

## ABSTRACT

**Theme of final qualifying work:** The nature and importance of staff training in the internal marketing of a service enterprise with development of the tourist enterprise commitment training (on the example of the guest house «Orlinye Skaly», Lermontov).

**The author of the work:** Panchenko Daria Romanovna.

**Scientific supervisor:** candidate of economic Sciences, assistant Professor of the Department of tourism and hotel service M. A. Alekseeva

**Information about customer organization:** Guest house «Orlinye Skaly», Lermontov.

**Work urgency:** The income of the company, evaluation of the company's work by clients, formation customers' loyalty and prosperity of the company depend on the professional competence of the staff. Without staff development and training, it is impossible to provide successful activities of a service enterprise. Practical analysis shows that in the region of the North Caucasus Federal district, in particular, on the Caucasian Mineral Waters Region, the executives of hotel enterprises pay insufficient attention to internal marketing of which trainings are central core, therefore they increasingly face with staff turnover, lack of personnel knowledge and negative guest evaluations. All these elements make the research topic relevant and timely.

**The aim of work** – the creation of commitment personnel training on the base of the Business center of tourism, service and consulting of Pyatigorsk State University. Our year-round training program is a market product of PSU, which can be purchased by hospitality and tourism enterprises by the outsourcing system.

**According to the aim, the following scientific problems are suggested:**

- To explore the relevance of training services for tourist and hotel enterprises of the North Caucasus Federal district and the Caucasian Mineral Waters Region.
- To create an author's innovative training program according to the aim of the project in the following tasks:
  - Implementation of a hotel corporate culture as a way of formation employees' commitment;
  - Training and development of hotel personnel in the North Caucasus Federal district;
  - Formation of a customized approach in communication and guest service;

- Creation of efficient algorithms of employees education in the spirit of corporate unity;
- Development and implementation of corporate standards in employees communal behavior;
- Formation and promotion of universal norms and standards in working with guests on the basis of collective responsibility;
- Increase personal and professional effectiveness of the staff.

**The theoretical significance** of the work is to analyze the marketing relevance of the development, theoretically found and create modern professional commitment training program for the hospitality industry staff.

**The practical significance of the work** lies in the fact that the developed training program should become an actively sold product bringing income on the regional market of training and consulting services. Also practical significance of the project is to create a significant contribution to the formation of a "high quality" service for tourism and hospitality modern Russian enterprises in conditions of globalization and increasing competition in the tourism and hospitality industry in the global economy.

**Results of the study:** In the actual research the methods of internal marketing used in the hospitality practice, and the sustainable development tendencies of a modern hotel, including corporate training were studied. It can be noted that there is a sustainable growth tendency of modern hotel companies in complex marketing activities and effective personnel training, both abroad and in Russia. An analysis of using training forms in the region of the North Caucasus Federal district was made in particular, in the Caucasian Mineral Waters region. We concluded that insufficient attention is paid to the training and development of staff, in many ways, therefore, the quality of service is poor. The object of the graduate qualification is the Guest house «Orlinye Skaly» in Lermontov, on the basis of which was made the analysis of using training forms. The result of the study is the author's training program to build firm staff commitment.

**Recommendations:** In the process of personnel commitment formation in Guest house «Orlinye Skaly», the following priority activities should implement in order to achieve this goal:

1. Systematic training of staff in-house and inviting third-party experts.
2. In the process of adaptation of new employees it is necessary to introduce an improved coaching method.
3. Actively work on social policy of the enterprise, giving employees a sense

of confidence "in the future". It is also effectively to think about development of motivational contest "the Best employee of the month" as well as the financial reward for winning this contest.

4. Implement some methods of achievement measuring.

5. Regularly (at least 1 time per month) to request feedback from a supervisor or subordinates.

6. To be proactive in generating and implementing innovative ideas.

7. Learn relaxation techniques in order to effectively cope with stress and and confidently behave in different situations.

8. Remember that team in the hotel service is always more important than disparate, even the best professionals.