SUMMARY
Graduation Level of Proficiency Paper
(Bachelor's degree)

Title: 《Development of customer—centric service like a framework for improving the quality of hotel services (on the example of «Ararat Park Hyatt» hotel, Moscow)》

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Topical Importance. The modern Russian hospitality market covers the widest range of services while borrowing the new and constantly improving foreign techniques of doing business. Therefore, national enterprises can not always show a decent level of service when it comes to customer centrality which had always been and would be the basic and irreplaceable component of promoting any kind of business.

One of the most approved methods of attracting people and improving enterprises's competitiveness are faithful performance of personnel duties, quality requirements and patrons' needs satisfaction, staff ability to exceed wishes and expectations of potential service consumers while focusing on small details. These principals of customer centrality allow to consider the theme of the study to have practical value.

Target of work: creation of recommendations on updating customer—centric service for hotel "Ararat Park Hyatt", Moscow.

Tasks:
1) to consider the definition, meaning and steps of creating customer—centric service
2) to search the types of customer centrality, ways of achieving customer centrality, levels of its development in organization
3) to study customer loyalty and CRM systems as one of the main factors of improving customer centrality quality
4) to consider the current state of customer service system at hotels
5) to study the ways of influencing hotel services' quality on customer centrity
6) to consider the possibilities of adopting foreign experience of customer centrality improvement to Russian hotels
7) to analyze methods of attracting and working with customers
8) to create the plan of recommendations on updating customer centrity
9) to create a range of recommendations on adopting the plan to hotel "Ararat Park Hyatt".

Theoretical value and practical applicability. The practical value of the research is in the possibility to implement the results of quality work in hotel enterprise which has the aim to increase the competitiveness, profitability, customer loyalty service quality. The theoretical aspects of the work can be used while making study programmms, creating lecturers in the sphere of "Management in hospitality industry", "Marketing in service and tourism".

Results. The priority directions of updating enterprise's clients centrity were developed after studying the methods of working with customers at hotel "Ararat Park Hyatt" Moscow. As a result of the analysis of data the author made the Actions plan concerning different aspects of "Ararat Park Hyatt" hotel work. The plan is presented as the list of activities to complement the existing client centrity system and it is presented at the paragraph 3.3.

Implementation advice. To adopt the created Actions plan of updating client—centricity on the basis of 4, 5 star hotels with the aim to increase offered goods and services quality, to increase companies' competitiveness, to upgrade personnel management system and customers loyalty.