SUMMARY

Subject matter: Research based on experience of international hotel chains to form in-house national service standards (the hotel "Ararat Park Hyatt Moscow" hotel chain of Hyatt International Corporation).

Author work: Pavluchenko Iulia.

Supervisor of studies: candidate filos. sciences, professor of the Department of tourism and hospitality service Kolchugina T.A.

Information about customer organization: the hotel «Ararat Park Hyatt Moscow».

Objective of the research: In a study examined the problem of service standards in modern business organizations, which is an important factor in strengthening the competitive position of the hotel enterprise, it helps to improve its operations, and it is reflected in financial and economic indicators, as well as facilitates of recognition the enterprise in the market. For example, international chain hotels formed national-house standards, which allow to control the quality and consistency of provided services. Active and rational use of standards contributes to overcoming technical barriers in foreign markets, the establishment of a higher level of prices for goods and services, thereby stimulating comprehensive study on the subject.

The purpose of the study: study the experience of international hotel chains to form national service standards, develop in-house program to optimize F & B service, and improve technical standards of serving in the hotel «Ararat Park Hyatt Moscow».

Tasks:
• Consider the concept of standardization, to follow the stages of development and types of standards in the hospitality practice in Russia.
• Review regulatory support standardization of the hotel and restaurant sector.
• Familiarize with different governmental and internal standards, to determine their principle role in the creation of restaurant products and services.
• Conduct historical analysis and to determine the current state of the dynamics and characteristics of «Hyatt».
• Determine corporate values in «Hyatt», to make the analysis of internal standards in «Ararat Park Hyatt Moscow».
• Develop an optimization program to improve the quality of services in F & B and draft technical standards for guest service in the hotel «Ararat Park Hyatt Moscow».

Theoretical and practical significance.

This study is a scientific work, which develops new approaches of serving guests and concludes in ability to use the information gathered and analyzed in theoretical, conceptual and methodological guidelines for the further researches.
The practical significance of the work lies in the fact that the qualitative analysis of F & B services and the recommendations proposed in the optimization program can be used to improve the work of the structural unit in the hotel "Ararat Park Hyatt Moscow" and in practical activities to ameliorate the quality of service at the hotel.

Results of the research are: The study, based on analysis of customer experience figured out the main professional shortcomings, it is reflected in the development of corporate serving standards as a major component in the formation of a corporate culture throughout the hotel and to solve some problems in practical connection with guests.

Recommendations. In order to correspond to the best international hotel standards, it is necessary the implementation of the concept of improving the management efficiency of the city hotel complex, which will focus on the formation in Moscow's today industry, using modern high-tech management and the latest efficient equipment. As a result, these tasks will dramatically improve the quality of service of Russian and foreign guests, significantly increase the percentage of occupancy rates and to create more jobs.