

Title: "The quality of the material and technical base of the hotel in the spectrum of perception of the hotel product (for example, the hotel "Mask")"

Author: 3rd year student of the Specialty IEMT: 43.02.11 "room service" (LMS) Ushakov Alexey

Research supervisor: the senior lecturer, associate professor of the department of tourism and hotel service A. S. Davidenko

Relevance of the research topic: the material and technical base is one of the most important aspects of the functioning of hotel and Spa enterprises. At the moment, most Russian hotels use outdated equipment, which is not only not aesthetic, but also not economical. In order for a hotel company to keep up with global indicators and standards, it is necessary to correctly approach not only the issue of service, the quality of service by staff, but also the material and technical equipment of hotels.

Work purpose: is to consider the impact of the material and technical base on the efficiency of the hotel enterprise and develop recommendations for its improvement.

To achieve the purpose of our investigation it is necessary to accomplish the following **tasks:**

- to give the description of a modern hospitality enterprise;
- * to consider the material and technical base and its components;
- *to give a description of the factors that affect the activities of the hotel company;
- to give a description of the hotel " MASK";
- * to study the material and technical base of the hotel " MASK";
- * to suggest measures to improve the material and technical base of the hotel;
- * to study innovative trends in the development of the material and technical base of hotels;
- * consider ways to move accommodation facilities to a green, eco-friendly level.

The theoretical significance of the research is to systematize and generalize knowledge in the field of design of hotels and Spa complexes, as well as to identify and consider the main trends in the development of the material and technical base of hotels and Spa complexes.

The practical significance of the research is to develop recommendations for improving the material and technical base of the hotel "Mask".

Main results of the study: In our work explored the theoretical bases of formation of the material-technical base of hotels, sanatoria and resort complexes, analyzed

the specificity of formation of the material-technical base of hotels, sanatoria and resort complexes, were considered innovative trends in the development of material-technical base of hotels, sanatoria and resort complexes on the example of the hotel "MUSK", the basic prospects of development of material-technical base of the hotel "MASK". We also managed to identify and describe a number of recent innovative trends in the development of the material and technical base, describe the strategy for the transition of the hotel to eco-standards.