

SUMMARY

The theme of graduation thesis: «Specificity of designing and organizing the work of congress hotels (with the development of the project of a 4-star congress hotel in Pyatigorsk).»

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The relevance of the research topic. The hospitality industry is developing at a rapid pace, trying to meet the growing needs of the population and, of course, to make a profit. To this end, new and improved old services are being created at the enterprises of the hotel industry. All this makes the management of the hotel enterprise extremely topical and creates prerequisites for studying existing management methods and possible proposals for new ways of combining them. And with the development of human civilization, there is an increasing need to provide services to people who have found themselves far from home.

Any person traveling in a foreign country, primarily need housing. The hotel industry, which has received a lot of development now, can provide a huge number of different options for providing customer placement services. **Tasks:**

- to consider the essence, structure and functions of the congress hotel;
- study the specifics of the 4-star congress hotel;
- to determine the development trends of 4-star congress hotels;
- make an analysis of the orientation of the 4-star congress hotel on the segment of the tourist market;
- develop recommendations for the creation of a 4-star congress hotel project in Pyatigorsk;
- to analyze the economic justification for the effectiveness of the project creation of a 4-star congress hotel in Pyatigorsk.

Theoretical and methodological basis of the work, is the normative and legal acts regulating the activity of the hotel service enterprises, the fundamental

works of domestic and foreign scientists in the hospitality industry, the materials of periodicals and Internet resources.

The empirical significance of the final qualification work is the possibility of using the concept of a congress hotel project proposed for the study, for the creation of new types of hotels in the region of the CMS.

The results of the study. At the moment, in the city of Pyatigorsk there is only one 4-star business hotel that does not meet the standards and standards of 4-star congress hotels. Forming and developing our project to create a congress hotel can make up for this imbalance. And also, we can conclude that the development of a 4-star congress hotel will increase the number of business tourists in the city of Pyatigorsk.

Recommendations. Based on the identified shortcomings and advantages of a single congress hotel operating in the city, we can say that the competitive advantage of the Hotel Congress 4 * hotel will be a wide range of services and high quality of service. The hotel will provide a full range of services for the organization and holding of corporate events, seminars and conferences in the city of Pyatigorsk. At the same time, the hotel will have the status of an inexpensive hotel in the city center, which makes it attractive for choosing a holiday destination and distinguishes itself among other hotels of the city "Hotel Congress 4 *" as a prestigious hotel will be able to attract foreign tourists, responding to their high demands. Therefore, it is necessary to promote the hotel services not only in the scale of the Russian tourist market, but also at the international level.