SUMMARY

Subject matter of qualification paper: Improvement of the activity of the reception and accommodation service on the basis of progressive foreign and Russian experience (on the example of "INTURIST-OSETIA" of the Hotel Imperial)

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Information about internship organization: "INTURIST-OSETIA" of the Hotel Imperial

Topicality of the research. The modern market of hotel services does not stand still, but is developing rapidly. A large number of accommodation facilities appear both on the territory of the Russian Federation and abroad.

Hotels are the most common type of collective accommodation facilities. The role of the reception and accommodation service in the hotel is key and determinative, since it is this service that can be called the face of the hotel, and depends on its occupancy, and, consequently, the economic efficiency of the hotel. All this emphasizes the relevance of the chosen topic.

The reception service is the first unit with which guests are acquainted, booking rooms and coming to the hotel. Impressions received from this acquaintance, in many respects form responses of visitors on quality of service as a whole. This service can be called the face of the hotel, and in many respects it depends on occupancy, and, consequently, the economic efficiency of the hotel. This is the reason for the relevance of the chosen topic.

Now it becomes clear that the key to the success and prosperity of a hotel company is first and foremost the people working in it. What is the main task of the specialists of the reception and accommodation department. It was this reason that determined the structure of the work.
Objective of the research is the development of methods for improving the activities of the reception and accommodation of the Imperial Hotel, based on the study of progressive foreign experience in the field in question, with the development of a handbook for beginners.

To achieve this goal, it is necessary to solve the following tasks:
- consider the functions and structure of the reception and accommodation of the hotel "Imperial";
- analyze the operation of automated systems in the reception and accommodation at the Hotel Imperial;
- explore the foreign and Russian experience of the operation of the reception and accommodation of the Hotel Imperial;
- to conduct an analysis of the production activity of the hotel "Imperial";
- to analyze the work of the reception and accommodation of the hotel "Imperial";
- develop a project of measures to improve the activities of the reception and accommodation of the hotel "Imperial".

Theoretical significance of the research lies in the possibility of using the results of the research in the development of methodological and scientific and practical recommendations for improving the work of the reception and accommodation service for beginners at the Imperial Hotel.

Practical significance is that the main results of the research can be used as provisions for improving the activities of the reception and accommodation of the Hotel Imperial.

Results of the research:
In the work tasks of the analysis of the main functions of the reception and accommodation service, its personnel were set. The technology of the reception staff's work with visitors was also analyzed.

In the final qualifying work theoretical and methodological aspects of functioning of technologies of interaction between employees of hotel enterprises with different types of guests were considered. The advanced foreign and Russian
experience of the organization of work of hotels on effective work with various types of guests was also studied.

The final qualifying work also presents practical aspects of improving the reception and accommodation services on the example of JSC "Intourist" hotel "Imperial". A survey was carried out on the activities of reception and placement staff in the field of interaction with visitors. The analysis of the client base of the hotel made it possible to identify the main target groups of the guests of the Hotel Imperial, which are business travelers.

**Recommendations:**

As a result of the conducted practical research, the following recommendations were proposed for improving the work of the SPAIN "Imperial":

1. Modernize uniforms for employees of the reception service of the Hotel Imperial. 2. To conduct courses on learning a foreign language for employees of the Hotel Imperial. 3. To conduct trainings on etiquette for the personnel of the Imperial Hotel.

We believe that the recommendations suggested by us in this study will significantly improve the efficiency of the reception and accommodation service in interaction with visitors to the Hotel Imperial.