Summary

Subject matter of qualification paper (Master’s dissertation): INFLUENCE OF INTERNATIONAL ENVIRONMENTAL TRENDS IN HOSPITALITY INDUSTRY ON COST-EFFECTIVE RESOURCE MANAGEMENT SYSTEM OF RUSSIAN HOTELS

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Information about internship organization: Hotel «Burzhuy», Pyatigorsk.

Topicality of the research: The rapid development of tourism and hospitality industry in Russia in recent years has resulted in the need to move towards sustainable development, which is directly linked to ecologization of economic activity of hotel enterprises. The continuous growth of the demand for environmental hotel products and at the same time the humanity concern for current environmental conditions demanded adaptation of the "green" concepts in relation to the hotel business and hospitality industry.

Objective of qualification paper (Master’s dissertation): is to develop recommendations to adapt foreign experience on ecologization of hotel business through the introduction of environmental resource-saving management mechanism that ensures efficient use of the resource potential of the hotel enterprise, taking into account environmental safety requirements.

To fulfill the objective of the final qualification paper, the following tasks were set:
- to reveal the essence of ecologization and identify the main principles of its construction in the hospitality establishments;
- to describe ecologization activities of hotel companies as the main mechanism for their transition to sustainable development;
- to investigate the factors and trends that favor ecologization of business hotel enterprises in Russia and abroad;
- to examine the essence of the concept "cost-effective resource saving", denoting the possibility of providing it in the hotel enterprise;
- to examine the international experience of cost-effective resource saving management opportunities in the hotel industry;
- to highlight the legal and regulatory framework of cost-effective resource-saving activities in Russia;
- to identify the main elements of cost-effective resource saving management system in accommodation facilities;
- to consider environmental management as an integral part of cost-effective resource-saving system in the hotel enterprise;
- to propose an algorithm for the development of cost-effective resource-saving management strategy for the hotel enterprise;
  - to identify recommendations for cost-effective resource saving management at the hotel enterprise on the example of energy resources.

Scientific novelty of the research consists in adapting international ecologization trends in hotel business in the development of resource-saving management system of domestic accommodation facilities, ensuring efficient use of the hotel enterprise resource potential.

Theoretical significance of the research lies in the development of conceptual frameworks of ecologization in relation to the hotel industry, opportunities for application of environmental management, systematization and analysis of the structural elements, methods and functioning mechanism of resource saving management in modern hotel enterprises.

Practical significance of the research is determined by the fact that the theoretical conclusions and developed methodical positions are brought to definite practical recommendations on the justification of making cost-effective, environmentally friendly and socially relevant solutions in the field of greening economic activities of hotel enterprises. Recommendations on the implementation and functioning of the cost-effective resource-saving system of hotel facilities can be used by domestic accommodation centers in order to meet the global trends of development in this sphere.

Results of the research:

By ecologization of hotel business we understand the process of providing a set of measures to accommodate the level of funds that aims to increase the competitiveness of the hotel enterprise and environmental safety of the guests. Ecologization of the economic activity of a hotel enterprise is a set of managerial, technical, financial and economic measures aimed at reducing the harmful effects of the hotel functioning on the environment provided that you reach the main objectives of economic activity.

With regard to the hotel industry the concept of resource-saving can be formulated as a process of improving not only economic but also ecological state of the hotel enterprise, enhancing the competitiveness of the hotel services and decreasing negative impacts on the environment by reducing the proportion of use of various resources. The main directions of resource-saving activities for the hotel enterprise are: enhancement of technological processes, improvement of the equipment used by different departments of the hotel, reduction of direct loss of resources, structural changes in the hotel business technology, structural changes in the hotel service provided, organizational and technical measures.
**Recommendations:**

- Creation of environmental certification systems and programs for the hotel business is an effective way of presenting environmental information to attract new customers. And it is a progressive direction of development, promoting new high-quality hotel services, which are the most eco-friendly for the environment. Environmental certification is vitally important to confirm the actual activities of hotel enterprises in the environmental sphere.

- For hotel enterprises we offer to develop and implement a strategy of environmental safety and resource conservation, based on the Balanced Scorecard concept that allows you to distribute the resources of the hotel enterprise in accordance with its strategy.

- As one of the ways of increasing energy efficiency in the activities of hotel enterprises we suggest generating their own energy from unconventional sources.

- An algorithm for construction and implementation of priority actions in the field of energy conservation and efficiency for the hospitality enterprise has been introduced.