

The organization and
management of the hotel
complex "LDF ALL SUITES
HOTEL"

The relevance of the chosen theme

- ▶ Currently, the tourism industry occupies a strong position, along with many advanced sectors of the world economy and is one of the fastest growing forms of international trade in services.
 - ▶ **The object of observation** - «LDF ALL SUITES HOTEL».
- ▶ **Objectives:** Expand the topic, conduct market research to identify the demand for the service - animator of the events, draw conclusions on the diploma project.

The objectives subordinate to that goal, I outlined the following:

- ▶ A description of the structure and operations of the hotel (for example, «LDF ALL SUITES HOTEL»);
 - ▶ Determining the principles of operation of the hotel enterprise;
- ▶ Preparation and protection program to improve marketing management of the hotel;
 - ▶ Identification of the specifics of hotel business in China;
 - ▶ A description of features of marketing in the hospitality industry;
- ▶ Develop a marketing plan for cultural and business programs for the business visitor.

Description of the hotel

Conveniently located at the crossing of Yuanshen Road and Pudong Avenue (Lujiazui Financial and Trade Center of Pudong New District), LDF All Suites Hotel is only a 40-minute driving distance away from Pudong International Airport and 10 minutes away from both Shanghai New International Expo Center and Shanghai International Convention Center.

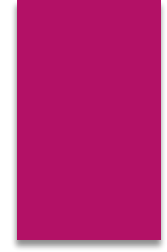


As a five-star hotel, with 201 super-large suites with an observation balcony, featuring elegant and luxurious design, fine equipment and complete facilities. Some guest rooms even afford a panorama of Huangpu River.

Various kinds of service facilities are available in the hotel, such as Chinese and Western-style restaurants, gymnasium, hairdressing, conference room, business center.



Restaurant and bar located on the third floor, the European-style coffee shop opens full day.



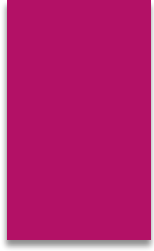
Them serve buffet breakfast from 6:30 to 10:00.

From 11:00 to 23:00, all kinds of business set meal, snacks and pizzas are served.

From 10:00 to 23:00, varieties of wine and soft drinks are served.



One of the extra services in “LDF ALL SUITES HOTEL” is room service. This service is especially demanded in the evening, but available 24 hours.



In the hotel the most popular European dish is pasta with sea food.

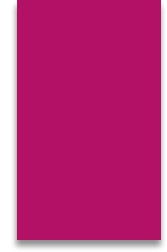


The most popular Chinese dish is fried rice with vegetables.

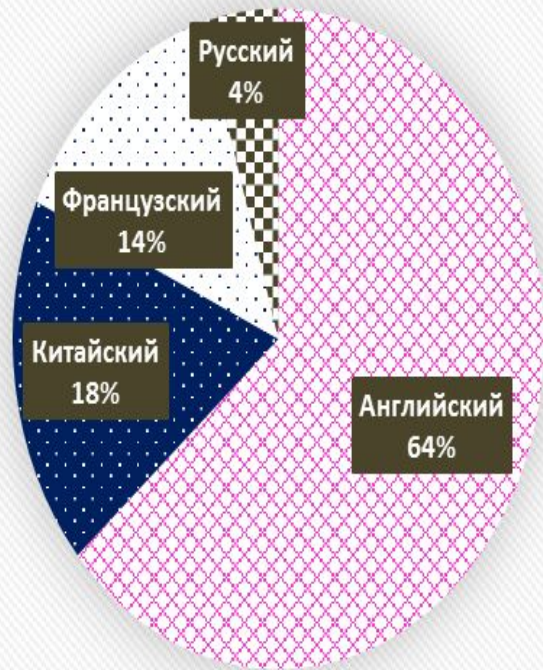
The marketing development of the hotel product – animator of the events

- ▶ In a highly competitive and volatile economic situation we can reach the goals only by using an integrated marketing approach.
 - ▶ The main competitors of available services animator of the event are:
«DoubleTree by Hilton Shanghai Pudong» and **«Dorsett Shanghai»**.
- ▶ It can be concluded that the hotel is "LDF ALL SUITES HOTEL" operates in a competitive market where offer their services to numerous accommodation facilities, which have different competitive advantages

The result of the survey:

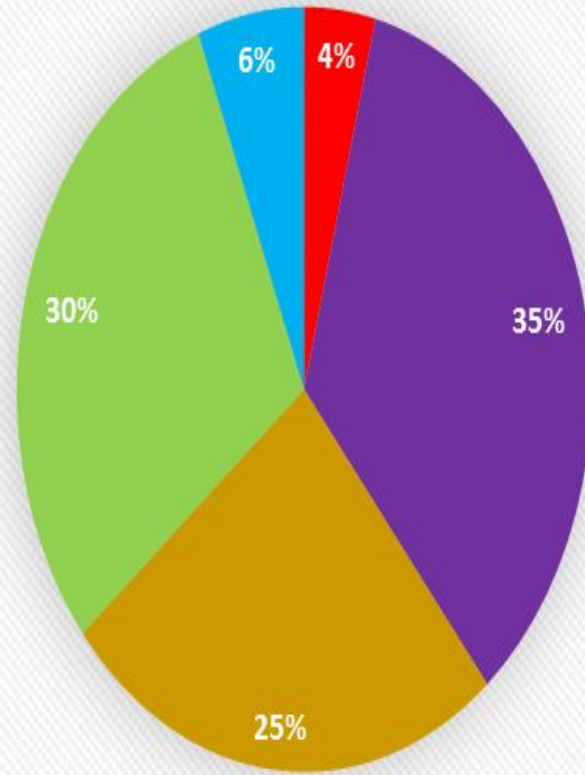


Язык



✓ Английский ■ Китайский . Французский ✕ Русский

Возраст



■ 18-25 ■ 25-35 ■ 35-45 ■ 45-55 ■ 55-70

Пол



■ Мужчины ■ Женщины

PROMOTION



Animator of the events

ANIMATOR OF THE EVENTS- is a person who will organize for you interesting, entertaining or educational programs, and help you have fun.

If you want to visit the best places in the city (restaurants, bars, museums, clubs and a lot of another places), please contact us by email: imibi@gmail.com

- ▶ Currently, the hotel has used advertising souvenir (in the form of branded pens and notepads), as well as advertising on the Internet.
- ▶ To promote the service "Animator of the events" in the hotel "LDF ALL SUITES HOTEL" booklet was developed

Conclusion

- ▶ In this work were studied the development of the hotel business. So it was shown that "LDF ALL SUITES HOTEL" is an ideal choice to stay during a business trip to Shanghai.
- ▶ Thus, the main trends of development of the hotel industry, defining development strategy is to improve customer satisfaction and expanding the range and quality of additional services.

Information Sources

- ▶ Internet resource - <http://www.ldfallsuiteshotel.com/en/contactus.html>
- ▶ Internet resource - <http://www.expomir.ru>.
- ▶ Internet resource - http://www.tripadvisor.ru/Hotel_Review-g308272-d658844-Reviews-or10-LDF_All_Suite_Hotel-Shanghai.html#photos
- ▶ Workbooks