SUMMARY

Subject matter of qualification paper: DEVELOPMENT OF SERVICE PROGRAM PROJECT OF TARGET GROUPS OF PLACE OF ACCOMMODATION (based on materials of hotel «Hilton Garden Inn Moscow New Riga»)

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Information about internship organization: hotel «Hilton Garden Inn Moscow New Riga»

Topicality of the research is determined by the fact that in the second half of the XX century there was the tendency to the development of group tourism. In 80-e the percentage of group travel exceeded the percentage of individual tours. Currently, people are realizing all the benefits of group tourism, are increasingly choosing this type of travel. All this affects the organization of business of the tourist enterprises, which makes it relevant to work with not just one guest but with a tourist group. In particular, a significant percent of the guests can form groups. Service of guests group is complicated by the need to simultaneously accept and accommodate not one or two, but several of the guests in the shortest time. In order to that the accommodation staff must carry out a sequence of certain actions, which may constitute a program for the organization of maintenance groups and include not only a set of rules and standards, but also methods to encourage the target groups with the aim of increasing their level of loyalty.

Objective of the research is to develop a special service program for the target groups for the hotel "Hilton Garden Inn Moscow New Riga" based on the study of progressive international and domestic experience in this area.

To fulfill the objective of the final qualification paper, the following tasks set:
  - to consider the stages of the process of service places of accommodation;
  - to describe the activity of the subjects and to examine the standards of service places of accommodation;
  - to analyze the advanced Russian and foreign experience of tourist enterprises in the development of service programs of tourist groups;
  - to explore the activities and the target group of the hotel "Hilton Garden Inn Moscow New Riga";
  - to analyze current processes of the service organization of hotel "Hilton Garden Inn Moscow New Riga";
to develop the service program to the target groups of guests to the hotel "Hilton garden inn Moscow New Riga".

**Theoretical significance of the research** is determined by the possibility of using research results in developing curricula for the discipline "Management of service quality in the tourism and hotel service", "Technology of hotel service". It develops and systematizes system of views on the service groups of guests of the hotel enterprise, considers the specifics of the service groups and opportunities to meet their basic needs in the group.

**Practical significance** is that the main findings of this study can be used as provisions for improvement of service programs for tourist groups of the hotel "Hilton Garden Inn Moscow New Riga" and other Russian enterprises of hotel service.

**Results of the research:**

In connection with the development of group tourism tourist groups can form a significant part of the hotel guests, which require coherent and coordinated work of all hotel departments. Summing up the final qualification paper, we can conclude that it is necessary to review the activity of hotel on organization of target groups service that can effectively organize the process of interaction between the staff of hotel and members of the group. Analysis of the activities of the hotel "Hilton Garden Inn Moscow New Riga" has allowed to identify the main target segment of guests who are corporate customers, representatives of large and medium-sized companies arriving for business purposes or for the purpose of recreation and entertainment, as well as to offer a special program for their service.

**Recommendations:**

After analyzing the activities of hotel "Hilton Garden Inn Moscow New Riga" in tourist groups’ service we proposed the following areas of improvement for the enterprise:

- to inaugurate a position of Guest Groups Manager with the application of the proposed job description;
- to implement the developed form of service program of guests group for internal use by hotel departments;
- to organize a system of informing the members of the guests group about the service program by providing event program.

We consider that these recommendations will significantly increase the efficiency of hotel "Hilton Garden Inn Moscow New Riga" in the organization of service of guests group.