ABSTRACT

Graduation Level of Proficiency Paper
(Expert of an average link)

Title: “A competitiveness as a driving force for development of hotel complex (using an example of sanatorium “Mashuk Aqua-Therm”, Zheleznovodsk”).

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Topical Importance. Competitiveness is a driving force for development of hotel complex. Forming of competitive advantage of hotel complex is a highly labour-intensive process, which requires continuous work, intended to improve hotel business.

Targets of work: to determine the level of hotel complex competitiveness and develop guidelines for its improving.

Tasks:
1) to consider the concepts «competition» and «competitiveness» of modern sanatorium;
2) to identify the specific of forming competitiveness of sanatorium;
3) to analyze the main methods of sanatorium competitiveness assess and define the main indicators of sanatorium competitiveness;
4) to make the general analysis of hotel infrastructure of the region;
5) to assess the level of sanatorium “Mashuk Aqua-Therm” competitiveness
6) develop guidelines for improving of competitiveness of sanatorium “Mashuk Aqua-Therm”, Zheleznovodsk.

Theoretical value and practical applicability. The theoretical importance is characterized by the fact that at a certain deficiency of highly specialized literature this work can be used for the purpose of improvement of the hotel business, and also in a possibility of use of basic provisions and conclusions of work for expansion of ideas of the place and a role of competitiveness as the main driving force for development of hotel complex. The practical value of a research is that his presented materials and conclusions can be used not only in practice of hospitality industry of CMW region, but also in practice of high school teaching, in particular when reading courses and special courses on hotel business, when writing student's scientific works on similar subject.

Results. Hotel complex competitiveness features were characterized. The main indicators of sanatorium competitiveness were defined. On the base of our research the level of sanatorium “Mashuk Aqua-Therm” competitiveness was assessed. We found not only advantages, but also disadvantages of it, which require fine-tuning. We developed guidelines for improving of competitiveness of sanatorium “Mashuk Aqua-Therm”, Zheleznovodsk, which are aimed at improving promotion activities, service quality, and expansion of the range of sanatorium service.

Implementation advice. Materials and results of this research can be used when reading courses and special courses on technology of hospitality industry and tourism business, when writing student's scientific works on similar subject.