Subject matter: The devisal of the project of the optimization of the organization’s performance in the hospitality sphere considering the season factor.

Author: Sozaeva A.A.

Supervisor of studies: doctor of economics, professor, chair of the financial and economic and legal provision of management activity Maslova D.V.


Topicality of the research is determined by the considerable influence of the season factor on the effectiveness of the organization’s performance in the hospitality sphere.

Objective of the research is the development of the project of the optimization of the organization’s performance in the hospitality sphere considering the season factor.

Tasks:
1. to examine the role of the sphere of services in the market economy;
2. to determine the role of management in the promotion of services on the market;
3. to analyze the market of hospitality services in KBR;
4. to study the performance of “Ozon-Cheget”, ltd.;
5. to analyze the quality of the services provided by “Ozon-Cheget”, ltd.;
6. to develop the proposals on the extension of the services by “Ozon-Cheget”, ltd.

Theoretical and practical significance of the results of the research is that we have formulated the principles and proposed methodological recommendations on the improvement of the existing and formation of a new mechanism of management of business structures of the sphere of hospitality with seasonal nature of sales.

Practical significance of the work is determined by the possibility of the use of the results of the research and recommendations in the analysis of the performance, in
the identification of the problems of management of organizations with the seasonal nature of the demand for services.

**Results of the research:**

1. Reduction of the season factor in the organization’s performance, in the first place due to the increase in the tourist flow in the summer period;
2. Exploration of the unique natural and historical resources of Elbrus region and meeting the consumers’ demand for the instructive recreation.

**Recommendations:**

1. To reduce the seasonal factor “Ozon-Cheget”, ltd. should provide horse riding services;
2. Mounting skiing as a successful tourist business should be exploited to its fall potential along with horse tourism.