Topic of the final qualifying work: OPPORTUNITIES TO EXPAND THE RANGE OF CULTURAL AND LEISURE ACTIVITIES IN THE HOTEL’S ACTIVITIES (for example, the hotel “MASK”)

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The relevance of the research topic is that poorly developed cultural and leisure activities in Pyatigorsk leads to stagnation of the hotel industry in the city as a whole.

If you pay attention to the reasons for what is happening, you can see that, unlike Russian hotels, foreign operators are used to working in a competitive environment, providing high-quality service, observing global trends and willingly implementing the latest achievements, not only in terms of providing services as such, but also developing new ways to entertain guests, thereby increasing the efficiency of their activities. Properly planned cultural and leisure activities at the hotel enterprise are the key to the success of any hotel.

Cultural and leisure activities are an important aspect of hotel activities, without which it is difficult to imagine a full rest in a hotel. Modern hotels should develop this direction, as the key to a successful holiday and a positive assessment from guests is a comfortable hotel, good staff and correctly selected cultural and leisure activities.

The purpose of the final qualification work is to develop cultural and leisure activities to attract guests to the hotel "Mask" based on the study of the possibilities of applying progressive experience in this area for the hotel industry as a whole.

To achieve this goal, the following tasks were set as part of the final qualification research:

- to consider the possibility of leisure activities in hotels;
- explore the range of basic and additional services in the hotel business;
- explore the directions and possibilities of organizing cultural and leisure events;
- analyze the organizational and managerial characteristics of the hotel "Mask" in the cultural and leisure sphere;
- analyze the cultural and leisure events held at the hotel "Mask";
- develop activities for the hotel "Mask" in order to expand the range of services provided.

The theoretical and practical significance of the project is to find approaches to expanding the range of events in hotels. Recommendations for cultural and leisure activities in the hotel "Mask" in Pyatigorsk can be used in practical activities of accommodation facilities, the implementation of measures to improve the quality of service in the hotel sector will allow them to ensure competitive advantages and financial success. The proposed campaign for the hotel "Mask" in Pyatigorsk determined the practical significance of the work.

Main results of the research: the main task of most measures implemented by the hotel is to retain and search for new customers, to develop the range of services provided in the hotel. Many factors affect the efficiency and profitability of a hotel. A large role in this is played by the human factor, so first of all you should pay attention not to the number of services provided, but to their quality. An important place in the hotel industry is occupied by comfortable rest, which provides effective customer satisfaction, as well as the success of the hotel among competitors. Today, the main task of the hotel industry is the importance of improving and updating hotel services.

**Recommendations:**

As a result of the conducted practical research, the following recommendations were proposed to expand the range of cultural and leisure activities in the hotel "Mask":

1. conduct an analysis of tourists in the hotel "Mask" to prepare a number of activities to expand the range of cultural and leisure activities.
2. Prepare movie screenings for families with children, horse rides for young couples, mini Golf for businessmen.

3. Buy everything you need to organize events and set up sites.

We studied the events held at the hotel "Musk", conducted a report and identified errors in past events. We reviewed the tools for attracting a target audience in a hotel in Pyatigorsk. By improving and properly using its potential, the hotel "Musk" can move to a new level of development in the market of hotel services in the Caucasus Mineral Waters and take a place among hotels with strong and rapidly improving competitive advantages. The recommendations suggested by the author can be an excellent start in the successful operation of the hotel "Mask". And the result of such activities: growth of income and competitiveness.