

promotion, public relation, personal sale are the most cardinal means of communication. The advertisements in mass media and in the Internet are widely used in the hotel business. The advertisement informs people about hotels and their services. Promotional activity is marketing practice of hotel businesses which motivate clients and resellers by discounts, special actions, different shows and demonstrations. Personal salesmanship in the hotel business is sharing the most important information with one or several clients to motivate customers to buy hotel services. The public relations of a restaurant-hotel complex are aimed at the development of bilateral connections with general public and the formation of a positive attitude to its activity.

The pricing policy in the hotel business depends on representatives of several market segments. In some cases a client can refuse a hotel service because of its price. The hotel business is often a seasonal business and its pricing policy is under the influence of the number of clients in different seasons: 1) the prices rise when hotel services demand grows (summer time, holidays and important events); 2) the prices drop when the demand is the lowest; 3) shoulder season is characterized by an average demand and variation of prices.

Nowadays the development of the hotel business resulted in three additional marketing-mix components forming the standard of hotel services: 1) Staff as main source of the hotel services development; 2) selling and servicing processes. 3) Creating the environment favorable for attracting clients.

Finally, marketing in hotel business has own specific peculiarities which are marked by special feature of hotel product. Specific peculiarities of marketing-mix are pointed out in following elements: hotel service, pricing, promotion and communication between the hotel and the client. There are also special elements of hotel business: staff, surrounding and process of service. These instruments gives the possibility to put into practice marketing activity of enterprises in hotel sphere successful and form positive image of the hotel. That is why a hotel becomes competitive.

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ONLINE PROMOTING OF TOURISM TRAVELLING

The main objective of promotion it is to advance goods and services to the end user. On the example of the report theme, tourist promotion is advance of tours, internships to people who have a desire to go abroad with the aim to spend vacation, internships and study.

To create an online promo it is necessary to know what kind of tourism products will be create, as well as to identify the target audience to know who should focus on

the creation of advertising. For example in this paper, I took professional internship in the field of "Marketing" for students of the city Dnipropetrovsk.

The students of Dnipropetrovsk are the people who go with the times, full of strength and hope for a successful future. We must make it clear to the consumer that the professional training it is a good plus to resume, improve proficiency in English, the international experience and influential acquaintances. For the modern perception of the information, you need to use a minimalist design style, which is often use by international companies. Background image must give the consumer the very first expectations from future use of the product. Color should not be mixed and uniformed in tone; clarity and contrast attract attention more effectively. In addition, the presence of contact information for more gen will give consumers the opportunity to earn the trust and find out more information about the product. Also, the logo of the company or organization must be included into the advertisement that provides these products, not even interested in this project, the consumer remembers the brand and will be familiar with it.

This type of online promotion can be placed on the sites used by the students of Dnipropetrovsk: VKontakte, Facebook, Tvittr, Instagram, Gorod.dp.ua, afisha.dp.ua. In addition, this material can be used for offline promotion in public places, as well as presentations and infossessions.

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MARKETING IN BUILDING SECTOR OF UKRAINE

The activity of building enterprises at the present situation in market transformation involves restructuring of all functional areas. Organization of the effective realization of building products, which includes the purchasing power of the consumer, inflation, market conditions, the adoption of optimal organizational and economic decisions acquires special urgency.

Current state of the building sector requires immediate comprehensive action of the government in order to support the implementation of priority programs of strategic development of the building complex of Ukraine.

At the same time, the development of market relations in Ukraine, strengthening and expansion of the business sector of economics, increase in competition make application of civilized basis of activities of economic entities in building industry, where marketing is one of the most important, even more urgent [2, p.63]. The building market is somewhat late in its development in terms of marketing, and it has an objective basis in such factors: the low level of competition in most segments; excess of demand over supply; insufficient amount of personnel (in particular qualified) for the increased scope of work; inadequate level of marketing training of top managers and business owners; high level of control of certain segments in the