

Subject matter of the dissertation: Improving corporate culture tourist enterprise (by giving an example Apache LLC).

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Customer organization: Apache LLC travel company is specialized in the international (in all directions) and internal tourism. It is characterized by travel agencies activities.

Topicality of the research. For today's domestic and foreign organizations topic of corporate culture is particularly significant because the new social and economic reforms need to be designed, awareness and perception from the point of view of society's values and its social institutions. Many leading experts correctly point out that the underestimation of the capabilities of the corporate culture as an effective management tool and a powerful means of creating a positive image of the organization in the environment leads to unnecessary risks, loss of competitive advantage and professional status.

A theoretical study of the concept of corporate culture is relatively new, and in some cases contributes to the development of the theory and practice of corporate culture of the organization. Russian scientists consider it small enough, the phenomenon of corporate culture is relatively new, little disbursed and not fully adapted to the domestic reality. This is due to the need of expanding research in the theory and methodology of corporate culture and developing of the best approaches to the formation and maintenance of the cultural field of the corporation.

The objective of the work is to identify the theoretical foundations of corporate culture as a management tool and the best ways to improve the corporate travel industry enterprises of the field.

Tasks. Stated purpose of scientific work requires solving a number of problems:

- to examine the theoretical basis of the phenomenon of the "corporate culture", its essence and content elements;
- to consider the typology of the kinds of corporate culture;
- to carry out a case study of corporate culture business tourism industry, its stages;
- to describe the diagnostic model of corporate culture of tourism enterprises;
- to analyze the corporate culture of a single tourist enterprise;
- to develop a list of recommendations to improve the current practice in the analyzed tourist enterprise corporate culture.

Theoretical and practical significance of the research. Formulated in the theoretical propositions and conclusions deepen the understanding of the concept of "corporate culture", allow to define its role and importance for the modern practice of management. System analysis of scientific research on the problem enables the comparison of key models of corporate culture and methods of diagnosis, prevailing in the domestic and foreign management.

The list of our suggested recommendations for effective diagnosis, maintenance and improvement of corporate culture tourism industry can be used in practical activities of travel agencies, as the basis for the organization of training courses and staff travel companies in the practice of educational courses in higher education.

The results of the research. Marked individual elements of corporate culture, but the organizational culture as a whole has not been formed, the head of the company often builds on the management of peer basis, while in some cases, required to comply with strict administrative guidelines, the rank and file employees are not fully proficient time management skills that sometimes reduces productivity, many employees do not know how to properly evaluate and build a horizontal career, employees are not welcome uniforms.

Recommendations. In the shortest time necessary to work out a code of ethics of the organization; reconsider the possibility of changing the company's management style and interaction with the staff of the organization, to organize and conduct training seminars on time management and team building training for, to revise the style of problem resolution and conflict situations, to revise the system of moral and material incentives.