

## **ABSTRACT**

**Theme of final qualifying work:** Perspective directions of development of services of small hotels in the modern tourism industry (by the example of the PSCC "Mashuk Aqua-Therm", Zheleznovodsk).

**The author of the work:** Shimko Kseniya Romanovna.

**Scientific supervisor:** candidate of economic Sciences, assistant Professor of the Department of tourism and hotel service Alekseeva M.A.

**The relevance of the research:** Small hotels currently represent serious competition for the large hotel businesses. They used a flexible system of discounts and are cheaper alternatives to large and medium-sized hotels of the same class. But before small businesses have a difficult task in the field of recruitment, because the staff needs to be "multidisciplinary" to the hotel remained profitable. Now the district is gaining popularity among tourists, so small businesses would be relevant for the further development of our region to attract various groups of tourists and vacationers.

Thus, the study of service small hotel enterprises is an urgent topic for the region and for our thesis.

**The aim of research** is identifying features of services small hotel enterprises and creation of proposals for their improvement to improve service quality on the example of one of the enterprises of placing of the Caucasus Mineral Waters region – the sanatorium-resort complex "Mashuk Aqua-Therm" in Zheleznovodsk.

### **Research tasks:**

1. to characterize the activities and the role of small hotels in the area of placement;
2. to identify the features of service in these hotels;
3. to consider perspective directions of development of services of small hotels;
4. to formulate proposals for improving service hotels;
5. to create a project of the organization of the new service in a small hotel, using the best experience of the PSCC "Mashuk Aqua-Therm".

**Theoretical significance** is the collection and analysis of the provision of services by small hotels, in particular for the application of these data to improve the services of accommodation in modern hotels.

**Practical significance of the research** is the development of recommendations on improvement of services provided by small hotels, to improve service quality for enterprises. In addition, the material of the thesis can be used in teaching such subjects as "Hospitality", "Hospitality management", etc.

**The results of the study.** Made a number of suggestions that will help the leadership and staff of the institution is not to lose potential customers to know about the shortcomings in the service of the sanatorium to correct them and help them to be heard, improve service sanatorium, thereby increasing the quality of service. We made a suggestion to improve reception hall to the first impression of the company created positive. Also created additions to improve the quality of care for people and children with special requirements.

**Recommendations.** As for the money which will be spent on improvements in "Mashuk Aqua-Therm", the estimated amount is 150 thousand rubles. Such large enterprise as "Mashuk Aqua-Therm" should find them.