ABSTRACT

The subject matter of the final qualifying work:
The entertaining and recreational programs as part of the system of additional hotel services (with the example of PSRC “Mashuk “Akva-Term”, Zheleznovodsk)

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The relevance of the research:

The research objective is to study the entertaining and recreational programs as part of the system of additional hotel services.

The tasks:

1. To study peculiarities of a resort entertainment and its objectives in the activity of a resort sanatorium;
2. To consider modern approaches to working out a technology of realization entertaining programs in the sanatorium;
3. To acquaint with professionalism and personal qualities of hotel entertainer in the working out and organization of entertaining product;
4. To give the description of PSRC “Mashuk “Akva-Term”, Zheleznovodsk;
5. To work out a qualitative analysis of entertaining infrastructure and the activity of entertainment services in PSRC “Mashuk “Akva-Term”, Zheleznovodsk;
6. To work out a concept of production activity of entertainment services in PSRC “Mashuk “Akva-Term”, Zheleznovodsk.

The theoretical and practical significance of the research. As a result of the research, the conclusions contained in the work will find a use for a process of working out a number of cultural and recreational activity problems, and also will be useful for employees in the industry of sanatorium management.

Results of the research: As a result of the research, the event program of the entertaining program for two-week residence has been worked out with regard to requests of the guests of PSRC “Mashuk “Akva-Term”, Zheleznovodsk.

Recommendations: The conclusions and recommendations contained in the work can be used to work out an entertaining program for the hotel industry.