

SUMMARY

The theme of graduation thesis: «Features of forming of branding of hotel enterprises (by the example of Hilton Garden Inn Moscow New Riga, Moscow)».

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The relevance of the research topic. Signature style involves the use of common principles of design and colour solutions for interiors, accessories, all forms of advertising and promotion, business documents.

The relevance of this work lies in the fact that the development and promotion of corporate identity is a pressing issue for the Russian hotel business.

The work purpose – development of recommendations for the comprehensive development and improvement of corporate style hotels "Hilton Garden Inn Moscow New Riga, Moscow" as a factor of investment attractiveness.

Tasks:

is to reveal the essence, the concept and the constituent elements of the corporate style of hotel businesses;

- to study the characteristics of the corporate style foreign advanced enterprises of the industry of hospitality;
- to analyze the possibilities of branding the Russian hotel companies;
- to perform corporate style hotels "Hilton Garden Inn Moscow New Riga, Moscow";
- to develop recommendations for improving corporate style hotels "Hilton Garden Inn Moscow New Riga, Moscow".

The empirical basis of the study was the work of domestic and foreign scientists in the field of management and organization in the sphere of services in the field of branding hotels in Russia and abroad, regulatory documents, and materials obtained by the author during the period of internship. When writing work used the works of researchers in management, economic theory, sociology, psychology and control theory, monographs and scientific articles in periodicals.

Practical significance of the work. Scope is the ability to use these recommendations to form their own signature style of other enterprises of hotel industry in the whole country that will enable them to achieve competitive advantage and financial success.

The results of the study. Hotel "Hilton Garden Moscow very surprised to quality Inn Riga", despite the short period of his stay in the hospitality market, already has a recognizable signature style. However, in order to have competitive advantage, corporate style elements of the hotel need to be complemented and continuous improvement.

Recommendations. We offer a number of recommendations for improving corporate identity, able to enhance the positive impact on consumers:

1. to modify the program to encourage guests;
2. distribute branding on the personal items of guests (not all of the personal items of guests have a proprietary label);
3. to develop corporate Souvenirs with the original symbols of the hotel "Hilton Garden Moscow very surprised to quality Inn Riga";
4. to create a brand audiotel;
5. to landscape the surrounding area of the hotel complex;
6. to empower the official website of the hotel "Hilton Garden Moscow very surprised to quality Inn Riga" adding features "online consultant".