Title: «Analysis of the experience of the world hotel chains as the basis for optimizing and diversifying the hospitality industry of modern Russia (For example, Hilton Garden Inn Moscow New Riga, Moscow)»

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Topical Importance. In Russia there is a rather weak development of the hotel industry, which lags far behind the more developed countries. For many reasons, the Russian hotel business has not achieved such success as abroad, the study of its economic and administrative fundamentals has not yet turned into a well-developed sphere of economic science, and management and marketing of hospitality services have only recently begun to be studied at the university level. In these conditions, it is important to master the foreign experience, as well as to study the domestic practice of using the world trends in the development of the hospitality industry. For this reason, the study and use of foreign (world) experience for Russia remains topical. Changes in the economic and political spheres that have occurred in our country over the past few years have set us the task of rethinking and determining the place and role of hotel business in Russia and the world. The relevance of this study is underscored by the need to apply world experience in the development of the hospitality industry in Russia, in order to stimulate the overall development of tourism, which is constrained, among other things, by the archaic system of organizing and managing the hospitality industry.

Targets of work: to conduct a comprehensive and detailed study of the development of modern world hotel chains, identify the main trends and prospects for development in the world and Russia, as well as implement the strategies for the development of the regional hotel complex "Grand Hotel" based on the specifics of the international hotel "Hilton Garden Inn Moscow New Riga".
Tasks:

1) to consider the concept and essence of world hotel chains as the main modern form of organization of the hotel industry on a global scale;

2) to study the history of development and formation of the hotel business in different regions of the world (Europe and America) and Russia;

3) to conduct a statistical and cartographic analysis of the current state of international hotel chains around the world;

4) to analyze the current state of development of international hotel chains in Russia

5) to provide strategies for the development of the hotel complex "Grand Hotel" on the basis of practical knowledge obtained at the hotel "Hilton Garden Inn Moscow New Riga"

Theoretical value and practical applicability. The work presented is a theoretical and experimental study of the problem of applying foreign experience in Russia.

The empirical significance of the study lies in the analysis of the development of the global hotel chain "Hilton", which can be used as an effective experience for the development of national hotel chains. Deep study and understanding of the material stated in the work, its application in practice, can improve the efficiency of processes characterizing the modern hospitality industry in Russia.

Results. The analysis of the origin and development of hotel chains in the world is conducted; The history of development of hotel chains in the world is studied; The modern condition and prospects of development of hotel chains in Russia are studied. Also, a general description of the activities of the hotel chain "Hilton Worldwide" was given; The current state and prospects of the development of the international hotel chain "Hilton Worldwide"; Developed strategies for improving the regional hotel complex, based on the international network hotel "Hilton Garden Inn Moscow New Riga".

Implementation advice. The materials and results of this study can be used as an effective experience for the development of national hotel chains. Deep study
and comprehension of the material stated in the work, its application in practice, can improve the efficiency of processes characterizing the modern hospitality industry in Russia. The work contributes to the solution of the problem of improving and developing the regional hotel company «Grand Hotel».