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## THE IMPORTANCE OF MARKETING ACTIVITIES IN PLACEMENT TOOLS

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### ABSTRACT

*The article scientifically proves the importance of marketing activities in and how important it is in hotel operations, with a systematic approach by the consumer and the manufacturer, as well as the need to segment the service market in the development of marketing strategies. Because customer loyalty is important, salespeople and executives spend a lot of time and resources to increase brand awareness and create consistent, interrelated campaigns. Offering hotel accommodation to a large number of customers is gradually becoming a thing of the past. It is necessary to clearly define the type of goods and services to meet the needs of any narrow category of travelers.*

**KEYWORDS:** *Marketing, Marketing Of Placement Tools, Market Segmentation.*

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