Summary

for the graduate diploma

on the topic:

The improvement of catering business in a hotel using marketing methods.

(on the example of the “LeMan” hotel)

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The importance of the research. Hotels along with public transport companies, catering, cultural and recreational centres form the material and technical basis of tourism. Hotel facilities don’t meet modern requirements of customers what affects the economy of hotel accommodation enterprises. It causes the urgent necessity of improvement and modernizing of hotel’s activity applying modern marketing potential. Particularly, the application of modern forms of catering in hotels such as buffet with merchandising elements requires deep theoretical and practical analysis which is lack in studying materials and in Russian service practice.

The purpose of the research is studying the hotel industry theory and practice material on compilation and generalization this information problems in order to give recommendations on work improving for the catering enterprise in the hotel.

In alignment with this purpose we set up the following tasks:
− to define the general notion of service in the sphere of hotel catering as a component of the whole hotel product;
− to determine the various forms of catering in hotels;
− to study the service component in hotel catering and guest servicing;
− to examine buffet as a form of catering in a restaurant business;
− to consider the concept and characteristics of merchandising in modern marketing;
− to show the peculiarity of merchandising tools using in buffet hotel catering service;
− to characterize “LeMan” hotel in Gelendzhik town (Kabardinka, Krasnodar region) and its catering enterprise;
− to analyze modern marketing methods used in the hotel restaurant;
− to develop and give practical advice for using merchandising tools for the catering in the hotel "LeMan”.

The key results of the research work:
In theoretical aspect we have considered the essence of public catering services, specifically, in the hospitality enterprises. Various classifications of hotel complexes require providing different types of catering and diverse ways of service, which have been studied in this work. In this research work the review and the study of the functionality of the buffet as the most common form of catering is considered to be very important and useful.

The great competition among hotels causes the necessary to appeal to the modern marketing methods. Seeing that the hotel target group lives beyond the bounds of Krasnodar region, the advertising in the hotel location will not give the desired results of client’s attraction. Thus, this factor gave a reason to turn to the marketing tool used directly in the trade territory, named, merchandising. Today, customers require a comfortable and familiar European system of catering. It should be mentioned that the current system of hotel canteen "LeMan" does not meet the modern guest’s demands. In this final qualifying work it was proposed to shift to buffet system, which has many advantages over a canteen system with
distribution line. Buffet eliminates the problem of queues and waiting, allows diversifying the food range, makes easy to plan menu beforehand and, finally, provides more opportunities for merchandising.

The new catering territory plan was worked out for the buffet in the hotel. We should say there was recommended to organize the buffet for children and a recommendation by the isolation of their area.

To sum up the results of final qualifying work, it should be noticed that the developed measures for introducing the buffet to the hotel was adapted, considering the specifics, the conditions and customer group of the hotel "LeMan". Suggested programme will cause more tourists interest, will increase the hotel rating, will simplify the catering stuff work and all in all will increase the hotel profit.