SUMMARY

Subject matter: Innovative models of processes of hotel service (on the example of the sanatorium "Mashuk Aqua-Therm Zheleznovodsk)

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Information about customer organization: resort complex "Mashuk Aqua-Therm» Zheleznovodsk.

Objective of the research is the need for the introduction of innovative technologies to remain competitive and to attract maximum number of customers.

The purpose of the study: consider innovative models of processes of hotel service; develop recommendations for the introduction of innovative technologies in the RC "Mashuk Aqua-Therm", using the potential of the hotel, in order to improve the activities of the hotel enterprise.

Tasks:
1) define the concept of "innovation in the hotel industry";
2) to consider the proposed products and methods of innovation in today's market hotel technologies;
3) to give a general description of the hotel and its activities;
4) to analyze the structure of the hotel, analysis of services;
5) Consider used in the hotel's technology and to identify the advantages and possible disadvantages;
6) to develop possible measures for the implementation of innovative technologies in the work of the hotel.

Theoretical and practical significance. When writing the final qualifying work, the following research methods: observation, analytical, comparative and descriptive statistical analysis, analysis of the sources, the analysis of practical experience in the hospitality business for the introduction of innovative technologies in the health resort activities.

Also, when writing work were used actual data on the investigated companies; data obtained as a result of research work carried out by the author.

The practical significance of the work lies in the fact that the recommendations on the implementation of innovative technologies in the RC "Mashuk Aqua-Therm" Zheleznovodsk can be used in practical activities of the organization and become part of measures to improve the quality of service in the health resort area.
The proposed innovations RC "Mashuk Aqua-Therm" Zheleznovodsk, caused practical significance of the work.

**Results of the research are:** Studies of innovative technologies used in hotels Russian and foreign, have shown the important role played by innovation to attract customers and maintain competitiveness. The resort complex "Mashuk Aqua-Therm" is constantly exploring the features and types of holiday around the world and every time we offer a growing variety of services. but nevertheless, we found some of the technologies that are introducing, resort complex came to a new level in the Caucasian Mineral Waters.

**Recommendations.** Improving and wisely using their innovative capacity, resort complex "Mashuk Aqua-Therm" can move to a new level of development in the market of sanatorium services the Caucasian Mineral Waters and a place among the resorts with strong and rapidly improving competitive advantage. The proposed methods can be the author of an excellent start to a successful innovation resort complex "Mashuk Aqua-Therm." And the result of such activity: revenue growth and competitiveness.