

**SISTEM ANALYSIS OF THE CONFERENCE FACILITIES AND THE
MOTIVATION OF CREATING THE CONGRESS-HOTEL IN
KABARDINO-BALKARIA**

(based on the example of «Sindika Hotel» in Nalchik)

The report of the final qualifying thesis

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The thesis is "System analysis of the conference facilities and the motivation of creating the Congress Hotel (based on the example of «Sindika Hotel», Nalchik)».

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The information about the company. The hotel "Sindika", built in 2005, is located in the resort area of Nalchik, a 5-minute drive from the train station. Has a rather convenient location, situated near the Central Park of Culture and Recreation, Spartak Stadium, Chegem Falls. The hotel has 86 rooms of different categories, including standard, business standard, royal suites, deluxe rooms. The hotel offers a restaurant with European and national cuisine, bar, health and fitness center, a conference center.

Topicality of the research. The globalization of the world economy and the consequent intensification of business, scientific and cultural relations have made business tourism one of the top tourist destinations in the world. The main prerequisites for the development of business tourism in Kabardino-Balkaria are growth investments in the economy, the increase in industrial production and trade, the emergence of new small businesses. Undoubtedly, the development of business tourism will have a positive impact on the development of the republican capital - the city of Nalchik and to help create a favorable business and investment climate. However, the organization of this type of tourism in the republic has not been neglected. At the same time, the demand for conference tourism is high, due to its location, the proximity of the national republics of the North Caucasus, the unique climate, etc. And the major underlying factor in the development of this tourist destination is an insufficient number of business-oriented hotels. All of the above determines the urgency resolved in this study the problem and determine the choice of the topic.

The goal is to study features of the hotel enterprises that offer congress services and perspectives of congress tourism in Kabardino-Balkaria.

In accordance to the thesis goal, the following **objectives** were presented:

1. To give a characterization of the global business tourism market, to determine the dynamics and prospects of its development.
2. To determine the location of the congress hotels in the global hotel industry.
3. To study the specifics features of the organization and the maintenance supplies.
4. To analyze the market of business tourism in Kabardino-Balkaria.
5. To give a general characteristic and analysis of the quality of the conference package in the region.
6. To investigate the problems and prospects of development of business tourism in the region.
7. To monitor hotels business destination in the region.
8. To determine the motivation of infrastructure development conference facilities.
9. To give the characteristic of a modern hotel with the international experience in organizing congress tourism.

The theoretical and practical significance of the research is to develop knowledge and skills in the analysis of conference facilities, the ability to determine the problems and prospects of development of business tourism in the republic, to determine the motivation of building the congress hotel and give some recommendations on the example of the hotel "Sindika."

The results of the research. Every year the business, cultural and scientific relations between regions and countries are becoming more intense. Business plays a crucial role in this. The development of the national economy and its integration into the global market is also inconceivable without the development of the tourism business. Here the crucial role have the hotels based on congress service. At this moment the programs of developing the business tourism are realizing in Kabardino-Balkaria. However we should say that this segment in the country is not provided with the necessary infrastructure and it is necessary to build a convention

hotel with conference rooms, able to accommodate 1,500 delegates and more, with a changing configuration. One of these hotels in the region is "Sindika." In particular, the hotel has a conference center, equipped with modern facilities, allowing to carry out corporate events, but the quality of services provided by the hotel leaves much to be desired.

Recommendations. In conclusion we can make the following recommendations for the development of business tourism in the region:

1. It is necessary to create a specialized management structure in the form of the local tourism administration for optimal organization of business travel market and its coordination. The tasks of the coordination center must enter the formation of the concept of development and improvement of business tourism, including in the framework of regional programs of socio-economic development of the country.
2. A necessary condition for the development of congress tourism in the region is the formation of a modern marketing strategy to promote the image of Kabardino-Balkaria, as a center of business tourism, including the development and implementation of promotional and informational programs about the region; regular campaigns in the media, the organization and conduct of international tourist exhibitions; support the official Internet portal congress tourism organizations network of information centers; conduct a trip to the region to foreign journalists.
3. In order to promote literacy and business travel destinations PR to create a positive image of the republic to the formation of business tourism statistics in line with international requirements in the framework of the decisions the UN Statistical Commission.
4. Today imageology need a professional in the business tourism. One of the key problems is the cross-cultural competence of businessmen and professionals in business travel, their knowledge of national and linguistic differences, the ability to communicate and negotiate with the representatives of different cultures.
5. The most important task is the construction of specialized hotels, with infrastructure that meets the needs of the business traveler, technical equipment.

6. The most important condition is to create a training system for the congress hotels.
7. Prerequisite is the ability to provide not only basic but also a variety of additional services, infrastructure entertainment, sports and recreation facilities, provision of souvenirs, etc.
8. The major direction of development of the region should be creation programs to support advanced applied research in the sphere of business travel within the funds allocated for this purpose to the federal body of executive power in the sphere of tourism.

The analysis of destinations in the region for the development of congress tourism allows us to assert that it is extremely important a modern program of phased development and promotion of business tourism, the implementation of which will be a significant share of the profits in the off-season, will provide the necessary employment, will be available in the form of royalties and taxes budget of the Resorts.