

## SUMMARY

**Subject matter of the dissertation:** Development of the corporate culture in the industry of hospitality (on the example of the hotel «Kras Hotel»).

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**Customer organization:** hotel «Kras Hotel ».

### **Topicality of the research:**

In these later days has prevailed the trend that corporate culture plays a significant role in the service sector. At present time the relevance of the study of development and formation of corporate culture increases rapidly. With increased competition due to the crisis, shifting emphasis from technology competition for intelligence, merging and acquiescing one companies by another, striving to develop new areas of business enterprises and operation of foreign companies in the Russian market.

A growing number of executives in the hotel industry today comes to the conclusion that a focused formation of corporate culture of organization is a necessity.

Today, the most of practitioners agree, that the strategy of hospitality company, its mission and objectives, the structure, the type of people who make the decisions and execute them, the accepted standards of behavior, values and ideals shared by all employees, as a result shows the corporate culture of the hotel.

Corporate culture of the hotel enterprise directly affects on the competitiveness, speed up and increasing the sales. It is a tool for achievement the forward-looking strategic objectives of the hotel, which is especially important in the condition of the current economic crisis. In connection with this and related relevance of the topic of this final qualifying work.

**Objective of the research:** Analysis of the global experience and technology of corporate culture of the hospitality industry, the factors which influence its formation.

**Tasks:**

- to consider the concept and essence of corporate culture in the hospitality industry;
- to explore the basic steps in the process of formation of corporate culture;
- To analyze the corporate culture of Russian hotels;
- To analyze the corporate culture in the hotel "Kras Hotel";
- To develop proposals to improve the corporate culture in the activities of the hotel "Kras Hotel" Yessentuky;
- To consider the value system in the hospitality industry in a multicultural society;
- To identify the specifics of the Russian corporate culture in the hotel management company;
- Identify the characteristics of the formation of the corporate culture of international hotel chains and enterprises of the national hospitality industry;

**Theoretical and practical significance of the research:** consists of the recommendations to improve the corporate culture of hotel "Kras Hotel" Yessentuky can be used in the practice for organization and be part of the measures to improve the quality of service at the hotel. And feasibility of the proposed recommendations in the practice of the hotel "Kras Hotel." This is in my opinion, will improve the efficiency of the enterprise and will create favorable conditions to ensure its competitiveness.

**Results of the research:** In the present work the final qualifying examined both theoretical and practical issues of specific corporate culture in hospitality:

- The basic mechanisms that influence the development of corporate culture on the hospitality industry and its classification, namely, the internal factors

that influence the management culture and working environment of the organization; external factors, rules, standards and norms of behavior.

- The features of the corporate culture of international hotel chains and enterprises of the national hospitality industry.
- The analysis of the corporate culture of the hotel "Kras Hotel."
- Studying the specific formation and development of the corporate culture in hospitality for example, the hotel "Kras Hotel" Yessentuky.

In examining the specifics of corporate culture on the example of the hotel "Hotel Kras" the author of the following was revealed:

- The company uses both external and internal elements of corporate culture
- In practice, the use of methods of moral and material incentives for employees:

The research resulted in the problems have been identified in the development of the existing corporate culture and suggested effective measures to solve them.

**Recommendations:** Implementation of the proposals developed by the author in conjunction with the already in place in the hotel "Kras Hotel" service standards, codes of conduct, corporate style of the hotel chain and principles applicable in the hotel systems tangible and intangible reward employees, will improve the corporate culture of the enterprise, enhance the professional level of employees and a sense of their importance to the organization. Giving due attention to the process of forming and maintaining a corporate culture of the organization, the preservation of existing values and the introduction of new guidelines will reduce the hotel "Kras Hotel" to function effectively in a competitive environment.