

Subject matter of qualification paper: ENVIRONMENTAL POLICY OF THE MODERN HOTEL INDUSTRY (based on materials of publicly-traded company SPA-Resort «Mashuk Aqua-Therm», Zheleznovodsk, Inozemtsevo village

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Information about internship organization: «Mashuk Aqua-Therm» Zheleznovodsk, Inozemtsevo village

Topicality of the research is lies in the growing need for innovation not only in the hotel sector, but also in other markets as a whole. Innovative methods for implementing environmental policy in the hotel industry are a tool for increasing profitability and competitiveness and contribute to the implementation of social goals of the hotel enterprise.

The relevance of studying and developing eco-trends in the hotel business is due to the fact that the formation of a tourist product is impossible without the appropriate infrastructure.

Objective of the research is purpose of the study is to analyze the features of the organization of the environmental policy of hotels, to determine the prospects for development.

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

— Conduct an analysis of international experience in the formation of environmental policy of hotels and its use in domestic practice

— Consider the history and give a General description of the production activities of the Spa complex.

— Conduct an analysis of the environmental policy of the health resort complex.

— Develop a draft program for improving the environmental policy of the health resort complex.

Theoretical significance of the research is lies in the possibility to use the collected and systematized information for further study of the problem of development of modern hotel standards.

Practical significance. It consists in the possibility of using the practical recommendations presented in the study for the development of the hotel business. In addition, the results of the research can be used for further in-depth study of the topic, the developed project can be used to improve the hotel business, as well as be of interest to all who are interested in eco-policy.

Results of the research:

— The analysis of international experience in the formation of environmental policy of hotels and its use in domestic practice was carried out;

— The history and General characteristics of the production activities of the sanatorium complex Mashuk Aqua-Term are given;

— An analysis of the environmental policy of the Mashuk Aqua-Term Spa complex was conducted;

— A draft program for improving the environmental policy of Mashuk Aqua-Term was developed.

Recommendations:

As a result of the conducted practical research, there were the following recommendations are proposed for improving the eco-policy of the economic service of Mashuk Aqua-Term:

— Cleaning with environmentally friendly means;

— Increasing awareness and responsibility of the economic service personnel in the performance of their duties;

— Participation in environmental protection programs to attract new tourist flows and investors, as well as improve the image of "Mashuk Aqua-Term".

We believe that what we have proposed in this study the recommendations will significantly improve the environmental friendliness of the economic service of the sanatorium-resort complex.