

SUMMARY

The theme of graduation thesis: "Diversification of services as the direction of increase of efficiency of activity of the hotel (for example hotel complex "Paradise Lost at the Mashuk Pyatigorsk)".

Author: Magomed Erkenov, Heldenbuch.

Scientific leader: doctor of philosophical Sciences, associate Professor, Tigs Burnasheva Lyudmila Aleksandrovna.

The relevance of the research topic. The relevance of this qualification work consists in the fact that for the formation of competitive advantages of hotel enterprises need to apply a strategy of diversification, that is, to select and develop new lines of business. The interest of diversification for a hotel company linked to the possibility of obtaining a synergistic effect by which the company will have a higher competitiveness could win greater market share, to attract investors.

The aim of the study is to analyze the diversification of hotel services as the direction of increase of efficiency of activity of enterprise; development of the project activities on diversification of services in the hotel "Zateryannyi Rai u mashuka" in Pyatigorsk.

Tasks:

- To define the concept, purposes, motives, types and methods of diversification of entrepreneurial activity.
- To consider the criteria and factors influencing the diversification of services of hotel businesses.
- To study domestic and foreign experience of the diversification of services as a necessary condition for the development activities of hotel enterprises.
- Consider the organizational-economic bases of activity of the hotel complex "the Lost Paradise in mashuka".

To reveal the peculiarities of the strategy of diversification of services in the hotel "Zateryannyi Rai u mashuka".

- To develop a draft event on the diversification of services in the hotel complex zateryannyiy Rai u mashuka" and give an economic rationale.

Theoretical and methodological basis of the work, its problems became the latest domestic and foreign scientific works in the field of the theory and practice of strategic development of activity of the enterprises of a hotel complex, legislative acts and regulatory documents governing the activities of hotel enterprises in modern conditions.

In the course of this study were used General scientific methods, such as the system approach, methods of comparative analysis and expert evaluations, logic modeling, economic-mathematical.

The practical significance of the work lies in the fact that the proposed recommendations and developed theoretical and methodological provisions have a practical orientation in the field of creation and current implementation processes of the strategic development activities of a particular company of the hotel complex.

The results of the study. It can be concluded that the developed strategy of diversification will increase the competitiveness of GK "Zateryannyi Rai u mashuka" and suggested measures for its implementation contribute to improving the income, i.e. achieves goal developed a combined strategy.

Recommendations. Based on the identified shortcomings and advantages of the present strategy was developed by a combined strategy of diversification, which aims – increasing profits by providing luxurious and comfortable stay. To achieve this goal was proposed following events: special offers, organization of summer cafes, additional features, implementation of promotional activities.