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ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
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ФАКУЛЬТЕТ СЕРВИСА И ТУРИЗМА

КАФЕДРА ИНОСТРАННЫХ ЯЗЫКОВ И ЯЗЫКОЗНАНИЯ

РЕФЕРАТ

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Introduction.

Currently, the hotel business has become one of the most profitable segments of the tourist market. Services are increasingly appear as a complex hotel product; provide tourists with a maximum number of amenities, hospitality and cordiality of the staff. Modern hotel enterprise not only provides services related to the accommodation and meals, but also a wide range of transport services, communication, entertainment, excursions, medical, sports services, beauty salons, and so on.

1. Definition of the hotel business.

Hospitality - entrepreneurship hotel companies as independent business entities with a view to profit.

The objects of the hotel industry are the accommodation facilities. Accommodation facilities - facilities providing visitors (customers) occasionally or regularly accommodation services, lodging, spending the night on a commercial basis

The main element is the hotel accommodation facilities. Hotel - organization of collective tourist accommodation facility that provides accommodation and services required.

Hotel business, being one of the economic activities, directly or indirectly creates jobs and is an important means to replenish the foreign exchange coffers. the development process is constantly going on in the world of new concepts of the hotel industry and the modernization of old ones.

Great influence on the development of hotel business has tourism. Every hotel owner says that tourism - is a wonderful thing, because it attracts guests in the hotel and restaurant. Tourism - a dynamic, growing, consumer-oriented phenomenon. It is the largest industry in the world.

2. The current state of hotel business in Russia.

Hotel business today - is a fast growing and promising industry that brings big profits. Because the hotel business is able to provide a steady income to the federal budget, the number of hotels and inns in Russia is growing every year. As a result, there is fierce competition, and managers have to resort to extraordinary ideas and marketing various types of shares. Yet the scale of their activity in the hotel business for a lot less developed than abroad. This is because after the collapse of the USSR had to work hard to ensure that the industry has entered the world level.

Managers of the hotel industry, which was almost in full decline, began to intensively develop the hotel business management science. As a result, over the past 10 years, the hotel business has become an industry with billions in revenue. Over the years, the hotel market in Russia grew by 16-20% annually. Currently, there are about 4 000 hotels (here is included and resorts), and is more than 420 thousand people.

On the domestic market of hotel services to penetrate the international network of the company. This is due to the lack of experience of domestic companies in this field. International companies are buying already built hotels, absorb competitors, and build new facilities at their own expense and on their techniques.

Currently, the main problem of this business is the lack of qualified personnel. In Russia there are no reserves of trained workers, and a large amount of time required for quality training inexperienced staff. Employment of unskilled hotel staff leads to losses in the industry. For example, the maid having high qualifications, maybe more by 60% to clean rooms for the day, than a trainee with no experience.

The hotel system - a system of hospitality and traditions that have developed in ancient times, is a guest of respect. Today, the hotel industry include the provision of services and the organization of short-term accommodation in motels, hotels for a fee. The hotel industry is an important segment of the tourism business. To attract tourists required to provide an attractive investment climate, development of advertising, as well as the leisure industry.

Hospitality has a great potential for development. Now in Russia operate hotels with the different levels. Most of them are not inferior to even the best of world-class hotels. But the hotel business, in general, not yet fully formed in Russia. Lack of 2-3-star hotels are not giving the opportunity to receive guests with small budget. A major role is now assign additional services and entertainment. As a result, what are the active construction of a variety of recreational cents in Russia.

Most of the industry experts say that the Russian hotel industry has a great potential. And with the cooperation of the country with hotel enterprises the government and foreign investors this sector of the economy will develop rapidly.

3. Hotel standard.

The standards that define the network operators relating to the activities of all the hotel down to the last detail -. The quality of carpet, placing sockets and mirrors, opening doors, etc. However, any hotel must adhere to internal standards of work, to be able to track changes in service quality and enhance the level of service . All you need to standardize and to think either on the basis of the experience gained with the hotel or through recommendations of the management company, which will paint a complete set on the details of the rooms and other service parameters. There is no ready-made solutions: as a rule, the standards for the individual hotels are formed taking into account their specific features, created a personalized product.

There are two activities to improve the hotel enterprise level can be identified. The technocratic direction involves improving the quality of the material and technical base, optimization of technological processes and the organizational structure of the business, the creation of a wide range of additional services, it is desirable not only focused on the hotel guests, but also to local residents. The humanitarian component includes a service improvement, the establishment of corporate culture, the use of personnel motivation system, focus on the guest. Movement in one direction only never give desired results, including when it comes to the formation of a new image of the hotel after the reconstruction.

Services are intangible - the visitor can not figure out what it waits not personally visit the hotel. To create the image of a decent places, you need a responsible approach to the choice of partners and contractors - tour operators, companies that help to book rooms.

The second important feature - the impermanence of the quality of hotel services. Even if the customer arrives in the same hotel for some time later, it does not mean that it will be serviced at the same level as before. Much depends on the human factor: for example, used to work for another port - more friendly, and now a guest has not received due attention.

From time to time it is advisable to book as holding professional audit: many of the shortcomings in their accommodation can not be seen, and the staff often pretend that everything is fine, so the disturbing information just does not come to the hotel management. It is important to make the hotel services available and unobtrusive, and for this it is necessary periodically to put yourself in the shoes guest assess its eyes all the details that determine the level of service.

4. Features and prospects for the development of hotel business.

The global hospitality industry in recent years surely holds the palm of popularity like large investors and small and even aspiring entrepreneurs. After all, the main feature of the hotel business is that its growth does not stop even during the global economic crisis. Whatever was the case in the economy and the middle class around the world indulges in travel during the summer and Christmas holidays. Besides, thanks to the globalization of the economy, and develop stronger economic ties between the countries, sectors and companies. These major trends and determine the prospects of the hotel industry, the development of the existing hotel management and development of its new segmentov. Otlichitelnye hotel features Russian and CIS business is the revival of the sector after the collapse of the Soviet Union, the development of European service standards and the establishment of new international relations. As for Russia, while the most actively developing the hotel industry in the capital, St. Petersburg, and the pre-Olympic resort of Sochi - these cities attract large investments today and they account for approximately 70% of the turnover of the industry. At the same time, the positive growth trend seen in the western Kaliningade, the Far East, in the industrial Krasnoyarsk, Irkutsk and other settlements in the waters of the lake, as well as in large industrial centers of the country, where there are new modern hotels. Domestic hoteliers have realized that the prospects of the hotel industry - a small 2-3-star hotels, which are most in demand today and take about 80%. Particularly well developed in this sector Sank-Petersburg, where investors bought out houses or huge communal apartments in the historic center of the city and they are created after the reconstruction of hotels. Spoiled attention of customers in Moscow players Lodging sector of small hotels considered unattractive for themselves and prefer to build large hotel complexes, buying a franchise internationally renowned network of hotel giants - brands by Marriott, Hyatt, Hilton, etc. Fortunately no one capitals living world tourism and hospitality industry,. and even more charm and impressions hinterland. Tourists all over the world in the first place to go where there are convenient transportation, interesting sights and facilities for comfortable living and recreation. Russian interest to foreign travelers for its history, unique culture, excellent conditions for winter and summer sports, and of course, business people are interested in the possibility of joint business. In addition, the upcoming Olympic Games in Sochi will attract to our country millions of foreign visitors and stoke interest in Russia has millions of their compatriots. This will be a powerful catalyst to the most rosy prospects for the development of hotel business in other cities.

Entrepreneurs and investors will only have the industry to correctly identify the direction and prospects of the hotel industry, paying special attention to the segment of small 2-3-star hotels with the shortest payback periods. His target audience of potential

clients should be chosen depending on the characteristics of the city. Traditionally, the tourism industry serves two conditional groups of travelers:

- the middle class, who arrived during the holidays to relax, have fun and see the sights of the city or the country;
- business people to visit the country or city with business objectives.

Depending on the tourists belonging to one group or another and their different requirements to the hotel. Classic tourists most of the time is devoted to recreation and entertainment tours, spending a minimum of time in the hotel. They are less interested in the attributes of comfort, they are quite satisfied with a clean and comfortable hostel with a minimum of facilities, but with a low cost of living. For business travelers preferred hotels business category and the requirements for comfort in this case is much higher. Hotel for business travelers and serves as a venue for business meetings and conferences, and a temporary home, where he can comfortably relax after work, a business dinner or sightseeing in their free time. The price does not play a special role for him. Both groups of tourists when choosing a hotel in the first place preference convenient location, walking distance and convenient access to major transportation hubs, historical and architectural attractions, spa facilities and beaches. The second important factor is the hotel of choice - its decent look and a standard set of modern amenities. Finally, the friendly staff, level of service, presence or proximity of restaurants and bars, as well as the presence in the arsenal of the wireless internet facilities will decide whether the visitor becomes a customer of this particular hotel. Competition in the hotel sector is very high requirements of the guests is also growing, so the only way to success, and a feature of the hotel business - improving the quality of service and flexibility in meeting the rapidly changing needs of the guests

CONCLUSION

In conclusion, I would like to note that the most dynamically growing service sector industry, bringing millions of dollars of profit on the scale of the national economies of many countries, - hotel business. As part of the tourism business, hotel business has a great potential for development and for the Russian market. It is a backbone industry, which creates a complex set of financial and economic relations between economic entities of different directions. One factor in the lack of queues Russian hotels are not enough of them, and the high cost of maintenance. However, the hotel service price can not be lower than the amount of the objective components of cost, if the institution applies for solid status. Therefore, as a method of maintaining the stability of the business begin to serve the information technology impact on consumers. Based on all this, the following conclusions were made: the hospitality industry is a powerful economic system, both countries and the region as a whole, an important component of the income of the economy. Hospitality industry in terms of placement comprise various means of collective and individual accommodation: hotels, hostels, apartments, etc. designed for different consumers. In order to attract a flow of tourists in the country requires the development of advertising, leisure industry, providing a stable situation in the country. We can not say that the increase in the number of hotels in our country there is a faster pace. In Russia, there is practically no system of small hotel chains, designed for low-cost mass tourism and accommodation in most of the capital's hotels available to foreigners and a small number of wealthy Russians. Therefore, it is a cheap mass tourism requires the development and implementation of the most active (aggressive) advertising activities. To attract the mass tourist hotel administration should undertake a number of organizational measures, determine the direction of change, their essence and quality. The effectiveness of these measures is considered in terms of achieving a stable, constant profitability. That is, the hotel manager offered to apply strategic planning as a fundamental motivational principle of making important management decisions for the enterprise. One of the ways to implement the overall strategy of the firm is a marketing strategy in terms of ensuring the availability of information about the hotel, as a company with a prominent social status, a positive business reputation, high quality services to visitors.

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