Abstract

Graduation Level of Proficiency Paper
(Bachelor's degree)

Title: «Specifics of the organization of cultural leisure at the enterprises of the industry of hospitality (on the example of "Hilton Garden Inn Moscow New Riga", Moscow)».

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Topical Importance. The sector of entertainments of leisure and sport plays an important role in the general infrastructure of the industry of hospitality and solves various problems (first of all, education, formation of optimistic mood, education, rest, cultural development of people). Filling with entertainments and sport the leisure, the person has a rest and restores forces. Relevance of this work is caused also by the fact that in the existing conditions this problem hasn't received due consideration because the Russian hotel industry only has begun to reach world level. Only the few large hotel networks adhere to the international standards. The subject chosen by me is interesting as a specific place in the hotel enterprises at the present stage of development is held by the organization of cultural and leisure activity providing the organization of animation activity of tourists.

Targets of work: to reveal specifics of the organization of cultural leisure in the hotel enterprises, and also to develop the leisure program for children of 3-14 years, having offered the priority directions of improvement of work of organizers of cultural leisure in "Hilton Garden Inn Moscow New Riga", Moscow.

Tasks:
1) to give definitions to the concepts "cultural leisure" and "entertainment", to reveal their main characteristics;
2) to define specifics of the organization of cultural and leisure programs in hotel complexes;
3) to analyse international and Russian experience of leisure service in modern hotels;
4) to characterize activity of Hilton Garden Inn Moscow New Riga hotel, Moscow;
5) to reveal specifics of the organization of leisure of guests in "Hilton Garden Inn Moscow New Riga", Moscow, and also to develop the cultural and leisure program for children of 3-14 years;
6) to propose constructive solutions on improvement of cultural leisure in Hilton Garden Inn Moscow New Riga hotel, Moscow.

Theoretical value and practical applicability. The theoretical importance is characterized by that, at a certain deficiency of highly specialized literature this work can be used for the purpose of improvement of staff of travel agencies, enterprises of hotel service, and also in a possibility of use of basic provisions and conclusions of work for expansion of ideas of the place and a role of cultural and leisure programs. The practical value of a research is that it has advisory nature, and his presented materials
and conclusions can be used not only for improvement of activity of the enterprises of the industry of hospitality, in particular the organization of cultural leisure of guests, but also in practice of high school teaching: when reading courses and special courses on the organization of service of tourists in hotels and tourist complexes, technology and the organization of tourist's agency activity, technology and the organization of tour operator activity, when writing student's scientific works on similar subject.

**Results.** The developed cultural and leisure program for children of 3-14 years can be really applied in work of organizers of cultural leisure in "Hilton Garden Inn Moscow New Riga", Moscow, and also when studying a cycle of the disciplines connected with studying of full and competitive functioning of work of many hotel enterprises.

**Implementation advice.** Materials and results of this research can be used when reading courses and special courses on the organization of service of tourists in hotels and tourist complexes, technology and the organization of tourist's agency activity, technology and the organization of tour operator activity, when writing student's scientific works on similar subject.