

## SUMMARY

**The theme of graduation thesis:** "Diversification of services as a tool to improve the efficiency of the hotel (for example, apart-hotel "Slavyanovskiy Istok", Zheleznovodsk)".

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**The relevance of the research topic.** The relevance of this qualification work consists in the fact that for the formation of competitive advantages of hotel enterprises need to apply a strategy of diversification, that is, to select and develop new lines of business. The interest of diversification for a hotel company linked to the possibility of obtaining a synergistic effect by which the company will have a higher competitiveness could win greater market share, to attract investors.

The aim of the study is to analyze the diversification of hotel services as a direction to improve the efficiency of the enterprise; development of the project activities to diversify services in the apart-hotel "Slavyanovskiy Istok" Zheleznovodsk.

### **Tasks:**

- To define the concept, goals, motives, types and methods of diversification of entrepreneurial activity.
- To consider the criteria and factors affecting the diversification of hotel services.
- To study domestic and foreign experience in diversification of services as a necessary condition for the development of hotel enterprises.
- To consider organizational and economic bases of activity in apart-hotel "Slavyanovsky Istok", Zheleznovodsk.
- To identify the features of the strategy of diversification of services in the apart-hotel "Slavyanovskiy Istok".
- Develop a project event to diversify services in the apart-hotel "Slavyanovskiy Istok" and give it an economic justification.

**Theoretical and methodological basis** of the work, its problems became the latest domestic and foreign scientific works in the field of the theory and practice of strategic development of activity of the enterprises of a hotel complex, legislative acts and regulatory documents governing the activities of hotel enterprises in modern conditions.

In the course of this study were used General scientific methods, such as the system approach, methods of comparative analysis and expert evaluations, logic modeling, economic-mathematical.

**The practical** significance of the work lies in the fact that the proposed recommendations and developed theoretical and methodological provisions have a practical orientation in the field of creation and current implementation processes of the strategic development activities of a particular company of the hotel complex.

**The results of the study.** It can be concluded that the developed strategy of diversification will increase the competitiveness of the apart-hotel "Slavyanovskiy Istok", and the proposed measures for its implementation contribute to increasing profits, that is, the goal of the developed combined strategy is achieved.

**Recommendations.** Based on the identified shortcomings and advantages of the present strategy was developed by a combined strategy of diversification, which aims – increasing profits by providing luxurious and comfortable stay. To achieve this goal was proposed following events: special offers, organization of summer cafes, additional features, implementation of promotional activities.