Abstract

Subject matter of qualification paper: INTERNATIONAL HOTEL CHAINS EXPERIENCE RESEARCH FOR FORMATION OF DOMESTIC INTERNAL SERVICE STANDARDS (based on Ltd. «Krasnaya Polyana Hotel Management», Management Department «Swissotel» Sochi).

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Information about customer organization: Ltd. «Krasnaya Polyana Hotel Management», Management Department «Swissotel».

Topicality of the research. The quality of services of the hotel is confirmed by the compliance to their established indicators and the requirements determined by state standards. However, the company should not only allocate services appropriate to the needs of clients from numerous analogues, but also develop the offer which, if necessary, can be modified or reversed. Modern experts see the solution to the problems in achieving customer and staff comfort in the introduction of corporate standards, which is a list of clear items of the information base prescribed by the service enterprise that will enable to improve the quality of its service. Standards play a considerable role in protection of the most valuable assets of the hotel, which are recognition, integrity, market reputation, customer loyalty taking into account the fact that this company will provide appropriate services. Based on the international hotel chains it is possible to create internal standards for domestic hotels, which is the relevance of this research.

Objective of the research consists in hotel chains experience research to form domestic internal standards of service and to work out the technological standards of banquet preparation for the VIP guests arrival to Ltd. «Krasnaya Polyana Hotel Management», Management Department «Swissotel». During the research we mentioned the name of the company above and pointed out that it is a full legal name of the hotel at the time of opening preparation. However, in the future it is planned to change the name to JSC «Swissotel Krasnaya Polyana", so in the course of research we took it as a basis.

Tasks of the research are:
1. To study the concept of standardization, types and social legal status of hotel standards.
2. To consider internal standards and their role in hotel product formation.
3. To examine standardization features in the world hotel chains business.
4. To characterize the hotel chain «Swissotel», explore the history of the hotel «Swissotel Krasnaya Polyana."
5. To make the analysis of generally established internal standards in the hotel chain «Swissotel».

6. To determine the mission, corporate values and traditions of the hotel chain «Swissotel» and their role in providing the quality of work and service culture.

7. To consider the structural organization of the banquet service at the JSC «Swissotel Krasnaya Polyana».

8. To characterize the banquet service staff and develop corporate standards for employees.

9. To develop technological standards of banquet preparation for the VIP guests.

The methodological basis of the research is based on analytical and systematic approaches. We used the following empirical methods: observation, comparison, analysis of primary documents and legislative acts of the hotel.

The theoretical significance consists in the ability to use gathered and analyzed information of the theoretical, conceptual and methodological guidelines for further research of the problem.

The practical significance: internal standards that we have developed will help in the promotion and development of the quality of services in the domestic hospitality industry.

Results of the research:

In the first chapter of the research we consider the concept and specificity of standardization, its legal and socio-economic categories. We reveal the concept of state and internal standards and define their role in the formation of the hotel product. We also monitor the dynamics, significance and features of standardization in the global hospitality industry.

The second chapter is devoted to analysis of internal standards in the international hotel chain «Swissotel». In particular, in this chapter we give its general characteristic, study the history of «Swissotel Krasnaya Polyana», its hotel mission, corporate values and traditions of the hotel chain and their role in providing quality and service culture. Besides, we make the analysis of generally established internal standards of the hotel chain «Swissotel». At the same time, standards of any hotel chain are not dogmatic and can dynamically change, in particular, it is caused by emergence of new hotel chains in various regions of the world where the formation of internal standards in many respects depends on traditions and features of the region.

In the third chapter we consider the problem of creating internal standards for banquet service at JSC «Swissotel Krasnaya Polyana» built for the Olympic Games 2014 in Sochi.
Summing up, it should be noted that today the main objective of any domestic hotel complex is to attract the clientele and to draw attention to the hotel, namely, to ensure that the hotel guests will become regular consumers of services. Individual development of corporate service standards is becoming a major component in the formation and support of the entire corporate culture of the hotel. Furthermore, the presence of existing and functioning internal service standards of the hotel can imply the compliance to modern level of management.