

### **The Theme of Graduation Qualification Work:**

«Ways to improve the quality of service research in hotel enterprises (on the example of Mashuk Aqua-Term PSRC in Zheleznovodsk)»

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**The relevance of the research topic** is that today the problem of increasing the competitiveness of accommodation facilities due to the rapid growth of tourism, both in Russia and abroad, what means increasing the level of services provided, that is directly related to the assessment of their quality. Possible activities in this industry are providing new services and increasing the level of services already provided. Analyzing modern business activities in the hospitality industry, you can draw a conclusion that the quality of hotel services is the most important factor of consumer attractiveness and the primary task that a commercial enterprise faces. Nowadays, there is a problem in providing quality service, this is due to the fact that the situation on the territory of the Russian Federation is difficult, the reason for this is the low level of service, outdated management methods, low qualification level of employees, inconsistency in the quality of services provided to the price level, unfavorable conditions for recreation, and so on. This problem should get a comprehensive review, processing and solution. Evaluating of the service quality is an important factor that affects the viability of a hotel business. Today, there is a certain system of methods for evaluating the quality of hotel services, but these methods are outdated. For the successful development of the enterprise, it is necessary to improve methods for evaluating the quality of services provided and introduce innovative methods.

**The purpose of the Graduation Qualification Work** is to identify ways and tools allowing you to analyze the quality of visitors service of the hotel enterprise and identify possible shortcomings for subsequent correction. It is necessary to study the basics of hotel service technology, characterize the main business processes in the hotel "Mashuk Aqua-Term", study the main factors affecting the quality of guest service, find out the existing problems of guest service, analyze the existing service system, develop proposals for improving the quality of service. The achievement of the specified purpose is possible by solving the following tasks:

1. Integration of internal service standards that define the policies, rules, and behavior of employees.
2. Examine existing methods of evaluating the quality of service. Analyze ways of evaluating the quality at the enterprise «Mashuk Aqua-Term».
3. Identify the pros and cons of ways of evaluating the quality of service at the company " Mashuk Aqua-Term»
4. Organization of modern research methods for assessing the quality of service at the enterprise "Mashuk Aqua-Term".

**Theoretical and practical significance in** the researching of this topic is to form database for the development of methods and forms of service quality management in the hotel industry. Recommendations for the introduction of new technologies in the evaluating of the quality of service at the enterprise "Mashuk Aqua-Term" in Zheleznovodsk can be used in the practical activities of the accommodation facility. This will ensure competitive advantages and financial success. The proposed methods of evaluating the quality of services determined the practical significance of the thesis.

**The main results of the research:**

As a result of the conducted practical research, the following recommendations were proposed. They are connected with the innovative method of evaluating the quality of customer service at the enterprise " Mashuk Aqua-Term»:

- 1.The analysis of methods for assessing the quality of guests ' service was carried out.
2. The recommendations were developed connected with the introduction of innovative technology, which consists in the installation of remote controls and terminals for assessing the quality of customer service.

This technology allows to:

- monitor the quality of service in real time;
- provide the ability to manage employees who are responsible for providing a particular service;
- increase staff self-control and improve the company's image;
- Considering the quality assessment, the employee may be charged an additional fee, or Vice versa, the company's management should pay attention to deviations from the standard.