SUMMARY

Subject matter: The Improvement of the Hotel Management System (by the Example of the Limited Liability Company «PANinter»).

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Information about customer organization: «PANinter» LTD.

Topicality of the research: The currently prevailing hotel management system in Russia is generating a backlog from the market requirements, it is resulting in economic losses and is not permitting to react quickly to the environmental changes in terms of the dynamic technological development; this fact predetermines the need to improve the traditional forms of the production organization and the ways that business entities interact with each other. This in turn requires to improve the hotel management methods in the regions of the Russian Federation in accordance with modern economic environment.

The objective of the research: is to carry out a comprehensive analysis of the hotel management system and to work out some practical recommendations to improve it.

The tasks of the research:

- to reveal the nature and the content of the hotel management system;
- to examine the specific features of the hotel management system;
- to study the principles and methods of the hotel management;
- to give a concept description and development trends in the hotel services market in the Russian Federation;
- to carry out an analysis of the hotel management system of «PANinter» ltd.;
- to work out recommendations to improve the hotel management system of «PANinter» ltd.

The theoretical significance of the research is to enlarge scientific concepts about the hotel management system in the modern environment.
The practical significance is as follows: the recommendations elaborated in the research and aimed at improving the hotel management system can be applied in the practical activities of «PANinter» Ltd. and at other enterprises engaged in similar areas of activity.

The results of the research: The hotel management is an important category of economic activity professionally carried out and aimed at achieving the enterprise’s objectives by organizing rationally material, labour and information resources with the principles, functions and methods of management applied.

Recommendations:

- to work out a competitive strategy of the hotel development which will reflect the mission and objectives of «PANinter» Ltd., determine the optimum organizational structure, allocate and vest employees’ rights, powers and duties clearly, as well as substantiate the choice of appropriate marketing tools to stimulate the demand for the hotel’s services;

- to carry out a comprehensive analysis of some specific features appropriate for the organization of the management actions aimed at the hotel services flows of «PANinter» Ltd. both individually and in relation with each other taking into account the specific character of the hotel enterprise as well as to implement their ranking in accordance with the ad hoc approach;

- to work out and implement a unified hotel management system in the practical activities of «PANinter» Ltd. that will let the enterprise systematize and maximize the value of the management resources used as well as increase the efficiency of interaction between all its services.