

## Marketing of Sanatorium-Resort Services for Vip-Person

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### Abstract

The article considers sanatorium and health resort service rendering to VIP-persons and their preferences finding. There are some recommendations aimed at the consumer loyalty growth to health resorts services.

**Keywords:** *VIP-Persons; Marketing; Recreation Preferences; "4P" Conception; Recommendations*

Sanatorium-resort marketing is a concept of managing a recreational organization, which implies a comprehensive study of the needs of clients with the aim of their fullest satisfaction in spa treatment and relaxation. This is achieved through the production, sale and promotion of a spa product in a competitive market in order to make a profit and achieve other goals of the organization. Based on this, health resorts develop a marketing program, determine the position of the spa product on the market and the direction of impact on a specific market segment. One of these specific segments are VIPs, the number of which in today's Russia is quite large. The abbreviation VIP (Very Important Person) is translated from English as "especially important person" - one who occupies a prominent position in society and has a privileged status. Most VIPs are men engaged in commercial, political or managerial activities, monitoring their image, feeling a lack of time (including leisure), receptive to new products, energetic, active and skeptical of advertising. The age of the considered category of consumers ranges from 35 to 55 years, education is usually higher. They come alone, with wives or girlfriends, are in corporate races, to a lesser extent with children. Most of them have already visited many resorts in the world and want to get something extraordinary and more interesting.

Nowadays, one of the essential components of the concept of "VIP-person" is material security. Having sufficient financial resources, wealthy Russians want to improve their health, but do not want to "be like everyone else" (standing in line for procedures, eating at the same table with "ordinary" people or living with them in the same room). Despite the fact that this category of people is rather "capricious", their willingness to pay a higher price for the services they provide directs health resorts to attracting such customers, which leads to the need to study the consumer preferences of VIPs.

For this purpose, marketing research of sanatorium and resort services provided by this category of vacationers in the resort city of federal significance "Belokurikha" (sanatoria: "Belokurikha", "Siberia", "Katun", "Altai-WEST", "Maryino", "Altai Castle"). The studies were conducted by the survey method.

“Geography of vacationers” VIPs are represented in the resort “Belokurikha” in the following areas: Tyumen is holding fast in the first place, Yakutsk is in the second, then Irkutsk.

A survey of VIPs at the resort revealed their following basic desires:

- Communicate with people of your level;
- Stay in rooms of a special category (from junior suites to presidential suites) or relax in small, comfortable, elite guest houses with luxury accommodation;
- Be in the first, prestigious ranks, which leads to the offer of individual, specially developed programs: hunting, diving, speleo, etc.);
- The duration of treatment and rest should be intense and as short as possible - 10 - 14 days (due to lack of time);
- Use the services of a business center; hold conferences during the holiday period;
- Get acquainted with the sights of the area where they came to rest (cultural, historical and natural sites).

VIP clients have various leisure preferences: from bars, clubs, casinos, tennis courts to horseback riding, hiking in the mountains and helicopter rides. In general, they need comfortable living conditions with a maximum selection of accommodation categories, comprehensive treatment and diagnosis programs, as well as a large selection of entertainment and attractions.

The most important competitive advantage of any sanatorium is a wider range of services than competitors. Therefore, health resorts should be able to offer discerning customers the best apartments, medical procedures and special meals delivered to their rooms, as well as a lot of pleasant fun: from a Russian bath and sleigh rides to fishing and hunting, i.e. to be able to provide quality service - to concentrate all resources to satisfy VIP-clients.

It should be noted that the Altai-WEST and Maryino sanatoriums have the greatest potential for servicing VIPs (both sanatoria are known for spending their holidays in them. President of the Russian Federation V.V. Putin, the most famous VIP person, having a rest in these health resorts).

Sanatorium “Altai-WEST” is one of the three largest health resorts of Belokurikha resort, occupying a convenient location in the central part of the city at the foot of Mount Tserkovka. He has international prizes, recognized as the “Best Health Resort” of 2006. To receive VIP-clients, three floors have been specially converted into apartments consisting of 2 comfortable rooms. The sanatorium has a constantly expanding range of services: from Internet clubs, tennis courts of the European level to cinema and concert complexes, casinos, night clubs. A unique opportunity for VIPs to conduct business meetings in a world-class business center equipped with modern telecommunication facilities, including Internet access. The sanatorium has a huge diagnostic and treatment base, and, according to experts, the best medical and health complex in Belokurikha.

Sanatorium “Maryino” is one of the most refined and comfortable sanatoriums of the resort, meeting the high requirements of the European standard. The health resort positions itself as a VIP sanatorium. The accommodation is only luxury. The rooms of the sanatorium are equipped as a “house in the house”, which avoids the crowds and bustle of large resorts and creates an atmosphere of club relaxation. The medical base of the Marino sanatorium is represented by a unique comprehensive treatment program for antler reindeer products, radon treatment, etc.

The Altai Castle sanatorium is also one of the most promising sanatoriums in the Belokurikha resort. It positions itself as the flagship of elite means of treating and preventing diseases and specializes in the development of VIP projects (traveling to the mountains by snow-mobiles, horse-trekking in the mountain taiga areas of Altai for medicinal plants and other entertainment). The sanatorium's exclusivity is the availability of cultural and entertainment programs with special musical repertoires, the peculiarity of which is their healing functions (there are no such analogues in Russia or abroad), with the participation of prominent artists, soloists of the best Moscow theaters. VIPs can order:

A feature of the Katun sanatorium is not only the availability of an effective medical base, but also its location in the most favorable place of the resort, near ski slopes. Only 150 m you need to go to a vacationer to be near the lift, delivering VIP-person to the top of the track.

ZAO Belokurikha Resort is positioning itself in the treatment of vacationers with specific diseases. Only here is a center for rehabilitation treatment, rehabilitation and medical prophylaxis of cardio-logical patients functioning, for example, for a VIP client who has had myocardial infarction, various surgical interventions on the heart and blood vessels, suffering from arterial hypertension, etc. it is better to contact the sanatorium "Belokurikha". Also, in the sanatorium there is a center for rehabilitation treatment and rehabilitation of persons with diseases of the genitourinary system, which provides treatment and rehabilitation of patients with impaired reproductive function.

Sibir Sanatorium is a modern health-improving complex that provides rehabilitation of patients with traditional indications for the resort: diseases of the cardiovascular, nervous, endocrine systems, musculoskeletal system, skin, gynecological diseases. There is a center for medical and social rehabilitation, where physical and psychological health is restored for people from risk groups for diseases of the cardiovascular, nervous, endocrine systems and metabolism, respiratory organs, etc.

Each of the considered sanatoriums has its own specifics and successfully operates in the market of sanatorium-resort services, however, the study revealed a number of shortcomings of health resorts for providing VIP-rest:

1. In general, the resort "Belokurikha" has the necessary conditions for rest and treatment of VIP-persons, but the focus of the work of most health centers is precisely for these clients.
2. There are not enough distinctive features of health resorts from each other.
3. Not given due attention to the formation of strong ties with the VIP-consumer and the creation of a circle of regular customers.

According to the "4P" marketing concept, the classic elements of the marketing complex are: product, price, promotion, place. In relation to the sphere of sanatorium and resort services, three more components must be added to the marketing complex: personnel, material evidence (appearance of the building and the territory, interior, etc.), the sales process. The considered marketing elements are a set of controllable variable marketing factors, the totality of which the organization uses in an effort to provoke the desired response from the target market.

The complex application of the mentioned marketing elements allows us to give recommendations on improving the activities of the sanatoriums of the Belokurikha resort for VIP-persons.

Create and constantly update the database of VIPs: all information about working with these customers - from the very first contact to after-sales support - should be collected in a single body of knowledge available for employees of the units that make up the so-called "Front-office" (a structure that manages sales, demand, after-sales services, which directly interacts with a client audience):

1. It is necessary to inform the medical and service personnel about the arrival of the VIP-patient in the sanatorium: tell who he is, what his name is, what he loves, what he has preferences in food, leisure, entertainment, behavior, habits. It is advisable to prepare for the arrival of such a guest: put his favorite flowers and other little things in the room.
2. It is desirable to greet the VIP person by the head of the sanatorium (his deputy), who should regularly receive information about the state of the guest, about the course of his treatment and rest, having at his disposal accurate and latest data.
3. Constantly study the opinion of VIP-clients, i.e. regularly monitor their opinions about the sanatorium with the help of specially designed profiles and promotions, which will help to improve the VIP service and correct its shortcomings.
4. Based on informal surveys of VIPs, hold discussions with the health resort staff about recent events, as well as customer reviews at monthly or weekly meetings.
5. Use the strategy of increasing the product range upwards - opening separate floors for VIPs, where for a fee they offer a higher level of service - improved rooms, separate registration and settlement on the floor, breakfast room, room for VIP meetings and negotiations, etc.
6. To personalize the service by introducing the position of VIP service manager into the staff of the health resort, the task of which is to more effectively meet the individual needs of the guests (such staff training is carried out at conceptual VIP service trainings). If the sanatorium has a guest VIP floor, then it is advisable to introduce a butler service, so that the client will be able to order additional services and solve their problems by contacting the butler, and not to different health resort services. Butlers should know the regular VIP guests by name and be able to warn of any of their desires. This reduces the time of service, contributes to a more expeditious solution of the guest's problems, increasing the attention to it from the side of the sanatorium staff.
7. To have a modern business center with an Internet connection, a multimedia projector and a large screen, a flipchart (flip-up magnetic-whiteboard), radio microphone speaker systems, i.e. all that is needed for conferences and attracts VIP clients to the sanatorium for symposiums and rallies.

Together with market intermediaries (major tour operators) to pursue a consistent policy in the field of diversification of the spa product, which will allow to develop and offer a qualitatively new model of it - exclusive VIP tours.

8. Collaborate health resorts with travel companies - wholesale buyers of resort products of the Altai Territory for the Tomsk, Omsk and Kemerovo regions.
9. Promote a spa product through those organizations where the elite and wealthy people are concentrated. For example, effective cooperation is possible with tennis centers of large cities, with private medical organizations that provide services for the treatment of the spine, as well as dental, gynecological, etc. Cooperation can occur both on a paid basis and on the basis of mutual benefit - placement of advertising catalogs, booklets in each other's organizations.
10. Switch to shorter programs of rich and highly effective spa holidays (10 - 14 days), complemented by a wide range of tourist and excursion services.
11. Use the VIP incentive system in order to increase the loyalty of regular customers, where you can use the system of discounts on VIP numbers, etc. accumulative system, when the client, having gained a certain amount of points or points for the day spent in the sanatorium, then receives privileges for using the sanatorium services. Types of discount cards can be all kinds of and depending on how many times the VIP-client has visited the sanatorium, he receives silver, gold, platinum or diamond member-

ship. Among the privileges provided by them, it is possible to provide accommodation in rooms of a higher category; invitation to a special dinner; getting a bathrobe with a personal monogram; free use of massage treatments in the fitness center; issuance of special VIP cards giving a 10% discount on accommodation and use of the services of a bar, restaurant and fitness center, etc.

12. An interesting point may be the organization of charity events that have a public outcry for the purpose of raising money for charity (organizing dinners with the help of famous chefs, holding balls, holidays, etc.). Such PR receptions are very popular among VIPs, and the funds raised from charity can go, for example, to pay vouchers to a sanatorium for low-income people.
13. Perhaps the solemn celebration of significant dates, the celebration of anniversary customers (1000<sup>th</sup> client, etc.) with subsequent coverage of these events in the media.
14. Offer additional free services and goods: hand cream, packaging with wet wipes, a magnifying mirror for makeup or shaving, flowers in your room, a set of aftershave lotions, bad weather umbrellas, etc.
15. Provide material attributes of the service (VIP-clients are very sensitive to the form of employees, technical assistance vehicles, booklets, hotel lobbies, etc.).
16. Provide material evidence to convince customers that the VIP service is actually provided: receipts with a detailed list of works from the laundry or car service; which gluing a toilet seat with a strip of paper to show guests that the bathroom was really washed, etc.

The introduction of such types of services should lead to the fact that the needs of the VIP-person will be as satisfied as possible, and the client will increase the degree of loyalty to the health resort, which will lead to an increase in the profitability of the sanatorium. Similar marketing techniques will not be superfluous in other medical organizations (hospitals, clinics, etc) [1-5].

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