

Abstract of the Master's dissertation

Subject matter of the dissertation: « The analysis and enhancement of customer satisfaction with the resort hotel services. Foreign experience and National practice».

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Main parts: Contents, Introduction, three Chapters, Conclusion, Index, Bibliography.

Keywords: quality, customer satisfaction, customer attraction, programs of loyalty, international hotel chains, hotel service standards, formation and development of the national hotel service standards, adaptation of the foreign experience.

Topicality of the present thesis is determined by the following factors: the fast development of the hospitality industry as one of the most perspective spheres of the Russian economy, the increasing attention towards not only the hotel certification but the practical application of such terms as quality, competitiveness, customer attraction, satisfaction, and loyalty, etc.

The main objectives of the thesis are to investigate foreign and national practices of forecasting the customer preferences while selling the hotel product; to determine the customer attraction and its role in the loyalty programs formation; to analyze the development of the hotel chains and the adaptation process of the world hotel service standards to the Russian context.

The hypothesis of the research work supposes that the enhancement of the customer satisfaction at the current Russian hospitality market is achieved due to the foreign experience adaptation to the national specificity, and the loyalty programs formation to the hotel products.

The academic novelty of the present thesis is determined by the development of the customer loyalty strategy towards the spa-resort complex “Mashuk “Akva-Term” on the basis of the hotel chain Marriott International analysis.

The theoretical significance of the thesis consists in studying the terms “quality”, “customer satisfaction”, “customer loyalty”, the foreign experience of hotel chains, their service standards and loyalty programs; analyzing the national regional spa-resort complex and suggesting the strategies aimed at enhancing its competitiveness.

The thesis provides **the practical significance** such as the ways of improving the management process outcomes and the hotel service effectiveness in the regional spa-resort complex “Mashuk “Akva-Term”, which will help develop its new competitive advantages.

The research and analysis of the foreign experience and national practice of the customer satisfaction with the resort hotel services revealed the following:

1. The quality of the hotel service is directly connected with the notion of the sensuous image of the service process. This notion helps understand quality management as a process aimed at providing the maximum customer satisfaction.

2. The usage of the loyalty programs in hotel business turns into the new ideology of hospitality management aimed at enhancing the effectiveness of interaction with guests in order to provide every guest with individual service.

3. The formation of the Russian hotels loyalty programs is connected with creating the positive image of the country and every particular region as a tourist destination.