

SUMMARY

Subject matter of the dissertation:

The development of the complex of activities to improve the customer loyalty programs for the promotion of the regular customers of the hotel (using the example of the hotel «Smile», settl. of Terskol, Elbrus dist. of Kabardino-Balkaria)

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Topicality of the research: Analysis of the development of hotels in Russia has shown that the unique role of this sector of the economics is still poorly understood in our country. At the same time, it is especially important to stimulate guests, which helps to form a base of regular customers and provides an economic stability to hotels. Stimulation and promotion is important and necessary at various levels, including VIP-service. In this paper, we will consider the ways of stimulation and promotion of the regular customers in hotels, as well as the features of their high-level service (VIP-service).

Objective: The objective of the work is the development of the customer loyalty program for the hotel «Smile»

Tasks:

- to study the technology of working with regular hotel customers;
- to get acquainted with the features and standards of servicing regular customers in hotels;
- to consider the concept of customer loyalty programs;
- to Identify features of programs to encourage and encourage regular customers in hotels of foreign countries;
- to review of the actions of programs to encourage and encourage regular customers in Russian hotels;
- to analyze the effectiveness of the use of incentive programs and incentives for regular customers of the Smile hotel;
- to development of measures to improve the services to improve the quality of service in the hotel "Smile".

Theoretical and methodological basis: in this graduation qualification work, we relied on regulatory legal acts regulating the activity of hotel service enterprises, fundamental works of domestic and foreign scientists in the hospitality industry, materials of periodicals and Internet resources.

The practical significance of the research is in the development of the specific recommendations on the implementation of the clients loyalty program and it's usage applied to the hotel «Smile».

Results of the research: as the result of the research there were developed a number of specific measures for the purpose of improving the quality of services as well as recommendations on the implementation of the clients loyalty program for the regular customers of the hotel «Smile».

Recommendations: it is recommended to the directorship of the hotel «Smile» to initiate the introduction of the changes and the measures outlined in the work presented, with the view of the enterprise's development and success.