SUMMARY

**Theme of final qualifying work:** Forecasting income from the main hotel enterprise sales-based estimates of the average room rate (on the example of the hotel "Grand Caucasus" Nalchik Kabardino-Balkarian Republic)

**Author:** Basev Cantemir Askerbievich.

**Scientific supervisor:** PhD. candidate econom. sciences, professor of the Department of tourism and hospitality service Alekseeva M.A.

**Information about customer organization:** hotel "Grand Caucasus" Nalchik Kabardino-Balkarian Republic.

The relevance of the research topic. In Russia today, most of the major places quite an emphasis on the development of the best price offer, realizing its importance. However, for Russian hotels the formation of a tariff policy is a recent phenomenon, which has shallow roots and not sufficiently well-established in practice. In this regard, the study on the development of the optimal price level, familiarization with today's experience of domestic hotel companies in this field, is a very relevant topic worthy of detailed consideration.

Also the relevance of the research topic due to the high importance for the modern enterprise forecasting revenue for the coming period. The methodology of these calculations is shown in the example of the hotel "Grand Caucasus" in the city of Nalchik, Kabardino-Balkarian Republic.

**The purpose of the work.** The aim of the study is to predict the income from the sale of hotel room Fund of the hotel enterprise on the basis of estimates of the average cost of a room based on the activity of one of the hotel facilities.

**Objectives** are defined as follows:

1. the lessons in the scientific literature material on the General problem of pricing in a market economy, taking into account peculiarities of the hotel business;
2. the study of the principles of the pricing policy of the enterprise;
3. analysis of methods of forming the cost of the hotel rooms;
4. formalization of the methodology of calculation of the average cost of a room, given room categories and for different categories of guests;
5. calculation of projected income from the sale of hotel "Grand Caucasus" Nalchik.

**The theoretical significance** lies in the fact that in the assembled views of a number of authors dealing with the problems of hotel Economics, Finance of, optimization of income in the hotel business. In a separate Chapter analyzes the problems of formation rates of hotel occupancy and revenue forecasting of. Also the theoretical significance consists in the formalization of the method of
calculating the average value of a number given in the work. In conclusion, the study provided a number of conclusions, in particular that the pricing policy of the enterprise is an important part of the marketing policy. It consists in setting prices for survival in a market environment, and includes selecting a pricing method, develop the pricing system of the enterprise, the choice of the pricing of market strategies and other aspects. It was also determined that the materials of the WRC can be used in developing the forecasts of income hotel business for the coming period, as well as adjustments for current pricing policy of the hotel enterprise or sanatorium organization.

**The practical significance** of the work. In the third Chapter summarizes the WRC's findings about the possibilities of applying methods of calculation of the average cost of a room described in the work. And recommendations on carrying out the actual calculations and forecasts of expected economic impacts of the hotel "Grand Caucasus". These results can be used by any company placement in the form of payment proposed in this study.

**The results** of the study. In the work the calculations of the studied indicators for the hotel "Grand Caucasus" on the basis of which conducted General analysis of the research problem.

**Recommendations.** Optimizing hotel revenue is achieved through the application of income management. Also just checked, the average cost of room is suitable for a comparative analysis of such data between different hotels. The calculation of the average cost of room stock is also applicable for promotional purposes when it is necessary to give a brief, vivid information on the cost of accommodation in the hotel. It can be concluded that the management of the hotel "Grand Caucasus" should pay attention to not only economic activities, but also marketing businesses to help in our WRC method to predict their income, to be able to plan for the long term.