

SUMMARY

Subject matter: Development of additional services to enhance the efficiency of the hotel operations.

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Information about customer organization: hotel «Ararat Park Hyatt Moscow».

Objective of the research: is determined by the fact that in our time, efforts to provide hotel services is a developed industry, serving a large number of consumers. This is a huge industry that offers conditions contributing to meeting the diverse needs of customers.

Hotels provide with a range of essential services to their clients, but over time they become irrelevant, so to retain visitors and maximize profits hotels need to develop and introduce additional services.

An important problem of hotels is to satisfy a growing demand from consumers for the range of hotel services. At the hotel enterprises is necessary to develop the complex of additional services that will be more responsive to the expectations and needs of customers.

The purpose of the study: is development of a set of additional services for guests from China, Germany and Poland in accordance with the basis of their mentality and national features.

Tasks:

- To consider the definition of the concepts of "hotel services", the semantic content of the basic and additional services of hotels;
- To consider the typology of the additional services of the hotel and to determine the differentiation of basic and additional services depending on the category of the hotel;
- To consider the quality of hotel services;
- To describe the Hyatt hotel chain and the hotel «Ararat Park Hyatt Moscow»;
- To carry out a structural analysis of the basic and additional services of the hotel «Ararat Park Hyatt Moscow»;
- To develop a set of additional services of the hotel «Ararat Park Hyatt Moscow».

Theoretical and practical significance.

Theoretical and practical significance of the work lies in the fact that the proposed method of increasing the efficiency of the hotel operations through the

development of additional hotel services, taking into account the mentality and national features guests will create conditions for greater satisfaction of foreign tourists, to increase the reputation of the hotel and get the most profit from additional services. The proposed development of additional services can be used in the activity of the hotel «Ararat Park Hyatt».

Results of the research are:

It can be concluded that the hotel «Ararat Park Hyatt Moscow» corresponds to 5 stars, and is versatile in terms of foreign citizens. The rooms are not in a particular national style, but in a modern and technologically equipped and the hotel has everything you need for a comfortable stay. If implement the proposals on the introduction of additional services for the guests, taking into account the mentality and national features, the hotel «Ararat Park Hyatt Moscow» will become even more attractive for visitors from certain countries.

Recommendations.

The introduction of additional services for the guests, taking into account the mentality and national features will allow the hotel «Ararat Park Hyatt Moscow» meet the needs of guests from different countries and generate more revenue as well as profit from the sale of the main product, as well as give an opportunity to distinguish the main product from the products of competitors. Proper organization of the process of implementation and the provision of additional services leads to the possibility of expanding the list of proposals for the hotel guests and attract additional categories of consumers.