SUMMARY

The theme of graduation thesis: The main and additional services of the hotel enterprise as a factor of increasing the attractiveness for tourists, based on the experience of the Caucasian Mineral Waters and the North of Italy.

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Today's hotel companies are competing in a number of ways for superiority, including comfort, environmental and price policy. No wonder this practice includes the desire to surprise and attract hotel guests. To meet their requirements and to raise a hotel’s prestige hoteliers should offer a number of new attractive and competitive services. The consumers’ dissatisfaction with the basic services in the form of accommodation and catering stimulates the development of additional services. Summing up all above-mentioned factors we can resume that the theme of the master’s thesis is the matter of current interest and importance in the sphere of hotel business.

The subject of the research is innovative methods in creating additional hotel services.

The object of the thesis is the creation of additional services as a factor of increasing the competitiveness of a hotel.

The aim of the study is the invention of fundamentally new additional services, introduction of advanced know-how, detection of the risks that service providers and consumers may face, and development of the ways to overcome them.

Tasks:

• to review the history of the development of the hotel business and track the evolution of the services;

• to determine the difference between hotel companies depending on their purpose and to define factors that affect the development of services in hotels;

• to formulate differences in the provision of basic and additional services, depending on the type of hotel company;
• to compare the main principles of the classification of hotel companies in Russia and Italy;

• to analyze the provided services in resort hotels, in the South of Russia and in the North of Italy;

• to develop additional services, to formulate a methodology of implementation, and to identify the content and forms of the additional service;

• to work on risks associated with the additional service and to find ways to overcome them, so as to achieve a guaranteed effect of the proposed innovations.

**Theoretical and practical importance of the research** lies in the possibility of using the materials for introduction into hotels not only in the Caucasian Mineral Waters region, or in the north of Italy, but in all possible regions and hotels. The material of the thesis can be a methodical tool for developing and drafting an agreement between all participants of the described process.

**Results of the study.** The tourist booklet developed by us will help the traveler to have a more profound understanding of the upcoming trip. The booklet, created by us to attract tourists, can be used as a handout at the reception desk, to promote the service.

**Recommendations:** on the basis of the mechanism of action developed by all the parties involved in the described process an agreement should be drawn up to make the terms of a service provision more understandable for all sides of the treaty. It should be also mentioned that for promotion and implementation of the proposed project a strong marketing campaign is necessary.