

RESUME

Topic of the Graduate Qualifying Thesis: Hotel policy formation and organization of hotel product with a glance of guests' national peculiarities (after the example of "Ararat Park Hyatt Moscow", Moscow City)

Author: Dzgoyeva Madina Alikovna

Research supervisor: Candidate of Economic Science, Associate Professor of the Chair of Tourism and Hotel Business, M. A. Alekseyeva

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Abstract: Being a part of social sphere as well as education, public health and culture, tourism makes a great contribution to human capital, to forming of healthy way of life, to setting recreation of human potential and serves as a highly profitable economic sector. Forming of the hotel policy is one of the main actions. But it should be mentioned that the issue of mentality is not so developed in tourist enterprises and is essential to our point of view. It explains our choice of the topic of the given scientific research.

The aim of this scientific work is to study the service policy of five-star hotels in the aspect of getting appropriate service according to the national peculiarities.

The tasks are closely correlated with the given aim and are to reveal the theme of the scientific work in the following ways:

- Generalization of the theoretical material; on forming the service policy of five-star hotel entities;
- Studying of service quality as a basic part of the hotel product;
- Studying of organization methods when taking into consideration national peculiarities of the guests as a competitive advantage of the hotel.
- The analysis of the scientific research of the studied enterprise and generation of recommendations which will allow to influent the economic activity of the enterprise and increase interest of the potential guests.

Theoretical significance of the scientific research is in deduction of the theoretical material about price marketing. In general, the results of this

work can be used on lectures and seminars in the sphere of service and tourism, tourist marketing, innovative methods in hotel business and others.

Practical significance of the work proves that the research involves recommendations and conclusions which can be of great practical importance not only for the given enterprise, but other accommodating enterprises as well.

Scientific results. As a result of the service policy research of the given enterprise we have outlined several pieces of advice which will be of great use to increase the economic effectiveness of the enterprise and will help to attract more new clients.

So, the analyzed material helped us to make a conclusion that hotel “Ararat Park Hyatt Moscow” can carry out the following constructive campaigns:

- Welcoming phrases in different languages, depending on the guests’ national mentality;
- Upgrading of 25% of the hotel rooms. We suppose to change the interior design of the rooms (Indian, Spanish, Armenian, Italian, English, French, Chinese and Arabic). There will be different gifts for the guests in the rooms according to national peculiarities;
- Creation of the Gallery “Piece of the world” on the fifth floor, where guests will be able to leave a thing with national implementation;
- Creation of the library with literally masterpiece of different nationalities in the original;
- Some changes in the menu, so that people will be able to find the so called “Ethno Menu” and taste dishes of Spanish, Italian, Chinese, French, Indian and Arabic cuisines;
- Creation of special rooms for Muslims and Buddhists, where they can pray.

These rooms must be equipped with special equipment and needed facilities; All the mentioned recommendation and pieces of advice have both social and economic effects.