

The annotation for graduation work

Topic: Current status and development trends of MICE tourism, ways of improving the efficiency of business events in the business hotel. (On an example of hotel «Hilton Garden Inn Moscow, New Riga»)

Significance of Researched Topic: Business tourism in the world is considered the most promising form of tourism because of its year-round, predictability, orientation on clients with high income. Yield business tourism in developed countries is comparable with the oil business. Despite the fact that the business tourists in the total tourist arrivals account for only about 20-25%, they account for 60% of the total turnover of the tourism industry. MICE industry, as the most dynamically developing modern tourism, a positive effect on the overall development of the metropolis and a very positive impact on the development of the social sphere

The purpose of work is the analysis of production infrastructure, corporate programs, corporate market for the service MICE hotel development program, to increase the effectiveness of business events in the hotel "Hilton Garden Inn Moscow New Riga".

The main purposes of research are:

1. To study the etymology of the concept of "MICE tourism", the current state of domestic and international MICE market tourism.
2. To define the key challenges, benefits and forms of cooperation of the hotel with the corporate customer segment.
3. To study the characteristics of the organization and challenges in serving corporate customers in the hotel.
4. To give a main characteristic of the hotel "Hilton Garden Inn Moscow New Riga".
5. To perform production infrastructure, corporate programs and market to corporate clients to service MICE hotel "Hilton Garden Inn Moscow New Riga"
6. To develop a program to increase the efficiency of business events in hotel "Hilton Garden Inn Moscow New Riga"

Theoretical and practical significance of the study. Theoretical significance of qualification work is characterized by the fact that this work can be used to improve the corporate activities as well as the ability to use basic provisions and conclusions of the work to expand the perception of the MICE industry in Russia and abroad.

Practical significance of the work. The results of the study can be used by enterprises working in the field of corporate events at all levels of national and regional development as a practical guide for market participants of meeting industry and MICE.

Main results of the research are: explored the hotel "Hilton Garden Inn Moscow New Riga" for corporate events. In the end, we have developed an efficiency programme of business events at the hotel "Hilton Garden Inn Moscow New Riga".

The program of increase of efficiency of business activities:

1. To create the meeting rooms BRAIN-X, BRAIN-Y, BRAIN-Z

It will be a bright room with upholstered furniture — footstools, sofas, chairs, power outlets and extension cords with USB chargers, special boards on which you can write, in General, the atmosphere for comfortable work, creativity and creativity. These rooms are perfect for hosting brainstorming sessions, perform some creative tasks and just relaxing

2. To development of a nutrition program BRAIN PLUS

Specially designed by chef and nutritionist a decision on catering for business travellers. The menu includes fresh, well-balanced products with low fat content and sugars: fish, bread made from whole grains, fruits and vegetables — all this supports stable blood sugar levels, allows guests to overcome possible anxiety, and maintains a high concentration. Also offers two conference packages of food to choose UNIVERSAL at a price of 3,000 rubles and 4,500 rubles PREMIUM.

3. To open the vacancy of the Art Director, whose responsibilities involve management of the animation team; organization, planning, provision of recreational activities in the hotel; work with customers; promotion of services of the animation team and other products for the event sector, as well as work as a lead important corporate events, recruitment and placement.

4. To create a programm CHILD PLUS, the essence of which is that visiting corporate guests will be able to take their children with them, which in turn will work the animators. The child will always be there, and adults can not worry about child care and safety.