

## **Abstract of the final qualifying work**

### **Subject of the final qualifying work:**

Secret audit management at the hotel to assess the quality of services

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**The Internship enterprise:** ZAO "InterRus-M Company" Hotel "Ararat Park Hyatt Moscow", Moscow

**The relevance of the research topic** is determined by the fact that the constant growth of competition between hotel enterprises creates the conditions when customers' loyalty is gained not only by lower prices, but due to the high quality of service. One of the most effective and reliable tools to obtain relevant information about the quality of service is the "secret guest" technique.

The special significance of the program involves the audit of the "secret guest", who identifies and analyzes efficiently and most objectively both strong and weak points of customer care service, and it allows you to look at the service of the hotel through as seen by the eyes of the loyal consumer.

**The goal of the final qualifying work** is to study the management processes of the secret audit aiming to assess the quality of hotel services, as well as the development of its own inspection plan for the Ararat Park Hyatt Moscow Hotel.

To achieve this goal, the following tasks have been set in the framework of the final qualification study:

1. To determine methods of assessing the quality of hotel services in international and national practice;
2. To consider all aspects of the "Mystery guest" program;
3. To study the practical use of the results of the "Secret Guest" verification;
4. To give a general description of the operations at the Ararat Park Hyatt Moscow hotel;

5. To conduct an analysis of quality management services at the Ararat Park Hyatt Moscow hotel;

6. To develop the secret audit program for the hotel using paperwork samples for an expert working with the technology "Mystery Guest".

**The practical importance of the final qualification work** is that the author's draft of the expert inspection project using a secret audit with a package of paperwork samples for an expert working with the technology "Mystery Guest" will optimize the process of hotel quality management services.

**The main results of the research:** the stages of the secret audit have been analyzed and it has been proved that the "secret guest" program is an effective way to motivate the hotel staff and is a reasonable form of quality management. The design of an author's program for expert inspection of the hotel has been introduced as well as a package of paperwork samples has been proposed, including:

1. Quality control charts for the restaurant service, the reception and accommodation service and the reservation department;

2. The script of the "Secret Guest" behavior during a visit to the restaurant and in its interaction with the reception and accommodation service;

3. Training program for staff to avoid a number of typical mistakes in the booking department.