

ABSTRACT

The subject of final qualifying work: GUESTS LOYALTY MANAGEMENT OF MODERN LODGING FACILITIES THROUGH PERSONIFICATION IN HOTEL SERVICES (by the example of SPA-hotel "Sindica")

The author: Belovalova Sophia Romanovna

The header:

- candidate of economic science, associate Professor of the Department of International Service, Tourism and Foreign Languages, A.V. Efimov.

- Ph.D., associate Professor of the Department of International Service, Tourism and Foreign Languages, L.G. Davydenko.

Organization, on a base of which was passed practice: LLC «SPA Hotel Sindica», Nalchik.

The relevance of the research topic / Consumer loyalty is a fundamental factor in the development and preservation of competitiveness of hotel enterprises contributing to retaining existing positions in the market services sector, as well as providing the opportunity to gain new. The existence of different approaches and uncertainty of the determination of customer loyalty predetermine the relevance of the chosen theme of our graduation qualification work.

The objective of the work is the development of loyalty program for SPA-hotel "Sindica" in Nalchik on the basis of personified registration of guests with the participation of foreign experience, taking into consideration cross-cultural interaction/

To achieve this goal it is necessary to solve the following tasks:

- to examine the nature and process of loyalty management in the hospitality enterprise;
- consider the personification of hospitality services as a basic element in customer-focused service ;
- to investigate the activities of "SPA-hotel Sindica" in the field of loyalty management;
- to develop the project of loyalty program for "SPA-hotel Sindica" on the basis of the personification of hospitality services;
- to study the etymology of the term loyalty, consider the synonymous terms: customer-centric, customer - focused, personalized service;
- to analyze and compare loyalty programs of international hotel chains: Hilton, Hyatt, Marriott.

The theoretical significance is defined by the generalization of the system of views on ensuring loyalty. The peculiarities of formation and management of consumer loyalty, hotel companies and loyalty programs were studied as a fundamental component of the activities of the hotel enterprise.

The practical significance of the work is to develop a loyalty program on the example of SPA-hotel "Sindica" in Nalchik, also with help of conducted research laid the foundation for further study of this problem in the hospitality industry.

The main results of the study:

The hospitality industry is a business sector consisting of services that are based on the principles of hospitality, characterized by generosity and friendliness to the guests. The value of customer loyalty in the hospitality industry is incredibly high. Guest satisfaction depends on the attitude of the staff to their work, from the quality of the product or service, as well as conformity of consumer expectations with reality, therefore, it is necessary to focus on building relationships, in particular, individual customer relationships over a long period.

Recommendations:

- to develop the project of loyalty program for SPA-hotel "Sindica" in Nalchik, on the basis of analysis of activities of the international hotel chains (Hilton, Hyatt, Marriott), in particular, personalized hotel services as well as anticipation of the guests expectations.

In order to do that, it is necessary to assume a number of measures according:

- upgrading the existing infrastructure;
- the allocation of the necessary funds on advancement of information about the hotel and Spa treatment on the local, regional and national TV channels, newspapers, magazines and coupon websites;
- conducting training sessions for the hotel staff for upgrading qualification;
- the implementation of loyalty programs, through the development of cumulative loyalty cards for the guests;
- encouragement of loyal guests will allow the hotel company to flourish and dominate lots of consecutive years.