SUMMARY

Subject matter of the dissertation: «Ways of increasing of the competitiveness of tourist-recreational sphere’s organizations». Summery.

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Customer organization: the form of organization of holiday hotel «Iskra» is The Medical Prophylactic Institute. It was found in 1968 like the holiday hotel «Mother and child». In 1970 year the holiday hotel «Iskra» was profiled into healthy resort.

The holiday hotel «Iskra» is referred to the union «Pyatigorsk-resort» of the North-Caucasian Department of Independent Labour Unions’ Federation of Russia. Besides, the holiday hotel «Iskra» is a part of policlinic of N. I.Pirogov.

The enterprise provides holiday-resort services according to vouchers and meal vouchers. The organization of catering, accommodation and treatment is included in the healthy-resort services.

The profile of treatment: deceases of bone-muscular system, deseases of digestive tract; nervous system deceases, breathing deceases, skin deceases, gynaecological illnesses.

Topicality of the research: in 1991 the new economic system, based on capitalism, was built up in Russia. The capitalism proposes the dominance of private property, market relationships, and so strengthening of role of competitiveness. Competitiveness became the main regular force in the system of capitalism. The idea of capitalistic economic existence is orientation of enterprises for production of goods and services and getting from it profit in conditions of economy using nature, labour resources, capital. In result of changing economic situation companies were impelled to adapt fastly-changing market circumstances.
and pass to the way of competitive struggle for the profitable position on the market.

There is more importance for services, but no for goods. The role of services influenced the appearance of resort institutes. The more quantity of healthy resorts, the more strenuous competitiveness. To continue activity successfully and increase market part, enterprises need to increase the level of competitiveness.

That is why the enterprises have to look for ways of increasing of competitiveness. The problem of increasing of competitiveness is topical as the aim of every enterprise is getting profit, and high competitiveness of goods and services proposes increasing of demand on it. So, due to the high competitiveness of goods and services there is prosperity of country economics and the level of citizens’life goes up.

**Objective:** to define ways of increasing competitiveness of holiday hotel «Iskra».

**Tasks:**
- to define nature of term «competitiveness»;
- to find out factors, influencing the competitiveness of enterprises of hospitality industry;
- to make estimate of competitiveness level of enterprises of hospitality industry;
- to make the common characteristic of the holiday hotel «Iskra»;
- to carry out estimate of the competitiveness level of the holiday hotel «Iskra»;
- to indicate ways of increasing of level of competitiveness of holiday hotel «Iskra».

**Theoretical and practical significance of the research:** theoretical significance of the research is defined by the analysis of formed ideas of competitiveness increasing.

Practical importance lies in using methods of competitiveness estimate of enterprise for improvement of results of holiday hotel activity.
Results of the research: there are two approaches to the definition of competitiveness: from the position of organization activity and from the position of production.

The competitiveness of service is comparative characterization, reflecting its distinctions from the good of rival and defining the degree of attractiveness for consumer.

The competitiveness of organization is a property, characterizing the degree of satisfaction concrete requirement, comparing with parallel organizations.

The main factors, influencing the competitiveness of organizations of hospitality industry, are: safeness, quality of services, location, clearness in the rooms, personal characteristics of the staff, extra services, innovations, correspondence determined standards of hotel and medicine services, brand of the enterprise.

Having held complex estimate of the level of competitiveness holiday hotel «Iskra», it is necessary to indicate that the holiday hotel takes fourth place among five chosen enterprises. The Clinic healthy resort of Lermontov takes first place in the competitive analysis. «Zori of Stavropol» takes second place, healthy resort «Tarhani» takes third place and the fifth place is «Zolotoe Runo».

Recommendations: for the increasing of the level of competitiveness of holiday hotel «Iskra» it is essential to develop and increase qualification of the, introduce the system of staff motivating, improve the quality of medicine and hotel services with the help of correspondence to the definite international standards, provide the overhaul of building, organize policy of attracting the customers, infiltrate innovations, connected with new equipment, system of booking, add new services, improve on principles of work with clients (methods of NLP), use rules of TQM, analyze the activity of enterprise.