ABSTRACT

Subject matter: the improvement of management system of room’s fund in order to optimize profitable enterprises of hotel service (on the example of sanatorium “Zheleznovodsk - Plaza Spa” Zheleznovodsk city).

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Information about the sponsor organization: spa hotel “Zheleznovodsk -Plaza Spa” Zheleznovodsk city.

Topicality of the research: The hotel industry is improving every year that is contributes to its designation as a component of country’s GDP (about 6%) and reveals its potential for sustainable development. Indicators of congestion and the cost of placement greatly increased, international and domestic hotel chains are widely distributed. The main role plays room’s fund, the income of the hotel enterprise depends exactly on the sale of rooms, qualitative characteristics of the room’s fund depends on the income consequently.

However, there are a lot of questions, which are connected with increasing of management system’s competence of room’s fund of modern hotel enterprises, continuing to be not studied enough and demanding further development. So, our research is topical for hotel enterprises in order to double the level of its income in future.

The purpose of final qualifying work is making the recommendations of management system’s optimization of room’s fund of “Zheleznovodsk-Plaza” sanatorium and doubling the level of income from the sale of rooms.

Tasks of the research:

- To discover the essence of concept “room’s fund”, to learn its structure on hotel service’s enterprises
- To distinguish the elements of room’s fund management system of modern hotels, exactly subject, object and mechanism
- To characterize the features of price formation’s system on different classes of room’s fund on the base of accumulated experience
- To make the research of room’s fund “Zheleznovodsk-Plaza” sanatorium
- To analyze the modern condition of room’s fund management system of “Zheleznovodsk-Plaza” sanatorium
To work out the recommendations for optimization of structure and load of room’s fund of “Zheleznovodsk-Plaza” sanatorium and doubling the level of its income

**Theoretical and Practical significance of the work** is that the coming results could be used for improving the efficiency of “Zheleznovodsk-Plaza” sanatorium. There are worked out the strategies of room’s fund management which is directed on increasing of income level of room’s sale. Also the results could be used for further researches in the enterprise management field of hotel service domain.

Undoubtedly, our developments will be useful as for the directors of hotel enterprises and for staffers. Improving the efficiency of enterprise management on the whole and also the enhancement of room’s fund system is the main role in our research.

**Results of the research:**
We made the conclusions from conducting of the research that the presence of only good room’s fund would not provide the hotel nor satisfaction of all guests’ needs nor indebted income. The great attention should devote management system of room’s fund in modern hotels. The main factor for clients’ attraction and doubling income is price policy of enterprise and price formation. Also we found out that it is necessary to make right organizational structure and to set clear tasks of staffers for good functioning and producing the profit.

In the final qualifying work the problems were identified in the organizational structure of the sanatorium in room’s fund and in the automated control system.

**Recommendations to “Zheleznovodsk-Plaza” spa hotel:**

- Redesign of the organizational structure of the reception and room’s fund, which is part of its structure
- To increase the prices of the most popular rooms, elaboration the system of discounts on accommodation with the lowest occupancy rates and redevelopment “Presidential Suite” categories for creation of new rooms “Standard” category
- Creation of the index room’s fund income in the automated management system Fidelio