

**Subject matter of the dissertation:** Regional features of the hotel business and hotel conceptualization in international tourism: impact on the development of the Russian hotel industry

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**Topicality of the research** this is because the structure of the global hotel industry is such that the more tourists and foreign visitors there are in a particular region of the world, the more hotel chains there are. These are mainly international hotel chain hotels, large global corporations with managing headquarters in the United States. Even in countries with developed tourism, there are very few national hotel chains. The world Tourism Organization (UNWTO) records that every fifth hotel in the world belongs to a hotel chain. This means that hotel services are generally standardized, have a high class (since "five-star" hotels prevail), but do not take into account the needs for individualized service, in the original conceptual saturation of the services offered and the material base of hotels. At the same time, more and more researchers claim that the number of tourists who prefer hotels with a unique regional flavor, interesting and even unique concept is steadily growing.

Research and applied actions in the direction of finding the potential for the development of such a sector of accommodation enterprises are becoming relevant.

**Objective:** identification of regional features that are manifested in the modern hotel business, as well as the conceptualization of hotels in international tourism, which are determined, in particular, by the mutual influence of both tourism in General and the hotel business in Russia and China..

**Tasks:**

- identifying global regional trends in the hotel business and determining the impact of international hotel chains on the development of the regional hotel sector;
- research on the state and prospects of hotel conceptualization in international tourism;
- identifying the features of pricing policy formation in the marketing complex of a concept hotel;
- review of national trends and hotel concepts in the people's Republic of China and analysis of the "Chinese" influence on the concepts and service of Russian hotels;
- development of directions for using the "Chinese" key for the hotel industry in Russia.

**Hypothesis** consists in the real existence of mutual influence of hotel concepts and regional features of hotels in different countries and tourist destinations, manifested in the material base and service of accommodation enterprises, and the possibility of effective use of such experience (influence) of some countries for the development of the hospitality industry of others. The thesis, in particular, implements the possibility of developing directions for updating the activities of Russian hotels under the influence of the corresponding accents of Chinese hotels and a large flow of tourists from this country to Russia.

**Novelty of the research:**

1. The relevance of the development in the hospitality industry of various countries, along with a highly standardized offer of international hotel chains, is Identified and justified, as well as a more chamber individualized offer of small concept hotels and hotels with regional and national accents.

2. The concept of a concept hotel with regional characteristics is Described on the example of the people's Republic of China, which is developing its hospitality industry at a high rate.

3. The reasons for the active development of bright, often unique hotel concepts by Chinese hoteliers, which are the basis of the author's applied development, are Identified.

4. The influence of the high flow of Chinese tourists to Russia on the development of the hotel sector in our country that meets the real requirements of today is Revealed in a new way for the purpose of the dissertation research.

5. Directions use Chinese experience for development of hospitality industry on the basis of informal, author of the prerequisites.

**The main principles to be depended:**

1. In the context of tourism development around the world, high rates of increase in tourist flows, including a variety of segments of consumers of hotel products, the development of concept hotels is being updated.

2. The Concept, essence and content of a concept hotel requires a more complete understanding on the basis of traditionally used formulations.

3. In the practice of modern hotel activities, there are gaps in the theoretical and applied justification of directions and measures to diversify the supply of modern hotels based on the analysis of the mutual influence of countries and regions.

4. There are shortcomings in the management and promotion of the hotel sector of the Russian economy, as well as in published materials and in the practice of hotel business, due to the fact that the creation of concepts and accents of hotels does not take into account the characteristics of customer segments, their national characteristics and needs. This approach is implemented in the dissertation research.

5. In the practice of international hotel activities, it is important to take into account the experience and prerequisites for effective management of the development of popular hotels in some countries for implementation in their own country. In particular, it is possible to implement this by analyzing and adapting for the Russian tourism and hotel product what puts the Chinese hotel sector of tourism and the economy as a whole on the leading global positions.

**Theoretical significance of the research.** The theoretical significance of the research results is shown in the systematic compilation of theoretical material published in various sources by scientists and practitioners of the tourism and hotel business, managers and members of relevant organizations of the industry, as well as state bodies of tourism and hospitality management. This material formed the basis of the first Chapter of the dissertation, and in part, the second Chapter.

**Practical significance of the research.** The practical significance of the dissertation research is the author's development of ten key reasons for the emphasis of hoteliers of the people's Republic of China on regional features and unique concepts when creating hotels. In addition, the development contains a list of relevant tasks for the hospitality industry of the Russian Federation, in a broader scope, and also provides recommendations for performers and targets in each identified task. The results of the development can be used both in teaching relevant disciplines and in hotel practice.

**Results of the research:** A number of estimates given in the development may cause disputes in the interested environment. But this only proves the relevance of the issue of regional features of the hotel business and the conceptualization of hotels in international tourism in terms of their impact on the development of the Russian hotel industry. Moreover, the above development is of an author's nature and is based on a firm belief in the positivity of studying the good experience of partners and competitors, as it makes it possible to evaluate the processes from the outside, draw conclusions, and carry out professional activities progressively, not rolling back, but moving in line with global trends, and moreover, in a shorter way. By the way, the world recognizes that China owes much of its economic growth to its ability to adopt experience, technology, and innovation, and turn them to its advantage.

The presented development of directions for using Chinese experience for the development of the Russian hospitality industry should continue with systematic marketing work and the formation of a program for implementing the proposed measures.

**Recommendations:** author reveals the cause-and-effect relationships of successful conceptualization of many hotels in China, which are taken as the basis for their use in domestic practice. In other words, we have identified the reasons why entrepreneurs in the hospitality sector of China are interested in developing original concepts of their hotels.

Thus, one of these reasons is the desire to preserve national characteristics and show them to tourists from all over the world. Another is the desire of the authorities and entrepreneurs of a country that has become one of the world's leaders in a short time, to loudly declare itself and its capabilities. Another reason is the desire to attract more foreign tourists to the country, who are fed up with traditional comfortable services in modern standardized hotel chains, and appreciate the original conceptual accommodation with the national flavor of the host country.