

SUMMARY

Subject matter: Exclusive hotels as a way to increase the attractiveness of tourist destinations.

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Information about customer organization: clinical spa-resort "Pyatigorskiy Narzan" Pyatigorsk.

Objective of the research: The economic reforms of the recent years have accelerated the spread of competitive relations in the Russian market of services, particularly in the hospitality industry. Competition for consumers in this area is a powerful factor in guiding the development of both foreign and domestic hotel industry, where search for the most appropriate customer service model. The active search for architectural forms, bold designs of hotels, decoration of hotel's interior space and the maintenance activities of hotel companies is continuing, and this have resulted in the choice of the topic and confirms its relevance.

The purpose of the study: the development of proposal's for introduction of the innovative means of accommodation and exclusive techniques in the field of realization of additional hotel services on the territory of Stavropol Region.

Tasks:

- reveal the specifics of the socio-cultural significance of hotels in tourism development;
- uncover trends in shaping the tastes and preferences of modern travelers in the choice of hotel services;
- clarify the classification of accommodation facilities as part of the competitiveness strategy;
- reveal the role of the exotics as an important resource of business activity in the hotel business;
- identify opportunities for the use of certain conceptual solutions of leading world hospitality industries in the establishment and operation of exclusive accommodation facilities and services in the practice of the Russian tourist industry;
- develop recommendations for the creation of exotic hotels in the region and the CMW;
- develop an additional exotic hospitality resource in a clinical spa-resort "Pyatigorskiy Narzan".

The theoretical significance.

The significance lies in the fact that on the study basis of theoretical and practical aspects of the market of exclusive hotel enterprises functioning in the hospitality industry we have suggested the creation concert and exploitation forms of hotels in the conditions of NCFD (North Caucasus Federal District).

The practical significance.

The practical significance of the work lies in the possibility of using the proposed creation of the author's concept and forms of operation of exclusive accommodation facilities in Russian regions through increasing specialization of hotel enterprises and taking into account the need of adapting to the modern standards and competitiveness factors.

Results of the research are:

Stavropol region and almost all the republics of North Caucasus Federal District have a strong natural potential to develop traditional and fundamentally new types and forms of tourism. The market of hospitality services is continuing to form in the Stavropol region and it is represented mainly by small enterprises. There is a tendency to improve the quality of service in large and small hotels, but well-qualified staff is not enough. There are no exclusive hotels in the region, either provided exclusive hospitality services. The CMW resorts that have enough wide hotel base, tend to create a 4-5 star hotel, but the quality of service does not correspond to the stated positions.

Recommendations.

To form a fundamentally new direction in tourism – glamping – which is accommodation in exotic facilities with all necessary amenities, creating conditions of 4-star hotel. To form a fundamentally new kind of additional services on the basis of the clinical spa-resort "Pyatigorskiy Narzan" – healing and rejuvenation patients based on the ancient Indian "Ayurveda" technology. To conduct the selection and training of medical personnel on the basis of clinical Ayurvedic Center in Moscow. To create a new building on the territory of the spa-resort "The house of happiness", to provide treatment according to innovation exotic techniques create a mini-museum, showing the metamorphosis that happen with clients, to sell souvenirs on the theme "Ayurveda".