

## SUMMARY OF MASTER'S THESIS

**Master's thesis:** Adaptation of international experience in the construction of the conceptual hotel with the purpose of developing of the hotel industry of The Republic of North Ossetia-Alania (village Dzivgis.).

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### **Relevance of the research topic:**

Analyzing the current state of the hospitality industry in the world, it can be argued that the hotel industry development takes place on an industrial basis and thus becomes a part of the economy, attracting significant foreign exchange income from international tourism. Today, about 80% of travelers - the middle class, demand for hotel services that are growing from year to year. Hoteliers are closely watching the mood and interests of potential customers, and strive to respond instantly to changing them. In addition, the modern traveler is always looking for a reasonable price-performance ratio and is seeking an exclusive and personalized service. Therefore, owners of hotel companies are coming up with new ways to surprise their guests.

Individual hotel concept enjoys great popularity in the world. It is based on creativity or creative approach. World experience dissemination of conceptual hotels shows that they are very profitable and may be an independent and full-fledged destination.

**The purpose of the research** - the study of international experience in the organization of conceptual hotels, and its adaptation to the domestic market of hotel services on the example of North Ossetia-Alania, as a way to increase the attractiveness of regional tourism in the region.

In the process of achieving this goal is necessary to solve the following **tasks:**

- Examine the current state of the hotel market dynamics and development trends;

- Define the essence of accommodation facilities in the modern system of global economic ties, to consider their classification;
- To introduce the methodology of conceptualizing the hotel as the development trend of the hotel industry;
- To study foreign and domestic experience of the concept hotels;
- A general description of North Ossetia-Alania, do the analysis and prove the motivation of the development of regional tourism and hospitality industry;
- Develop a business idea conceptual design ethnic hotel in the village of Dzivgis North Ossetia-Alania.

**The working hypothesis** is based on the fact that the further development of the hospitality industry in Russia is determined by globalization factors. A significant market share (70%) make up the global hotel chain with unified standards of service. In this situation the conceptualization of an instrument of confrontation of independent hotels to compete with large organizations hospitality industry. In addition, the hotel, which is based on a unique concept can itself act as a tourist object and be of interest to a significant group of tourism product consumers and act kind of brand advertising in the region or a particular locality.

**Scientific novelty of the research** lies in the fact that the work carried out a comprehensive study of the problem of creative conceptualization hospitality and invited its resolution through the development of appropriate theoretical, practical and methodological guidelines and made justifying the need to study foreign experience in the organization of the concept of the hotel and its adaptation to the territory North Ossetia-Alania for the purpose of tourism infrastructure development in the region as an attractor, attracting Russian and foreign tourists.

**The main provisions of the study for the defense:**

1. The spectrum of productions hotel business occupies a special place, performing not only economic, but also the presentation function, creating a certain image of the state. In the hotel business market updates occur constantly. There are new business tools, changing demand, which leads to the emergence of new proposals to change the image Hotels In other words, hospitality industry

around the world is not standing still. Currently, the hotel industry in our country is going through an obvious rise, and the rate of return of hotel companies have already caught up with those in trade and other commercial facilities. However, development of this segment, together with the already known technology to enhance its economic efficiency, also involves the use of creative mechanism, one embodiment of which is conceptualization as a form of labeling of the hotel.

2. With the development of international tourism purpose of classification of hotels has moved from ideas to protect the client's rights to the ideas of consumer information. Therefore, the most important now is the classification based on the qualitative characteristics of the hotel. However, each country has its own national standards, which may be very different from each other. In recent years, along with the existing national classification systems, increasingly popular among professionals is gaining separation hotels into groups in accordance with the unique concept of the selected activities aimed at the individual needs of the target segment of customers,

3. Each hotel today it is important to have your face, distinctive, memorable and interesting for the visitor. To be different from the competition hotel operators are increasingly create original brands today. This goal is achieved substantial original ideas and unexpected decision of artistic composition, the effect of artificial lighting, decorative techniques and decoration, etc. Conceptual design of the maximum stresses and hotel class specialization, embodied in the idea of the hotel product.

4. Although available in North Ossetia-Alania diverse and unique tourism resources, currently the region's share in the world classification of tourist visits is only 0.002% .Sozdanie modern tourist cluster requires a well-organized tourist infrastructure, capable to satisfy the most different needs of tourists. In the hotel business in North Ossetia affects global trend of individualization of hotel services, but the share of the national concept of hotels in the hospitality industry is negligible. All this proves the need to create in the country a unique hotel product.

5. Creative use of technology resources ethnocultural North Ossetia-Alania in the creation of conceptual hotels in the country will significantly diversify and enrich the tourist offer and, therefore, provide a high-quality development of the regional domestic tourism and increase tourist flows

**The theoretical significance of the results of the research** lies in the fact that the developed theoretical, conceptual and methodological provisions for individualization hotel product develop appropriate theory of strategic development and hotel management, the possibility of using the collected and analyzed information to generate the optimal hotel concept, the development of a marketing strategy to promote the hotel product by the application of international experience in the creation of the hotel as an independent concept of attraction.

**The practical significance of the study** lies in the fact that the proposed business idea conceptual design of the hotel will help the overall development of the hotel market of North Ossetia-Alania, will enable Tourism Administration to modify the policies of tourist activity in the region and go to a unique for the country, a new level of development and promotion of hotel product.

Results of research:

1. The theoretical questions on the topic "Theoretical and methodological bases of functioning of the modern hotel industry" were determined.
2. The author determined the concept of "conceptual means of accommodation" and presented a detailed analysis of the global and domestic experience in the construction of conceptual hotels.
3. The author researched the possibilities and directions of development of the tourism and hospitality industry of North Ossetia-Alania by building conceptual hotel in the village of Dzivgis North Ossetia-Alania, the basis for a business idea that will put the Ossetian ethnic motives of the national culture.