SUMMARY


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Information about internship organization: publicly-traded company «Intourist» congress-hotel «Don-Plaza», Rostov-on-Don

Topicality of the research is determined by the fact that modern consumers of hotel services have become more sophisticated and demanding to services in the hope that the hotel companies will be able to exceed the customers’ expectations. To work with such clients is difficult, especially given the fact that every guest is a unique person, with his/ her own qualities, motivation, internal impulses and needs. That is why, one of the main objectives of modern hotel enterprises is to explore different types of guests and to develop and implement technologies of interaction with them. Thus, the implementation of findings obtained while researching types of guests, in the development of technologies to interact with them will allow hotel enterprises to become more competitive and successful in the market of hotel services.

Objective of the research is to develop special technologies of interaction between employees of congress-hotel «Don-Plaza» and specific types of guests by studying the activity of the company to work with its major customers.

To fulfill the objective of the final qualification paper, the following tasks set:

- to characterize the types of accommodations guests;
- to explore the technologies and methods of dealing with particular types of hotel guests;
- to examine the experience of international and Russian hotel enterprises of interaction organization between staff and different types of guests;
- to research the activity of congress-hotel «Don-Plaza» in the sphere of interaction with different types of guests;
- to analyze the types of guests of congress-hotel «Don-Plaza» and designate them reflected in the customer base;
- to develop special techniques of employee interaction with specific types of guests of congress-hotel «Don-Plaza».
Theoretical significance of the research is determined by the possibility of systematization of scientific knowledge in the field of interaction between hotel enterprises staff and specific types of guests, as well as the use of the conclusions and recommendations for the development of technologies of interaction with guests at congress-hotel «Don-Plaza».

Practical significance consists in the proposed measures aimed at improving the efficiency of the activity of employees of congress-hotel «Don-Plaza» in the field of interaction with different types of guests.

Results of the research:

In the current conditions of tough competition the hotel enterprises for maintaining their high positions and the further development require a new approach, which will pay a particular attention to many aspects of consumer behavior of different types of guests. Summing up the final qualification paper, we can conclude that it is necessary to review the activity of hotels on the way from the active attraction of new visitors to the use of special technologies of interaction with different types of hotel services consumers. It will help to arrange a marketing tactics, strategies of hotels and manage consumer behavior. The analysis of the Front Desk staff activities of congress-hotel «Don-Plaza» has allowed to identify the main target groups of guests that include business travelers, who have arrived in Rostov-on-Don for business purposes; individual / transit travelers; participants of events (conferences, forums), as well as to offer special technology of dealing with them, taking into consideration their characteristics and features.

Recommendations:

After analyzing the activities of Front Desk employees of congress-hotel «Don-Plaza» we proposed the following areas of improvement for the enterprise:

1. to use the following guests typology: business travelers; individual/transit travelers; participants of events, held at this hotel;
2. to implement special technologies of interaction with three types of guests in the work of Front Desk staff of congress-hotel «Don-Plaza»;
3. to set up a check list for dealing with specific types of guests as a standard for Front Desk staff beginners.

We consider that these recommendations will significantly increase the efficiency of hotel staff work for the interaction with specific types of guests at congress-hotel «Don-Plaza». 