Summary

Subject matter of qualification paper: POSSIBILITIES OF IMPLEMENTING INTERNET TECHNOLOGIES IN HOSPITALITY INDUSTRY ENTERPRISE ACTIVITY (based on the example of LLC “Intourist”

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Information about internship organization: LLC Hotel “Intourist”

Topicality of the research. Today it is impossible to imagine any sphere of our lives without Internet technologies. Continuous introduction of modern Internet technologies is implemented in the hospitality industry as well. It is obvious that the adoption of these technologies can significantly (sometimes drastically) improve management and service efficiency in the hospitality industry. Enhancement of operation and promotion of hospitality industry services can be accomplished primarily through the introduction of modern Internet technologies.

Objective of the research: to develop ways of improving interaction of the hotel enterprise with the external environment through the use of modern Internet technologies.

Tasks of the research are:
- to reveal the essence of the concept of "Internet technology" and to highlight their role in the hospitality industry;
- to define peculiarities of the of Internet technologies application in of the hospitality industry enterprise activities;
- to examine social networks as new Internet technologies used by hotels;
- to characterize the production activities of the hotel "Intourist";
- to analyze the experience of implementing Internet technologies by congress hotel "Intourist";
- to identify ways of improving the use of Internet technologies in the activities of the congress hotel "Intourist".

Theoretical significance consists in generalization of theoretical developments related to the possibility of implementing modern Internet technologies in the activities of hospitality industry enterprises, in studying the experience of the use of Internet technologies by major hotels and raising the question of the necessity to improve the considered activity.

Practical significance is determined by the possibility of implementing the results of the research in practical activities of the hotel "Intourist", which will
adjust the activities of the hotel enterprise to current market conditions. The top management of the congress hotel "Intourist" can use recommendations related to the internal audit of the website, thematic portal development, as well as taking advantage of the of social networking potential.

Results of the research:

Under information technology we should understand a process that uses a combination of methods and means of collecting, registration, transfer, stockpiling, storage, processing and analysis of information on the basis of software and hardware in accordance with the requirements of users. The structure of information technology has three main components: the technical support (computer, communication and office equipment), software (system and application) and organizational and methodological support. Internet technologies function as processes, using a set of methods and tools to work with the information in the global Internet.

Practical aspects of the using Internet technologies were analyzed on the example of the hotel enterprise LLC "Intourist". At present congress hotel "Intourist" is presented in the Internet primarily on its own site http://www.hotel-intourist.ru/. The site of the congress hotel "Intourist" provides general information about the hotel, the list of services, photos of rooms of different comfort, congress hall and other structural elements. There is also a possibility to book rooms directly through the site.

Recommendations:

In the field of Internet technologies Thematic Web Strategy should be used. Thematic Web Strategy application allows you to create a three-level model of Internet communications in hospitality industry, where: 1st level is bringing visitors to thematic resource of the corporate website of the hotel enterprise, second level is attracting the attention of visitors of thematic resource to the proposals of the hotel enterprise, and the third level is direct interaction with the hotel enterprise customer.

As part of the electronic promotion of hotel services the congress hotel "Intourist" should : actively use contextual advertising (search and thematic), banner advertising, registration in search engines, directories and catalogs, advertising via e-mail, using mailing lists, integration with social networks, use of traditional off-line advertising, it is also possible to propose the creation of mobile version of the site.