

The theme of graduation work: "Features of formation and development of corporate identity elements of a hotel enterprise (on the example of the Hilton Garden Inn Moscow New Riga hotel, kostrovo village)

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The relevance of the research topic. The relevance of the research topic is that in order to create customer loyalty and brand awareness among the target audience, a well-thought-out concept of the hotel's corporate identity is necessary.

However, it is necessary not only to develop, but also to correctly present the corporate identity of the target audience of the company, using PR elements. Frequently changing market conditions force entrepreneurs to adapt and continuously search for new ways to ensure product sales. To do this, in order to work effectively within the framework of modern reality, you need to navigate clearly the market conditions in which the corporate style operates.

The purpose of the work is to consider the theoretical and practical aspects of the corporate identity of the organization on the example of the hotel "Hilton Garden Inn Moscow New Riga", D. kostrovo; to develop measures to improve individual elements of corporate identity for the hotel "HILTON GARDEN INN MOSCOW NEW RIGA", D. kostrovo. All the research tasks are presented on the slide.

Tasks:

1. consider the concept of corporate identity of the hotel: the essence and meaning;
2. identify the components, models and features of the corporate identity of modern enterprises in the hospitality industry;
3. get acquainted with the activities for the formation of individual elements of corporate identity for hotel companies;
4. give a General description of the hotel " Hilton Garden Inn Moscow New Riga»;
5. analyze individual elements of the corporate identity of the Hilton Garden Inn Moscow New Riga hotel»;
6. suggest activities for the formation of individual elements of corporate identity for the hotel "Hilton Garden Inn Moscow New Riga".

Theoretical and practical significance of the work consists in consideration of relevant theoretical issues, such as: corporate identity, its purpose and role in shaping the image of the enterprise, the analysis of individual elements of the corporate style is that it contains specific recommendations and conclusions on the formation of the elements of the corporate style of the enterprise, which can be used in the activities of this company.

Outcome of this study. The hotel company "Hilton Garden Inn Moscow New Riga" has sufficient funds and qualified specialists to create a competitive brand.

Recommendations. In order to achieve this, all products using the symbols of the travel Agency must comply with a single corporate style, the purpose of which is to create a stable

positive image that attracts customers and ensures stable sales growth. We must strive to ensure that the corporate style works for the company.