Summary

Subject matter of qualification paper: MOTIVATION OF CONSTRUCTION AND DEVELOPMENT OF THE CONCEPT OF HIGH-CATEGORY HOTEL ON THE TERRITORY OF CMW

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Relevance of the research: The highest category level of hotels for today includes 4 and 5 star hotels, and also a luxury segment. There are many foreign hotel chains, even specially created and successfully functioning brands, but there is also some experience of independent hotel functioning. Nowadays the Caucasian Mineral Waters region does not have the means of accommodation for higher categories. In this regard, we consider relevant to propose the construction of a 5-star hotel on the territory of the CMW in Pyatigorsk, which fully complies with modern legislative requirements, both in terms of the number of rooms and additional infrastructure.

Objective of the research is the argumentation of motivation for construction and development of the concept of a 5 star hotel on the territory of the Caucasian Mineral Waters on the basis of studying the modern requirements of the classification system for hotels in Russia.

To fulfill the objective of the final qualification paper, the following tasks were set:
- to conduct a study of the essence and elements of the infrastructure of a modern high category hotel;
- to study the regulatory requirements for the organization of a high-category hotel;
- to consider the features of the activities of hotels operating under the foreign hotel brands, in particular the hotel Ararat Park Hayatt Moscow;
- to analyze the experience of Russian high-category hotels operation activities;
- to carry out the research on the possibility and necessity of constructing a 5 star hotel on the territory of the CMW;
- to develop a product in the form of an ideological concept of a 5 star hotel in the historical center of Pyatigorsk.
Theoretical and practical significance of the research are determined by the possibility of systematizing scientific knowledge in the functioning of high-category accommodation facilities, as well as the development of the conceptual concept of a 5-star hotel on the territory of the CMW, taking into account modern regulatory requirements. The proposed 5 star hotel concept will have a positive impact on the image of the region and will attract an additional flow of tourists to its territory.

Results of the research:
One of the main characteristics of the hotel is its infrastructure that represents the main elements through which and with the help of which the hotel operates. Infrastructure is a system to ensure the operation of any hotel. Depending on the category of the hotel, this can be a fairly extensive list of services included in the price (breakfast, the Internet, fitness area visits) and fully extra paid, such as restaurants, cafes, bars, conference areas, SPA, casinos and shops.

The Russian classification of hotels includes 6 categories: five stars, four stars, three stars, two stars, one star, no stars, the highest category is represented by "five stars", the lowest - "no stars." According to the current legislation, the regulatory requirements for hotels of category 4 and 5 stars in Russia are allocated to the following groups: the building and the adjacent territory; technical equipment and lighting; number of rooms; sanitary facilities of general use; public premises; premises for the provision of food services; services; catering services; requirements for staff and its training.

Recommendations:
Based on the analysis of the hotel infrastructure in the territory of the CMW, the total absence of 5-star hotels has been revealed. In this regard, we recommend the development of a 5-star hotel, located in the historical part of Pyatigorsk at the address: 1Gogol Street. The total absence of competitors in the 5-star segment will allow the proposed "Hermitage" hotel to implement the pioneering strategy and secure a firm competitive advantage. The ideological concept of a 5 star hotel has been developed in the form of the project, which includes the following sections: a summary of the project; analysis of the hotel market conditions and its situation in Pyatigorsk; range of services; SWOT-analysis of the hotel; marketing and sales plan; organizational plan; production plan; project risks.

We believe that the proposed concept favorably combines the historical aspects of development of the resort city and modern trends in the development of the hotel industry and, in practice, can be realized both at the expense of private investor funds and by attracting a foreign hotel operator, and a convenient location in the city center will enable to form its own segment of regular guests.