

Subject matter of qualification paper: USE OF OUTSOURCING AS A TOOL FOR REDUCING COSTS IN THE HOSPITALITY INDUSTRY (on the example of the hotel "Gold").

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Information about internship organization: hotel "Gold", Vladikavkaz

Topicality of the research. The meaning of outsourcing is that the company focuses on its core business, and transfer the secondary functions of a professional organization.

In order for the company's work to be efficient and profitable, it is not necessary to perform all secondary functions related to the main activity of the organization or to manage the company, personnel, if it is possible to transfer the implementation of these operations to a specialized company.

Thus, outsourcing refers to the transfer on a contractual basis of non-core functions of the subject to external performers specializing in a particular field and possessing knowledge, experience, technical equipment.

Objective of the research is the introduction of outsourcing to a hotel company as a tool to reduce costs.

Tasks set to achieve the goal:

- to study the functions of outsourcing, its essence and effectiveness of application;
- to study the foreign and domestic practice of using outsourcing in the hospitality industry;
- analyze the nature of the costs of the enterprise;
- implement outsourcing in the enterprise with the aim of reducing costs.

The theoretical and practical significance of the research is to justify the use of outsourcing on the basis of the enterprise in order to reduce costs and consider ways to implement it. Also, the advantages and disadvantages of this

mechanism are analyzed from the point of view of the company, which intends to attract outsourcing to improve the quality of services and reduce costs.

The result of the study may be the introduction of outsourcing in the hotel, which will help to increase the quality of the services provided and focus on the specialized areas of the enterprise. All this can become a component of the success of this accommodation facility and improve competitiveness in the services market.

Results of the research:

During the study, outsourcing was considered as an effective way to improve the productivity of a hotel company, increase competitiveness, improve the quality of services and speed up their production. Despite the fact that outsourcing in the hotel industry is not popular, it has a chance to infiltrate the hotel market and gain a foothold as the most productive method of reducing costs. During the study, an analysis of the activities of the Hotel "Gold" was carried out, the characteristics of the enterprise were considered. In addition, the costs of production of services were analyzed and ways to reduce them were considered. Outsourcing hotel catering services is the most profitable way to increase company productivity and reduce losses.

Recommendations:

As a result of a practical study, recommendations were considered to reduce the costs of the Hotel "Gold", increase its efficiency and improve competitiveness:

1. to analyze the income and expenses of the enterprise;
2. determine the most expensive area of the hotel;
3. to direct outsourcing the most expensive field of activity;
4. to direct the released resources to the development of basic hotel services.

Outsourcing some functions is the most relevant method of increasing profits and reducing costs.

Having correctly distributed its forces and resources, the Gold Hotel will be able not only to improve the quality of the services provided, but also to attract

more customers and strengthen its competitiveness in the hotel market. Following the recommendations, the Hotel “Gold” will have the opportunity not only to increase the quality of productivity, but also to increase profits from the sale of its services.