

Abstract **high qualifying work**

Theme of the final qualifying work: Adaptation of the modern domestic market of accommodation facilities to the needs of tourists from the Asian region

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Actuality of the research topic: Taking into account the world geopolitical and geo-economic crises, the geography of international tourism is substantially transformed in the world. This trend has fully affected Russia. So, because of the sharp increase in the dollar and euro exchange rate, in 2014 a sharp collapse of outbound tourism occurred in the country. Against this background, there is a dynamic increase in inbound tourist flows. So, according to the Russian border service, in the first half of 2016, 10% more foreigners came to our country for tourism purposes than in the same period of 2015. In addition, today there is a gradual change in the geography of incoming tourists. Especially dynamic growth of incumbent tourism in Russia is demonstrated by China. However, the modern Russian tourist market is not always ready to provide a quality tourist product that meets the needs of guests with a special, oriental mentality.

The aim of this work is to analyze the global tourist flows and to develop a program of adaptation of the modern domestic market of accommodation facilities to the needs of tourists from the Asian region.

Tasks:

1. To study the priority types of domestic tourism, development trends and current state of tourism in Russia.
2. To do a statistical analysis of inbound tourist flows to Russia from different regions of the world.
3. To perform modern state, and to determine the prospects of growth encaminhados tourism from China, as well as the problems associated with it.
4. To give a General characteristic and to make the analysis of possibilities of hotel "Hilton Garden Inn Moscow New Riga".
5. To study the features of the Eastern mentality and make an analysis of the preferences of Chinese tourists in order to create a comfortable environment in the hotel.
6. To develop recommendations and guidelines for staff and managers of the hotel "Hilton Garden Inn Moscow New Riga" guests from China in order to build their loyalty.

Theoretical and practical significance of the research. The theoretical significance of the research is determined by its orientation to the decision of actual problems on formation of comfortable conditions for tourists from the Asian region. Some scientific principles, practical recommendations and theoretical conclusions of the presented work can be used for further analysis of the increasing role of political stability in terms of incoming tourism.

The practical importance of research consists in possibility of application and practical recommendations in the activities of the domestic hotel companies in the

process, managers and employees of the hotel "Hilton Garden Inn Moscow New Riga" with tourists from China.

The results of the study: the Developed recommendations on the formation of hotel products to guests from China and guide to the organization of the service areas of Chinese tourists to managers and staff "Hilton Garden Inn Moscow New Riga".

Recommendations:

1. Training of reserve personnel for work with visitors from China:
 - recruitment, knowing the Chinese language;
 - conducting trainings on teaching staff the basics of Chinese culture and mentality.
2. The equipment and decoration of public areas of the hotel:
 - at the front reception to place promotional materials (brochures, maps, metro maps, Newspapers) in the Chinese language;
 - in the foyer to set the POS terminal with the possibility of payment cards of the national payment system of China, ChinaUnionPay;
 - on the wall of reception it is necessary to hang another clock, reflecting Beijing time;
 - to equip a karaoke bar and Smoking room;
 - install navigation signs in the Chinese language;
 - ensuring the shop selling Souvenirs and other consumer goods of interest to the Chinese (amber, chocolate, vodka, military insignia, painting).
3. Training rooms including:
 - the selection of one floor or unit for compact placement and zoning of Chinese tourists, numbering of rooms and avoid rooms with the number "4" and the maximum using the numerals "8" and "9";
 - the presence in the room, free Wi-Fi;
 - bathroom must be equipped with a shower and two sinks.
4. Catering of tourists from China:
 - provision of adaptive traditional Breakfast buffet and the allocation of special zones for power;
 - develop menus in accordance with the preferences and characteristics of the national gastronomy and Chinese traditions meal;
 - provide guests with menus and wine list in the Chinese language;
 - ensuring national Chinese food menu, room service;
 - providing sticks for the reception of traditional Chinese food.