SUMMARY

The theme of graduation thesis: "Renovation of room stock as a way to increase the profitability of the hotel (on the example of sanatorium "Fleece")."

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The relevance of the research topic. The relevance of the research topic due to the important role of renovation of room stock of hotel enterprises of the service in the framework of the program of measures to improve their competitiveness, aiming at improvement of technology of hospitality. Currently, the hotel business is becoming one of the profitable segments of the tourist market.

Objective: to consider the renovation of room stock as a way to increase the profitability of the hotel; to develop practical recommendations on organization of renovation of hotel room Fund of the sanatorium "Fleece" is Pyatigorsk.

Tasks:
- consider the concept, types and types of rooms, as well as requirements to them;
- to study the issues of renovation of guest rooms of the hotel, its phased construction and features;
- to consider the foreign and domestic experience of renovation of guest rooms as factor of increase of profitability of the hotel;
- to give a General characteristic to assess the effectiveness of the functioning of the sanatorium "Fleece";
- to analyze the arrangement of the room Fund of the sanatorium "Fleece" of Pyatigorsk;
- to develop practical recommendations on organization of renovation of hotel room Fund of the sanatorium "Fleece" is Pyatigorsk;

Theoretical and methodological basis of the study consists of fundamental and applied works of Russian and foreign scientists devoted to the renovation of guest rooms of the hotel, describing the essence of the concept of its phased construction and features.

Methods of intervention: description, comparison, analysis, synthesis, induction and deduction. Also when writing was used and the actual data on an investigated problem; the data obtained as a result of ongoing work by the author of the research.

Practical significance of the work. Scope is the ability to use these recommendations for the organization of the renovation of the room Fund of the sanatorium "Fleece" Pyatigorsk and other enterprises of hotel industry, like in the Stavropol region and in the whole country that will enable them to achieve competitive advantage and financial success.

The results of the study. We offer sanatorium "Fleece" to carry out the renovation of the equipment of number Fund in stages. It is very important to be able to simultaneously solve several problems. First, the hotel continues to run, and guests should not feel discomfort - so quality of services must not fall. Second, as
part of the license plate Fund derived from the market, the economic damage from this should be minimized. Next: as the renovation requires a fairly significant investment (and it is needed to display the sanatorium "Fleece" to a qualitatively new level), the costs should be built in such a way that you would expect from a the renovation was achieved, the resort was able to move in a given category, and the cost of renovation was strictly regulated and the budget enough for all the work. If these tasks are fulfilled, the room Fund of the sanatorium "Fleece" may renoversats without stopping, allowing him to evolve with the market, always remaining in the perception of the guests of the new resort.

**Recommendations.** All proposed areas of renovation sanatorium "Fleece" will lead to increased competitiveness that will increase the load of the rooms.