ABSTRACT

Subject of the graduation qualification paper: ORGANIZATION OF HOTEL SERVICE IN ROAD INFRASTRUCTURE

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The relevance of the research topic: the topic chosen is relevant because, to date, insufficiently studied the problem of road infrastructure, in particular the development of motels, as a road service facility. The experience of the US and some EU countries shows that road tourism is one of the most cost-effective and does not require a large investment direction of tourist activity. According to both Russian and foreign scientists, this Motel is a real property complex with a set of services for collective placement and provision of accommodation in the system of road infrastructure. Also, the actual this work is the fact that currently, more and more people prefer to travel independently and that the road trip is more demanding. Besides, this kind of travel is much minimalishious housing costs and related services inherent in the hotels of a higher class.

Goal of the research is the analysis and study of the organization of motels and service features in this type of hotel enterprises. This goal has identified the need for the formulation and solution of the following tasks below.

Tasks:
1. The study of the theoretical aspects of the organisation of hospitality services in the road infrastructure;
2. A study of modern approaches to the development of roadside service; To study the economic service of the hotel as the hotel element of the eco-management;
3. The analysis of organization of activities of the Motel;
4. The study of the methodological provisions for the placement and maintenance of motels in the road transport network;
5. Formulation of proposals for the organization of roadside service in the Stavropol region.

Theoretical importance of the research lies in the fact that its results can be used for further development of automobile tourism in Russia. Developed the draft guidelines provide a convenient theoretical and practical material to improve tourism at the regional level.

Results of the research: is that its results can be used for further development of automobile tourism in Russia. Developed the draft guidelines provide a convenient theoretical and practical material to improve tourism at the regional level.

Recommendations: Drafted Motel "Pyatigorye" will contribute to the further development of roadside services, in particular of the motels in the region of KMV.