

Summary

Subject matter of the dissertation is improving the organizational culture of industry enterprises (by way of example, travel agency “Light”).

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Topicality of the research. Transition to a market economy implemented in our country requires a scientific approach to management of the organization. To date, the practice of managing organizations and enterprises, including tourism and service, behind theory and needs of emerging a market economy. Insufficient level of scientific knowledge in management field among the tourism industry business leaders, members of their management teams, and personnel does not allow organizations to create a system management and provide sustainable competitive advantage. The tourism industry organization, in particular, is a set of social relations, that is, human relations, not only formal but also informal.

The aim of the study is to determine ways to improve the organizational culture of the tourism industry enterprise based on the analysis of theoretical and practical aspects of the problem.

To disclose this aim it is necessary to solve the following **tasks**:

- to define the concept, structure and content of organizational culture of tourism industry enterprises;
- to examine the components of organizational culture of the tourism industry enterprise;

- to consider the process of forming, maintaining and changing of organizational culture of the tourism industry enterprise;
- to analyse the current state of organizational culture of the tourism industry enterprise "Light";
- to characterize the components of the organizational culture of the tourism industry enterprise "Light".

Theoretical significance of the study lies in the fact that the dissertational research can be used by managers, students studying method of formation, change, maintenance of organisational culture of the tourism industry enterprise. Recommendations made in the work, may be useful for tourism organizations employees, especially during crisis situations or change in leadership.

Recommendations. After analyzing the organizational culture of travel agency "Light", we propose to use some aspects in direction of improving the organizational culture of travel agencies, which are:

- the client is a key figure in the tourist company. We recommend to assign a part to him as the major core subject of market relations in the «core subject – travel agency as a manufacturer and seller of the product »;
- to develop such strategic direction, as harmonization in the field of tourism services that would achieve reliability of the reproduction of its quality and will give impulse to development of industry as a whole, that is to promote the development and dissemination of corporate service standards in the tourism industry.
- to publish a corporate «Standard of corporate culture of service» on the official site, which will clearly define the values of the organization, the whole complex of services for a tourist during the trip is based on. That standard will make uniformity in the understanding of the nature of the firm's corporate culture and its responsibility for providing high quality services for tourists. And this is due to the responsibility of humanistic oriented tourism. This demonstrates the educational and developmental functions of the corporate culture;

- to use personnel technologies, such as personnel trainings «The man is first of all» etc.