Abstract of the Master's dissertation

Subject matter of the dissertation: The quality management system as the direction of the formation and development of the domestic hotel product (on the materials of the "Gorki plaza" hotel, Sochi, Krasnaya Polyana).

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Topicality of the research is determined by the following factors:


2. Lack of studies of the most important logistical and human factors affecting the quality of hotel services and satisfaction of hotel guests.

3. Inadequate attention to the collection and statistical processing of data, focused on the hospitality industry, for management decisions to improve the business processes of the hotel.

Objective of the research is the development of theoretical and methodological positions, as well as practical recommendationsto improve the quality of hotel services through the introduction and use of quality management systems as an instrument of improving the core business processes of the hotel enterprise, and the development of the questionnaire tools to identify the degree of satisfaction of visitors for the hotel "Gorki Plaza", Sochi.
Tasks:
1. To consider the concept of quality management system and its importance for producers and consumers.
2. To analyze the international practice of quality system implementation in the hospitality industry.
3. To review basic existing principles of national policy in the field of quality, motivation and purpose to the tasks of the QMS in the domestic hotel industry.
4. To study the similarities and differences in methodology for assessing the quality of hotel services in accordance with the standards of Total Quality Management (TQM) and ISO.
5. To analyze the introduction and implementation of quality management systems Russian hotels.
6. To identify the factors that influence the satisfaction rating of hotels’ guests and their relation to the quality management system.
7. To give a general description of QMS processes and monitor it at the "Gorki Plaza", Sochi, Krasnaya Polyana.
8. To conduct documental and graphic description of the business processes of the hotel.
9. To develop an algorithm of methodology for assessing and improving the quality of hotel services.

Hypothesis: The hypothesis of the study is based on the position that the quality management system of the hotel enterprise, which aims at achieving results, in accordance with the quality objectives to meet the needs, expectations and requirements of stakeholders (hotels and consumers of their services) is a life-sustaining and increases the efficiency of the hotel enterprise mechanism that could support and provide assessment and management characteristics of the quality of all processes taking place in the hotel enterprise resource management processes by the hotel enterprise, monitoring the life cycle of the service provided,
measurement, analysis and improvement of all the vital processes of the hotel enterprise.

**Novelty of the research:**

The author has developed:

1. A more comprehensive, logically completed and adapted for hotels model due six categories of quality hotel services, taking into account the existing gaps between them and allows to find main directions of improvement of hotel services in general.

2. The list of factors affecting the satisfaction rating of hotels, which is the most comprehensive to date, installed and their relationship with the business processes of the hotel.

3. A method for collecting and processing the results of the survey of visitors for management decisions to improve the factors influencing the satisfaction of visitors.

**The main principles to be depended:**

1. Basic foundations of any existing QMS is its process model, based on the process approach, the perfect system for collecting data about business processes and their processing, including data from a survey of consumers. Such system is a basis for efficient management decisions concerning the improvement of the business processes of the organization and identification of appropriate corrective actions to improve the quality of the hotel enterprise services, which leads to an increase in the level of satisfaction with the quality of service to consumers of hotel services and as a consequence, increase economic benefits to the producer of the hotel services.

2. International certification and standards of international hotel chains provide a higher level of assurance of quality services in comparison with its mechanism of state regulation in the Russian Federation. Nevertheless, the majority of Russian hotels are not included in the international hotel chains and there are no national hotel chains in Russia yet, therefore, the mechanisms of regulation of network quality of hotel services for them is not applicable.
Licensing hotels on the one hand led to a significant increase in the number of accommodation facilities, but, on the other hand, excluded the mechanism of state regulation of the quality of hotel services.

3. The requirements of ISO 9000 standards have not been adapted with regard to the specifics of the hospitality industry, and therefore requires the development of a basic process model QMS hotels and basic algorithms of data collection and statistical processing of data, as its basis.

4. Quality Management processes hotel service can only be based on an effective system of measurement, monitoring and analysis. Compliance of hotels’ processes to state or international standards is usually confirmed by an external audit conducted by the certification organization. Compliance of the hotel’s internal standards is determined by the internal audit.

5. A well-designed system of monitoring and analysis of data in a hotel, the subsequent management decisions based on facts and data, documenting corrective action taken, as well as the subsequent analysis of the corrective action, enables the organization to continually improve the effectiveness, business processes and QMS hotels in general.

**Theoretical and practical significance of the research.**

1. Developed in the master's thesis process model QMS of hotel "Gorki Plaza" is the basis for the construction of hotels QMS in accordance with the requirements and recommendations of ISO 9000 standards.

2. The modified model of communication with six categories of quality hotel services enables a clear understanding for the hotel managers of their customer’s expectations, allows to set the standard of hotel service and to ensure the implementation of these standards.

3. The collection of the most important technical and human factors (indicators) that affect the satisfaction of hotel guests, allowed to develop a "Questionnaire for guests" for the regular survey of visitors of the hotel «Gorki Plaza".
4. Methodology to assess and improve the quality of hotel services and the corresponding algorithm of statistical survey data allow visitors to get information about the status of the level of service and its perception by the consumer, as well as to take based on real facts and data management solutions for the advancement of various factors and business processes of the hotel.

**Results and Recommendations:**

There were several methodical and practical recommendations to improve the quality of hotel services developed in the master's thesis.

In the thesis there were problems successfully solved:

1. Analyzed existing mechanisms of regulation and quality control of hotel services in the Russian Federation. The analysis showed that a hotel-type services in the Russian Federation have three levels of quality control: state, corporate and domestic.

   It is shown that the first two levels of quality control hotel services are not sufficiently effective, especially when it comes to considering the opinion of the consumer as to the actual quality of the services provided. Therefore, the most promising avenue to improve the quality of hotel services is to develop and implement QMS hotels based on the requirements and recommendations of the series of standards ISO 9000. At the same time, today the requirements of ISO 9000 standards have not been adapted with regard to the specifics of the hospitality industry, and the number of Russian hotels having Certified QMS is very small. Indicators of quality of hotel service can be divided into three groups:

   1. Characteristics of the potential resources of the hotel, such as infrastructure, characteristics of rooms, fire safety requirements, environmental requirements, and others.

   2. Characteristics of the processes of hotel services regulated by internal or international standards of corporate associations hotels.

   3. Characteristics of assessing the quality of services provided, obtained by adopting methods of hotel quality assessment on the part of consumers and hotel management. At the heart of such methods may lie survey methods and survey
visitors of the hotel, as well as internal audits of the quality of implementation of hotel services.

2. In the master's thesis the author developed the basic process model of the QMS for the hotel "Gorky Plaza" that model is focused on the development, implementation and certification of Quality Management System in accordance with the requirements and recommendations of ISO 9000 standards, including the registry of standard processes hotels, generalized map of their interaction, documentation and graphical elements of description of business processes and a general description of the methodology for functional simulation of business processes.

3. In the master's thesis the author defined the basic technical and human factors (indicators) that affect the satisfaction of hotel guests, that would create a model questionnaire. Authors used: K. Gronruza model, GAP model of A. Parashuraman, B. Zaytamla model, L. Berry model, model of quality assessment - SERVQUAL, N. Kano model, a number of models for assessing the quality of provided services used in the networks of the leading hotels of the world, the causal Ishikawa diagram and binding factors influencing the satisfaction of visitors to specific business processes of the hotel. On the basis of selected factors developed "Questionnaire for guests" for the regular survey of visitors to the hotel "Gorky Plaza." "Questionnaire for guests" allows visitors to assess the "significance" (on 7-point scale) and "perceived quality" sales of services (on a 10-point scale) for each of the selected factors.

Developed model of an accesssto the significance of factors of hotel services on the basis of the extended model N. Kano. All hotel service factors influencing the satisfaction of visitors, referred to one of the groups of factors: quantitative binding, Surprise, neutral (indifferent) and backfactors. Obviously, when making management decisions to improve the business processes of the hotel "Gorky Plaza" first attention should be paid to the processes which are associated with quantitative factors and mandatory hotel service.
Problems solved in the master's study, may have a significant impact on improving the quality of hotel services in hotel "Gorky Plaza" in particular, and in the Russian Federation as a whole, and thus to increase the competitiveness of the domestic hospitality industry in the context of accession of the Russian Federation to the World Trade Organization.