The theme of the final qualifying work: the Organization of bar service in a modern hotel (on the example of pskk "Mashuk Aqua-Term" Zheleznovodsk)

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The relevance of the research topic. The staff in the hospitality industry is an essential component of the final product and, therefore, the quality of service in the hotel complex organizations depends on the skill and consciousness of their employees. Customer satisfaction in the service sector is also achieved by the courtesy of the staff and their responsiveness. Thus, effective management of people turns into one of the most important functions of a hotel organization - a function of personnel management.

Most organizations in the hospitality industry do not pay enough attention to personnel management, considering staff an auxiliary component. However, this is the wrong approach, as people in the hospitality industry are at least part of the enterprise and more and more part of the hotel product itself, for which hotels receive their main income.

A lot of research is devoted to the issues of personnel management in any organization, including in a hotel. At the same time, the transition to market relations required the solution of a new, undeveloped problem related to the expansion of the content of the concept of a hotel product, the development of new, flexible forms of personnel management, namely, “needs of a higher order” (public recognition, growth opportunity, ability to realize, etc. etc.).

The goal is to study the fundamentals of personnel management and develop a draft training program for the personnel of the reception and placement department of PSKK Mashuk Aqua-Term in order to ensure a personnel reserve and career growth.

Tasks:
— to study the dynamics and forecasts of the development of accommodation facilities in modern Russia;
— identify the specifics of personnel management and requirements for the training of hotel personnel;
— determine the current state of staffing and personnel management problems in the hotel industry in Russia;
— characterize the production and economic activities of PSKK Mashuk Aqua-Term;
— to analyze the personnel environment and personnel management methods of the reception and placement department of PSKK Mashuk Aqua-Term;
— to develop a draft training program for the personnel of the reception and placement department of PSKK Mashuk Aqua-Term in order to ensure a talent pool and career growth.

Theoretical and practical significance of the work lies in the fact that the conclusions and suggestions formulated as a result of the study can be in demand in the practical activities of the tourism industry enterprises, as well as for further
practical and theoretical development of the problem for the Mashuk Aqua-Therm sanatorium.

The results of the study. These recommendations were prepared as practical material stimulating work on the implementation of the concept of improving the quality of service through the introduction of a training program and staff development.

Recommendations. The development of a concept to improve the quality of service through the introduction of a vocational training program and the development of personnel will be relevant and significant. It will include:

— training on the development of leadership skills;
— training dedicated to training managers in a narrow, specialized field for managers of the Reception and Accommodation Service
— training "Time Management";
— training "Delegation of authority";
— training "E-mail Etiquette";
— training on negotiating and resisting attempts at psychological manipulation;