**Theme of final qualifying work:** Creation of a concierge service in order to provide high-quality services for VIP guests (on the example of the sanatorium «Mashuk Aqua-Therm»)

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**The relevance of this research** is due to the fact that due to the accelerated pace of development of the hotel business, both around the world and in the Russian Federation, one of the main tasks is to study the quality of service for VIP guests. Working with VIP clients is the basis for the economic stability of hotel companies. According to the Pareto ratio, about 20% of the served contingent of the hotel company bring its owners up to 80% of the profit, and these 20% are VIP guests. Therefore, the success and prosperity of enterprises largely depends on the quality and organization of service for this category of guests.

An analysis of the ongoing changes in this sphere shows that, despite the fact that many hotels provide services for high-ranking guests, the quality of VIP-client service and the variety of services in hotel enterprises are not fully satisfied today. This is due to the fact that the needs and requirements of VIP clients are constantly growing, because working in a limited time, the guest wants to get a variety of services in one enterprise, but the enterprises can`t always provide the required services.

In this regard, there is a need to find new methods and approaches to solving issues aimed at meeting the diverse needs of VIP guests. An integral part of this important process is today the Concierge service, whose responsible task is to create a reputation for high-quality service and develop the product and services in exact accordance with the requirements of VIP guests.

**The purpose of this work** is to organize the creation of a Concierge service in the sanatorium «Mashuk Aqua-Therm» and develop a package of additional services for VIP guests.

**Main tasks:**

1. To reveal the key concepts of hotel activity.
2. To study the history of the Association of the international Union of concierges «Golden keys».

3. To give a General description of the sanatorium "Mashuk Aqua-Term»;

4. To study the requirements for the quality of VIP guests' service and analyze the standard of their service.

5. To develop measures to organize the creation of a Concierge service in the sanatorium «Mashuk Aqua-Therm».

6. To develop a package of additional services for VIP guests.

**The theoretical significance** lies in the generalization and systematization of knowledge in the field of servicing VIP guests by the concierge service, identifying and shaping factors that contribute to improving the quality of service for VIP guests.

**The practical value of the research work** is that the developed proposals and recommendations will allow the sanatorium "Mashuk Aqua-Term" to improve the efficiency of the enterprise by improving the quality of service to VIP guests through the Concierge service.

**The results of the study:**

1. Based on the study, having studied the theoretical aspects of the functioning of the hotel industry and the specifics of the organization of guest services, we have revealed the basic concepts of hotel activities, determined the features of a hotel product and identified the main elements that affect the quality of hotel services.

2. After reviewing the history of the association of the Golden Keys International Concierge Association and examining the organization of the concierge service, we learned that this service occupies an important place in the structure of the hotel enterprise’s work efficiency, as its main goals and work strategies are aimed at providing guests with the highest quality of services, maintaining the image of the hotel, as well as increasing the percentage of hotel occupancy.
3. In the course of the study, we described the Mashuk Aqua-Therm sanatorium-resort enterprise. Having studied the structure of the sanatorium, we revealed its organizational and legal form, number of rooms, and also gave a description of the external and internal design of the enterprise. In addition, having analyzed the services and available treatment programs provided by the sanatorium, we determined a complete list of basic and additional services.

4. In the course of our study, we analyzed the role and importance of VIP-guests in the work of hotel enterprises, determined the rules for staff to communicate with this category of guests, the advantages of developing a loyalty system, and especially the standards of quality service for VIP-guests.

5. We have developed measures to organize the creation of a concierge service to provide high quality services to VIP guests. To do this, we developed the composition, responsibilities, qualities and uniforms of concierge service employees, determined the initial capital and basic expenses aimed at organizing the concierge workplace, providing technical services and developing a site to attract VIP guests and partners. In addition, we have developed a wide range of additional services for servicing VIP guests and a loyalty system in order to encourage VIP guests to use the concierge services next time.

In this way, the main advantage of creating a concierge service is the development and promotion of the enterprise, which will effectively affect the consumer behavior of a client buying a hotel service. This will allow the Mashuk Aqua-Therm spa complex to improve the quality of service, and with it customer loyalty, which as a result contributes to increased sales.