

**Theme of final qualification work:** Personnel motivation as a factor in improving the quality of hotel services (on the example of the Slavyanovsky Istok apart hotel, Zheleznovodsk)

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**Relevance of the research topic.** For any organization, staff is a factor in success and prosperity. A well-developed employee motivation system helps not only to increase the social, business and creative activity of the company's employees, but also lead to successful results of the organization's activities and increase the overall performance of the company. Which determines the relevance of the chosen topic of the thesis.

**The purpose of the work** is to study the basics of staff motivation and develop a project aimed at increasing the motivation level of employees of the Slavyanovsky Istok apart hotel in Zheleznovodsk in the context of ensuring the quality of hotel services.

**Tasks:**

- to consider the hotel staff and its role in ensuring the quality of hotel services;
- to study motivation as an important factor in the quality and effective work of hotel staff;
- to analyze the international experience of staff motivation of modern accommodation facilities;
- give a general description of the production activities of the apart-hotel "Slavyanovsky source";
- analyze the system of motivation of employees of the enterprise and determine the level of consumer satisfaction with the quality of hotel services;
- develop a project aimed at increasing the level of motivation of the apart-hotel employees.

**The theoretical and practical significance of the study** lies in the possibility of using the practical recommendations presented in the study to increase employee productivity and improve the quality of hotel services.

**Results of the study:** the hotel staff and its role in ensuring the quality of hotel services were reviewed; studied motivation as an important factor in the quality and effective work of hotel staff; The analysis of the international experience of staff motivation of modern accommodation facilities; The characteristic of the production activities of the apart-hotel "Slavyanovsky source"; the analysis of the employee motivation system of the enterprise was carried out and the level of consumer satisfaction with the quality of hotel services was determined; a project has been developed aimed at increasing the level of motivation of the apart-hotel employees.

**Recommendations:** The results of the study can be applied for further deeper study of the topic, the developed project can be used in practice and applied in the work of existing hotels, as well as be of interest to employers.