SUMMARY

The theme of graduation thesis: "The formation of the signature service style of hotel enterprises (by the example of a hotel complex "Paradise Lost at the Mashuk Pyatigorsk")".

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The relevance of the research topic. Signature style involves the use of common principles of design and colour solutions for interiors, accessories, all forms of advertising and promotion, business documents.

The relevance of this work lies in the fact that the development and promotion of corporate identity is a pressing issue for the Russian hotel business.

The work purpose – development of recommendations for the comprehensive development and improvement of the corporate style of the hotel complex "the Lost Paradise in mashuka", as factor of increase of investment attractiveness.

Tasks:
- is to reveal the essence, the concept and the constituent elements of the corporate style of hotel businesses;
- consider the impact of a corporate style to increase the investment attractiveness of the territory;
- identify the components of investment attractiveness of the Stavropol territory;
- assess the branding of hotel enterprises of the Stavropol territory;
- to analyze the relationship of corporate identity and investments in the hotel industry of the Stavropol territory;
- consider the organizational-economic bases of activity of the hotel complex "the Lost Paradise in mashuka";
- to perform the brand style of the hotel complex "the Lost Paradise in mashuka";
- to develop recommendations for improving the corporate style of the hotel complex "the Lost Paradise in mashuka".

The empirical basis of the study was the work of domestic and foreign scientists in the field of management and organization in the sphere of services in the field of branding hotels in Russia and abroad, regulatory documents, and materials obtained by the author during the period of internship. When writing work used the works of researchers in management, economic theory, sociology, psychology and control theory, monographs and scientific articles in periodicals.

Practical significance of the work. Scope is the ability to use these recommendations to form their own signature style of other enterprises of hotel industry, like in the Stavropol region and in the whole country that will enable them to achieve competitive advantage and financial success.

The results of the study. Hotel complex zateryanniy Rai u mashuka", despite the short period of his stay in the hospitality market, already has a
recognizable signature style. However, in order to have competitive advantage, corporate style elements of the hotel need to be complemented and continuous improvement. Therefore, we offer a number of recommendations for improving corporate identity, able to enhance the positive impact on consumers:

1. Create a program to encourage guests.
2. Distribute branding on items of personal use customers.
3. To develop corporate Souvenirs with symbolics of the original GK Zateryannyi Rai u mashuka”.
4. To create a brand audiotel.
5. To landscape the surrounding area of the hotel complex.
6. To empower the official website of GK "Zateryannyi Rai u mashuka" adding features "online consultant".

**Recommendations.** The recommendations will allow GC "the Lost Paradise in mashuka" to finish creating a signature style that will provide recognition, identification, competitive advantage, will attract investment in the further development of the business. As a result, created a unique corporate identity, will make the name of the hotel, its reputation, for most customers, the crucial factors when making a choice, leaving in the background the criteria for pricing policy and other superficial aspects. Corporate style creates in the understanding of resistant client is the formula: name (logo) of the hotel = quality service.