

Название публикации:

Model of Hotel Crisis Management: Russian and Foreign Experience

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Наименование журнала:

MODERN JOURNAL OF LANGUAGE TEACHING METHODS

Том: 8 Выпуск: 11 Стр.: 37-51 Опубликовано: NOV 2018

Аннотация:

This study is of interest today because the issue of hotel work in a crisis situation is significant. Currently, the hotel industry is exposed to negative trends, which are, at the same time, opportunities that cannot be missed. On the one hand, the industry must keep pace with the evolution of the society, which will affect the demand of the tourism sector; on the other hand, it must face the constraints imposed by the structure of the real economy, its specific context and social and economic conditions. Due to their specific nature, international tourism and hospitality, being the most important elements of the tourism offer, tend to experience more crisis situations than other economy sectors. This article presents methods of managing a hotel company in a crisis and shows a three-tier model of the hotel business in a crisis in Russia and in the Syrian Arab Republic. Hotel management trends in Syria defined by the specifics of military operations in the country are described separately. The scheme proposed by the authors will enable hotel directors and managers to improve the financial situation of a hotel in a crisis. The developed concept of crisis management can be used in the tourism business. The materials of this article have practical value for owners and management companies working in tourism and hotel business, the entrepreneurial and academic community.

Ключевые слова:

a hotel; a crisis situation; hotel work; the hotel business; hotel companies; a crisis