

Topic of the final qualifying work:

«Mechanisms of interaction of the hotel enterprise with tourist companies and corporate clients»

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Relevance of the research topic:

This is due to the fact that the growth of income of the population, increased interest in travel and business activity of businessmen led to an increase in demand for quality hotel services. Organized tourists and corporate clients are among the most important, and for many hotels – priority in the field of sales. It is the active work on attracting corporate clients and effective organization of interaction with travel companies that provides a stable and significant share of income for enterprises of hotel complexes.

Goal the final qualification work is an analysis of the interaction of a hotel company with travel companies and corporate clients in the modern Russian market and the development of recommendations for improving such interaction.

To achieve this goal, you need to solve the following **tasks**:

- analyze the theoretical foundations of interaction between a hotel company and travel companies and corporate clients;
- to study the features of interaction of a hotel enterprise with tourist companies and corporate clients on the example of the "Sea Galaxy" hotel complex;
- analyze the types of contractual relationships between hotels and travel companies and corporate clients;
- develop proposals for improving the interaction of the hotel company with travel companies and corporate clients.

Theoretical significance of the work it is necessary to analyze and compare the features of building relationships between hotel companies and travel companies and corporate clients, as well as to identify shortcomings in the existing system of relations.

Practical significance of the work the idea is that the results of the analysis of the chosen topic can be used in the practical activities of a hotel company in order to improve the quality of services provided, build mutually beneficial relationships with partners and, as a result, increase profits.

Research result. The analysis of the hotel complex showed that active and effective work is being done to attract corporate clients both in the city hotel and in the resort area. Based on the results of research on the interaction of the hotel complex with tourist companies and corporate clients, it can be concluded that in order to increase efficiency, it is necessary:

- improvement of organizational culture, which implies ways to motivate employees;

- opening of a school for staff on the basis of the hotel;
- organization of electronic document management;
- dynamic pricing;
- fast query processing and use of CRM systems;
- work to prevent complaints;
- mobile site.