

Subject matter of the dissertation: "Improving the quality of service in the sanatorium (Based on the example of the professional health resort company "Mashuk Aqua-Therm")."

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Customer organization: the professional health resort company "Mashuk Aqua-Therm" in Inozemtsevo.

The topicality of the research. In today's highly competitive world each firm in the hospitality industry tries to attract more customers by offering the best offers as compared with competitors. In order to stand out and be the best among the large number of competitors, it is necessary to produce something unique. The service quality can become a such hallmark.

The goal of the master's dissertation is to study of the service quality in a professional health resort company "Mashuk Aqua-Therm" and develop recommendations for its improving in this enterprise of social and cultural services and tourism.

To achieve this goal the following **objectives** have been formulated and solved:

- to clarify the concept and essence of service quality as well as three dimensions of quality;
- to review a service quality management system in service and tourism enterprises;
- to study the standardization and certification of tourist services as part of improving the service quality system;
- to give a general description of the professional health resort company "Mashuk Aqua-Therm";
- to analyze service standards of the professional health resort company "Mashuk Aqua-Therm" as the basis of the service quality;

– to identify the problems and develop recommendations of improving the service quality of the professional health resort company "Mashuk Aqua-Therm."

Recommendations:

To improve guest service it would be best to create a special department, the main task of which would be to solve the problem of quality, as well as it is necessary to ensure the effectiveness of its relationships with other departments.

Also, it would be right not only to expand the marketing department, as well as separate it from reception department, making it a separate service. Additionally, it is necessary to arrange the hiring of highly qualified personnel with creative thinking for the implementation of marketing activities.

The next step for improving the performance of the sanatorium may be to increase the effectiveness of advertising.

In order to expand its client base, it is necessary to develop a budget sanatorium recreation program for people with limited amount of money, as a 3 star category rooms are presented in a sanatorium, but the price category, in our opinion, is too high.

According to the strategic goal of the sanatorium, which consists in the construction of 5 stars category housing in 2015, it is necessary to increase the level of customer service in this category. Therefore, the following recommendations can be offered:

1. To enter a post of the doorman;
2. To organize a 24-hours service luggage from car to room and from the room in the car;
3. To enter a daily linen service;
4. To enter an ironing service for an hour and on weekends;
5. To enter a service of providing secretary, translator and messenger;
6. To organize exchange around the clock;
7. To enter a car rental service;

8. To enter a position of parking attendant, whose responsibilities will include guest car parking, as well as delivery of the car from the garage and guest parking.

As additional ways to improve the quality of service it can offer the following:

1. To enter the nomination "The best idea" for staff that will take a fresh look at the problem of increasing the service quality through the eyes of the employees themselves.

2. To arrange a competition among guests of the sanatorium, suggesting proposals for the improvement of service quality through their daily vacationers.

3. To invite a person from the outside, in order that he will be able to draw conclusions and make recommendations concerning the work of the team and as a result the quality of service.

4. To use the experience of foreign exchange specialists hotels.

5. To fasten the duties of one of an employee to congratulate guests with Happy Birthday on the phone.

6. When entering a regular customer to provide him with the same manager that will give the customer the feeling that he did not come to the resort and visit a longtime friend.

7. To enter the method of training such as rotation, i.e. employee contributions to various positions on the overhead horizontal.