

ABSTRACT

Theme of the graduation qualification work:

Modern methods of attracting consumers to the hotel catering enterprises

(On the example of «Hilton Garden Inn Moscow New Riga», Moscow)

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The relevance of the research theme:

The sphere of restaurant business is a social institution that solves important social problems of society and the individual. The enterprises of the industry, in addition to the physiological function of satisfying the consumer in food, more and more fulfill other functions directly related to the processes of socialization in society. These functions «work» throughout the life of a person.

Hotel and restaurant services are related elements of the service infrastructure, and this is one of the intensively developing spheres of modern business. Moreover, the service component of hotel production is gaining an increasing share in the overall assessment of the end product of the industry by consumers.

The purpose of the work is to show the importance of modern methods of attracting consumers to a restaurant at the hotel «Hilton Garden Inn Moscow New Riga».

The tasks:

1. To study the catering enterprises of the hotel complex;
2. Consider modern technologies for providing food services to consumers of hotel enterprises;
3. Determine the role of the service in promoting food services and ensuring the competitiveness of the restaurant at the hotel;
4. Give a general description of the hotel «Hilton Garden Inn Moscow New Riga», Moscow;
5. To study the peculiarities of the formation of the policy of promotion of food services at the hotel «Hilton Garden Inn Moscow New Riga»;

6. Develop a draft program to improve the service in promoting modern methods of attracting consumers to the catering enterprises at the «Hilton Garden Inn Moscow New Riga».

The theoretical significance of the research lies in the possibility of using the collected and analyzed information of the optimal concept of the catering enterprise at the hotel, the development of the restaurant's marketing strategy and the tactical choice of the food service promotion program.

The practical significance of the research is that the formulated conclusions and proposals can be used as a practical guide for restaurant workers at the hotels and other accommodation facilities.

The results of the study: as a result of the study, a draft program was developed to improve the service in promoting modern methods of attracting consumers to the catering enterprises of the hotel in the practice of work «Hilton Garden Inn Moscow New Riga», Moscow.

The recommendations: the proposed training system can be used to train both hourly workers and senior staff of the F&B service of the hotel.