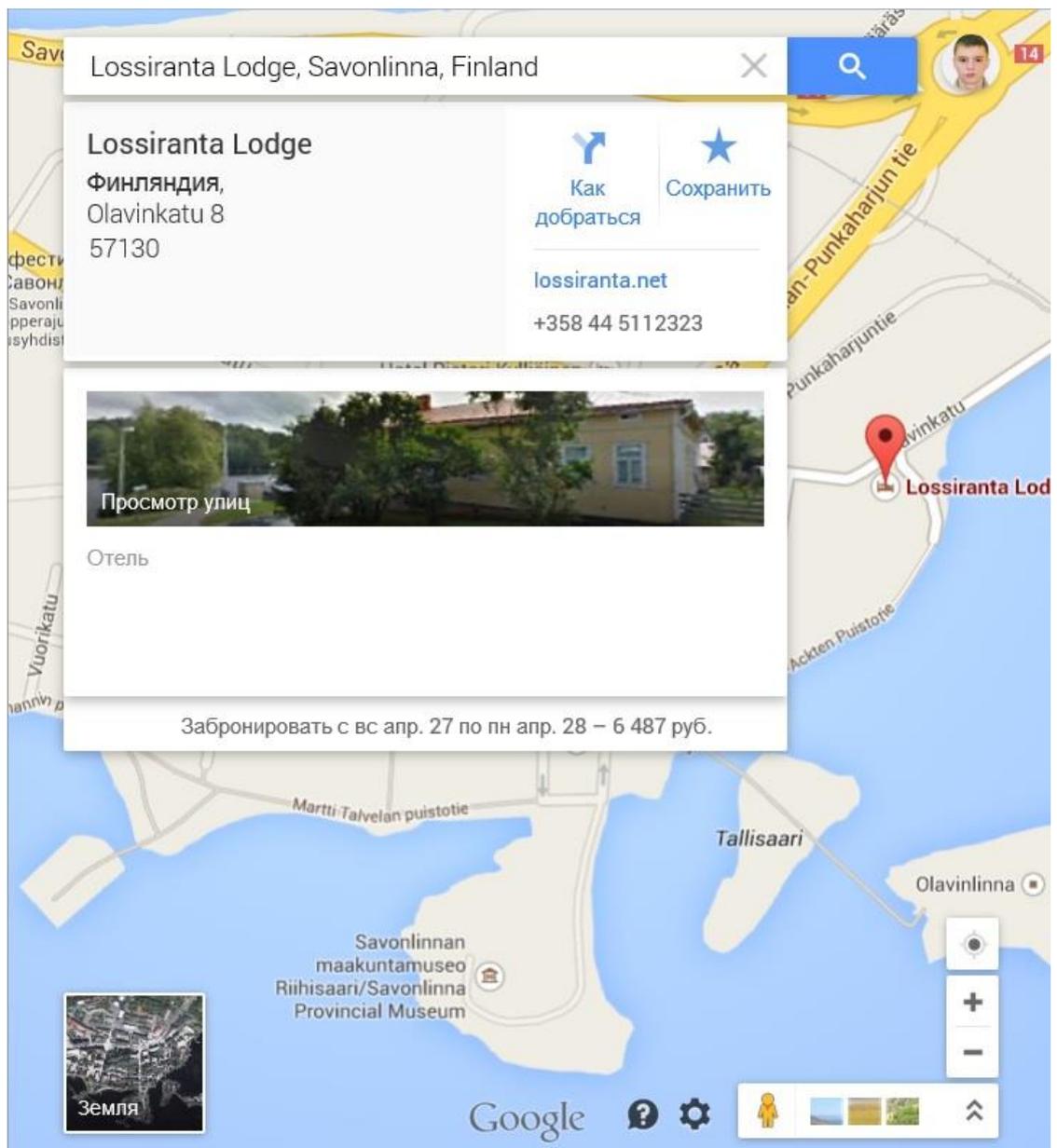
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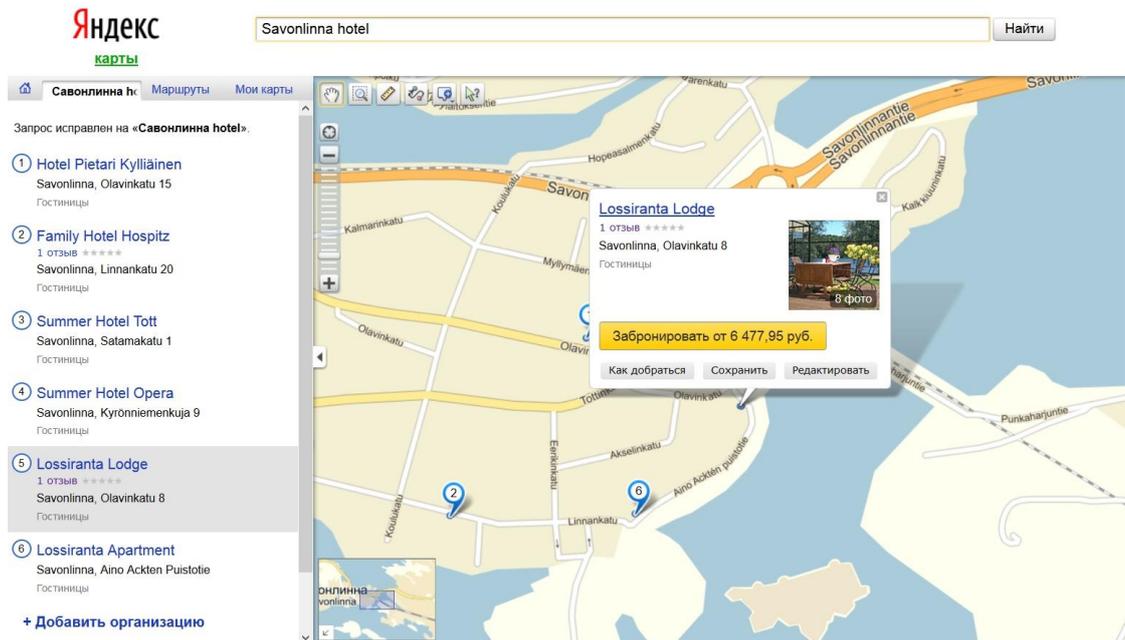
Referred 26.03.2014.

Google map after adding the basic information
(Google map.)



Yandex map after adding the basic information

(Yandex map.)



TopHotels.ru before adding the basic information

Отели Финляндии — 5 отелей

рейтинг
квотров

Курорт: Район:

Категория отеля: 5* 4* 3* 2* и менее NV NV-1 NV-2 Прочие

Рейтинг не менее: 4.5 4.0 3.5 3.0 не важно

Только отели: Задать вопрос отелю с контролем качества (2)

[+ дополнительные параметры](#) [сброс](#) [Применить](#)

Поиск отеля по первой букве: **ENG** | РУС [Все](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [0..9](#)по Названию **У вас нет отелей для сравнения**

Отели Финляндии ↑	Рейтинг	Информация	Цены в отель за неделю на двоих	Избранное/Сравнить
Lakeside Villas Финляндия, Савонлинна Коттеджный комплекс	—	Описание <input type="checkbox"/> 0% Отзывы — Фото — Туристы — Задать вопрос отелю		
Lehtimaja Финляндия, Савонлинна Коттедж	—	Описание <input type="checkbox"/> 0% Отзывы — Фото — Туристы — Задать вопрос отелю		
Lomakyla Jarvisydan Финляндия, Савонлинна Коттеджный комплекс	—	Описание <input type="checkbox"/> 0% Отзывы — Фото — Туристы — Задать вопрос отелю		
Lomamokkila 5* Финляндия, Савонлинна	5 100.0%	Описание <input type="checkbox"/> 0% Отзывы <input type="checkbox"/> 1 Фото <input type="checkbox"/> 9 Туристы — Задать вопрос отелю		
Lomasaaret 2* Финляндия, Савонлинна База отдыха, Загородный, близко, Пляжный, 1-я линия	4 33.3%	Описание <input type="checkbox"/> 10% Отзывы <input type="checkbox"/> 8 Фото <input type="checkbox"/> 48 Туристы — Задать вопрос отелю		

У вас нет отелей для сравнения

TopHotels.ru after adding the basic information
(TopHotels.ru.)

Фото отеля Lossiranta Lodge (No Category*)



Параметры: [выбрать параметры](#)

Выбор самых выгодных цен на сайтах наших партнеров



Туры в отель



Цены на номера



Для турагента



Бонусы отеля

Описание отеля Lossiranta Lodge (No Category*) [Вы владелец?](#)

[Задать вопрос отелю](#)

[Представители отеля](#)

Награды отеля

 Нашей гостинице LOSSIRANTA LODGE вручена Почётная грамота от "BOOKING.COM" за отличные отзывы от отд...

Дополнительная информация

Время заезда: 14-00

Время выезда: 12-00

Кредитные карты:



На каких языках говорят в отеле: Шведский

[подробнее](#) →

- Гладильная доска и утюг;
- Выход в интернет;
- В комнатах запрещено курение.

Инфраструктура отеля:

- Конференц-зал/Банкетный зал;
- Общественная парковка.

Типы питания:

- Завтрак (включен в стоимость)

Бесплатный сервис:

- Проводной доступ в Интернет;
- Камера хранения багажа;
- Места для курения;
- Общественная парковка.

Платный сервис:

- Трансфер от/до аэропорта (платный);

Тип отеля: Бутик-отель

[Версия для печати](#)

Об отеле:

Местоположение:

Этот бутик-отель находится рядом с озером Сайма в Савонлинне, всего в 100 метрах от моста, ведущего к замку Олавилинна.

Количество номеров:

15 номеров

Типы номеров:

- Одноместный;
- Двухместный;
- Семейный.

Описание номеров:

- Номера для некурящих;
- Отопление;
- Гипоаллергенный номер;
- Вентилятор;
- Вид на сад, озеро Saima и на крепость Olavinlinna;
- Холодильник;
- Плита;
- Микроволновка;
- Телевизор;
- Фен;
- Халат и тапочки;

ТУРЫ в Финляндию

+7 (495) **229-0412**

Турагентство
АП Круиз Трэвел — Турагентство Coral Travel
и. Речной вокзал (Москва)

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[Выберите турагентство рядом с собой](#)

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[Тематические туры](#)

[Виллы и апартаменты](#)

[Где купить туры](#)

[Я ТУРИСТ](#) | [Я ТУРАГЕНТ](#)

[Туры в отели](#)

[Цены на номера](#)

[Бонусы отелей](#)

Савонлинна. Интересные места

 [Малая церковь Савонлинны](#)
[Я здесь был](#)

 [Улица Satamapuistonkatu](#)
[Я здесь был](#)

 [SPA-отель Казино](#)
[Я здесь был](#)

 [Улица Olavinkatu](#)
[Я здесь был](#)

[Смотреть все места Савонлинна \(13\)](#)

Недвижимость Финляндии

АРЕНДА в Финляндии

 [от 9 075 € в неделю](#)
Tahko Hills L-180

 [от 5 592 € в неделю](#)

info SAVONLINNA vk e rss

Etusivu Savonlinna Tapahtumakalenteri Kaupat Majoitus Ravintolat ja baarit Ota yhteyttä

Search OK

Hae päivitys
 Päivitä osaamisesi uudelle tasolle
 Mikkelin ammattikorkeakoulussa.
MAMK = SUOMEN PARAS
 Hanki AMK- tai ylempi AMK-tutkinto.
 Yhteishaku 3.3.–1.4.2014

Lossiranta Lodge

Osoite: Olavinkatu 8
 57130 Savonlinna

★★★★★★★★★★★★★

ОТДЫХ В САВОНЛИННЕ

Что Вас привлекает в Савонлинне больше всего? (не больше 3-х вариантов)

- Красивая природа, Сайма, уют небольшого города
- Крепость Олавилинна и другие интересные места
- Магазины, шопинг, распродажи
- Оперный Фестиваль и другие мероприятия
- Спорт, Спа, развлечения
- Медицинские услуги
- Оздоровительные процедуры
- Я еще не был(а) в Савонлинне
- Я живу в Савонлинне
- Предложить другой вариант ответа

Infosavonlinna after adding the basic information
(Infosavonlinna.)

Lossiranta Lodge



Boutiquehotelli Lossiranta Lodge Olavinlinnan kansallismuseossa. Viikolliset huoneet, suurimmassa osassa oma terassi ja sisäänkäynti. Ilmainen nettiyhtäys. Lossiranta sijaitsee Savonlinnan vanhan kaupungin sydämessä Saimaan rannalla. Puutarhassa taidegalleria ja kesäkaiken viehättävä kahvila. Olemme avoinna ympäri vuoden.

Osoite: Lossiranta Lodge, Olavinkatu 8, 57130 Savonlinna
Puh. 044 511 2323
E-mail info@lossiranta.net
Kotisivut: www.lossiranta.net



- Оперный фестиваль и другие мероприятия
- Спорт, SPA, развлечения
- Медицинские услуги
- Сад/зеленые прогулки
- Я еду на вы(х) в Савонlinna
- Я живу в Савонlinna
- Предложить другой вариант ответа

[Голосовать](#) [Посмотреть результаты](#)

Всего ответов: 5
Всего проголосовало: 3

Савонlinna - Сaimaan Kaup... 8

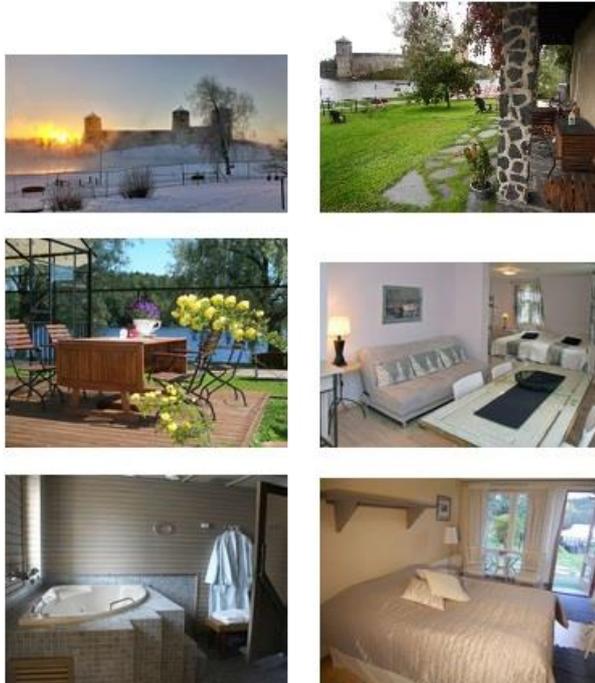
Татьяна O. Sinda
и еще 13 ваших друзей

вчера в 11:10
Валюша история "Маленькой Царки" города Савонlinna

Православные веры россияне Савонlinna увидят далеко апуль столицей. В 1742 году по окончании русскошведской войны и заключении Абоского мира, город Савонlinna перешел во владения России. В крепости Савонlinna располагается раскопкой паркизон, а каролинский зал крепости переработали в паркизованую церковь.

В 1801 году в город Савонlinna авокалил православной католической церковной прихода. С настоящего времени приход. Было принято решение начать строительство соборной церкви. Место для будущей церкви выбрали

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[Отзывы](#) > [Финляндия](#) > [Савонлинка](#) > Отели Савонлинны

Отели Савонлинны

[Отзывы об отелях](#) [Отели Савонлинны](#) [Вопросы/ответы](#) [Фото](#) [Люди](#)

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hotels-scanner.com

Отзывы туристов об отелях Савонлинны.

[Все отели Савонлинны](#) 1* 2* 3* 4* 5* [ив1](#) [ив2](#)

Отелей с такими параметрами не найдено.

Если вы отельер и не нашли свой отель в списке — добавьте его, заполнив [эту форму](#). Если вы турист — [добавьте отзыв](#).

TurPravda after adding the basic information
(TurPravda.)



[Россия](#) Перейти на [Украина](#)

Оценить отель >

«Фотоконкурс»

Главная
Отели
Турфирмы
Вопросы/ответы
Форум
Майские

[Отзывы](#) > [Финляндия](#) > [Савонлиния](#) > [Lossiranta Lodge 3*](#)

Lossiranta Lodge 3* — Отзывы



Этот бутик-отель находится рядом с озером Саймаа в Савонлинне, всего в 100 метрах от моста, ведущего к замку Олавилинна. Номера с живописным видом оформлены в индивидуальном стиле и оснащены бесплатным проводным доступом в Интернет. Каждый номер бутик-отеля Lossiranta Lodge назван в честь определенного исторического аспекта этого здания. Курение на всей территории объекта размещения запрещено. [Подробнее...](#)

Оценить отель

Задать вопрос

Оценка отеля 10.0
на основе 1 отзыва

Номер	10.0	██████████
Сервис	10.0	██████████
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Fontana Spahotel Casino 4*

Водно-оздоровительный центр Fontana Spahotel Casino находится на отдельном острове в центре города Савонлинна и действует уже более века. Современный оздоровительный центр предлагает различные услуги для отдыха в выходные и праздники, во время отпуска или деловой поездки.

Narimaa, Savonlinna

"Narimaa" - это самое большое в Европе Швейцарское Акционерное Общество по организации отдыха. Халимаг Пункахарю был основан здесь в 1965 году. Коттеджи были построены в классическом финском стиле, а в 1988-1989 году отстроены заново. К вашим услугам 38 коттеджей, в каждом из которых может разместиться максимум 6 человек.

Kukkaara, Sulkava

База отдыха Кююкалая представляет собой 21 брусовых коттеджей-апартаментов, расположенных на самом берегу озера Саймаа. Так же на территории находится административное здание, спортивная площадка, беседка с нагаалом.

Best Western Spa Hotel Casino 4*

Этот отель находится на частном острове на озере Сайма, в 1 км от центра города Савонлинна.

Saimaa Holiday Oravi

Коттеджи расположены рядом с поселком Орави прямо на берегу озера. На территории находятся: 7 одинаковых бревенчатых коттеджей Oravi и коттеджи Kalovesi.

Hotel Pietari Kylläinen 3*

Отель Pietari Kylläinen находится приблизительно в 600 метрах от знаменитого замка Олавилинна 15 века. К услугам гостей бесплатная парковка. В номерах есть бесплатный проводной доступ в Интернет и телевизор. До центра города Савонлинна - около 7 минут ходьбы.

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