Summary

The subject of the degree research: THE PERSPECTIVE SCHEMES OF AN INTERACTION OF A MODERN HOTEL AND A TOURIST OPERATOR (following example of public corporation “In tourist – Osetiya” the hotel Vladikavkaz) Vladikavkaz city.

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The organization on the basis of which a practical work was hold: a public corporation “In tourist - Osetiya” a hotel “Vladikavkaz”) Vladikavkaz city.

The actuality of a subject of research: One of not unimportant aspects of successful development of tourism as one of the most profitable branches of economics is the effective interaction of tourist operators and the representatives of industry of hospitality as an internal and international line of activity. This interaction is realized with the help of mutually beneficial relation with suppliers of tourist ones, for the following satisfaction of requirements of travelers. The development and formation of tourist product is effected by means of conclusion and execution of an agreement of tourist operator with the third parties, namely: hotel enterprises.

The aim of investigation is an elaboration of perspective scheme of interaction of tourist operator and a modern hotel on the basis of analysis of the state and prospects of development of the relation – ships of tourist operator and service providers, interacting with him on a modern step of the development of tourist market of Russia.

There are the following tasks for achievement of this goal in the degree research:

- to examine a hotel as a main subject of tourist activity;
- to show the necessity of use of different schemes of an interaction of a hotel and tourist operator;
• to analyze a foreign experience of the use of schemes of interaction of hotel and tourist operator;
• to investigate widespread scheme of interaction of hotel and tourist operator;
• to study the activity of the hotel Vladikavkaz in the sphere of interaction;
• to elaborate the perspective scheme of interaction of the Vladikavkaz with tourist operator and the ways of its advance.

The theoretical significance of research is connected with the attempt of solution of a problem of mutually beneficial interaction of tourist which is actual for the modern stage of development of Russian society.

The practical significance is an elaboration of recommendations of improvement of mechanisms of interaction of hotel enterprises and partners for example of tour operator and a hotel.

The main results of research:

The point of view of A.S.Kuskova was taken as a basis in the degree research? According to which the significant recourse of benefit of many hotels become the rendering of services of residence under conditions of signed contract/ The buyers will be the tourist operators and companies entering into agreement on residence of tourist groups and its employees(corporate service contracts)/

The rent of hotel enterprise is beared in mind during an interaction of tourist operator with the hotels. This is a feature of more development touroperating, as far as the possession of large facilities, which are required during cont conclusion of agreement for operators is not such an important aspects as an opportunity of efficient and as much as quick sale of rooms during a period of the term of rent.

The substitution of license of owner of hotel in hotel s suites, paid by tourist operator (in one or cyclically ) to the amount of rent implies the hotel rent . The economic significance of this deal lies in the tourist operator`s possession of right of exploitation of hotel suites under personal name and in accordance with personal
pricing strategy, and also in transfer of risk of trading activity of the owner of hotel basically a probability of idle time of hotel suites ) on operator.

The effective and mutually beneficial schemes of interaction with a tourist operator in the Vladikavkaz hotel are lacking nowadays. In this connection it is necessary to clarify the statement of the problem or sequence, namely, the elaboration of mutually beneficial scheme of interaction, a partner by basing on definite target group.

Recommendations:

The scheme of planning of main scheme of interaction for the Vladikavkaz hotel may be presented in the following way:

- the research of goal audience;
- the selection of more perspective group of clients;
- the elaboration of specific model (scheme of interaction ) of hotel and tourist operator;
- the presentation of scheme, the selection of merits and demerits ;
- the elaboration of a contract;
- the determination of the ways of advance and the determination of benefit for the Vladikavkaz hotel.