

SUMMARY REPORT

Master's thesis on seeking the academic Master's degree in economics is "Creation of economic development strategy of The Restaurant and Hospitality Business".

The list of key words: hospitality business, development strategy of the hospitality business, quality of services, competitiveness of the hotel.

The object of the research: LLP "Oskementurist", which provides hospitality services in Ust-Kamenogorsk city.

The subject of the research: organizational and economic relations, which are created between subjects of the hospitality industry and formed during management of hospitality business.

The structure and volume of work: the research consists of "Introduction", "General part", "Conclusion" and "Bibliography", 'Supplement', provided in 105 pages of typescript. The number of illustrations provided in this research is 16, tables - 19, formulae - 40, bibliography sources - 45.

The project objectives and urgency, the object and the subject of the Master's thesis are presented in the **introduction**.

Methodological and methodical foundations of the strategic planning in hospitality business are presented **in the first chapter**. There are economic substance of hospitality services and strategy, methods of the strategic planning and assessment of the competitiveness of enterprises.

Overall performance and financial analysis of LLP "Oskementurist" are presented **in the second chapter**. There are description of the hotel operational program and forecast volume of sales of hospitality services.

Analysis of the competitive environment of Ust-Kamenogorsk city market of hotel services is situated **in the third chapter**. Company mission and purposes, guidelines for developing strategy are formulated in this chapter. Recommendations for formation of an effective management system of hotel competitiveness are given there.

The Conclusion consists of main results and guidelines for developing economic strategy for LLP "Oskementurist".