

Abstract of the Master's dissertation

Keywords: corporate culture, components of corporate culture, system of corporate values, value orientation of employees, self-identification of employees, factors influencing the formation and the development of the corporate culture, international experience in forming and developing the corporate culture, philosophy of the company, outer adaptation and inner integration, models of the development of the corporate culture, formation of the global culture, English as a lingua franca; pragmatic, lexical, grammatical, phonetic, lexico-grammatical aspects of English as a lingua franca, global language, international language

Subject matter of the dissertation: Corporate culture as a tool for improving the performance of the Russian tourist companies operating the international market of tourism services (based on the example of tourist company “Caravan 2000”).

Author of the master's dissertation: Palmyan Diana Khasanbievna

Scientific supervisors of the master's dissertation: Davydenko Lubov Grigoryevna and Goncharova Elena Nikolayevna.

Customer organization: tourist company “Caravan 2000” located in Nalchik.

Topicality of the research is caused by a necessity of improving the performance of tourist organization by forming strong and successful corporate culture; in particular its corporate values, in a highly competitive tourism sphere. Flexibility, adaptability and the stability of the staff and the company itself in the period of the crisis depend on their corporate values. Moreover, tourist organizations should meet the requirements of the international standards. They involve English as a lingua franca to be introduced in the curriculum of post-secondary and higher educational institutions, preparing specialists in tourism.

Objective: working out recommendations aimed at improving the level of corporate culture of the tourist organization in order to provide the efficiency of its performance.

Tasks of the research are the following:

- to reveal the concept of corporate culture in the enterprises of tourism industry and to identify the features of its development in the international tourism market;
- to identify key corporate values that exist in the tourist company "Caravan 2000" and analyze self-identification of employees of tourist organization "Caravan 2000" with the mentioned values;
- to consider the aspects of the relationship between global culture and the English language as a lingua franca;
- to review the operation of English as a lingua franca in the tourism sphere.

Hypothesis: We believe that the process of successful formation, cultivation and self-identification of the corporate values by every employee and introduction of English as a lingua franca to the company's life are important components of the effective functioning of the tourist organization.

Novelty of the research is determined by the presentation of our definition of the corporate culture, working out the recommendations aimed at improving corporate culture of the tourist organization of "Caravan 2000", working out the system of values for this company and presentation of English as a lingua franca as one of the components of the corporate culture of this organization.

The main principles to be depended:

1. In the international tourism market corporate culture is based on the principle of the "big family". This increases the possibility of motivation and involves employees in a common activity.
2. Corporate values support the viability of the organization and contribute to its successful development, form the specific behavior of both the working personnel and managers. Corporate values of travel agency "Caravan 2000" are service quality, responsibility, diligence, teamwork, development, technology, environmental protection, innovation.
3. Employees of the tourist agency "Caravan 2000" do not self-identify themselves well enough with the established corporate values in it, focusing on their personal

values (fairness, respect, the availability of good and loyal friends, the desire to improve personal job status).

4. English as a lingua franca forms global culture, the requirements of which tourist companies operating in an international level should meet.

5. English as a lingua franca is used in cross-cultural communication as a means of overcoming interlingual barriers and has not so much a representative function as a communicative.

6. English as a lingua franca has a number of features. These features are presented in a pragmatic aspect, in grammar, vocabulary and phonetics, as well as in a lexico-grammatical aspect.

Theoretical and practical significance of the research: The theoretical significance of our thesis is in the power of the main principles to expand the notion of corporate culture of tourist companies, to integrate different kinds of knowledge and world experience in forming corporate culture and to present English as a lingua franca as one of the components of the tourist company's corporate culture.

The practical significance of the thesis is in increasing competitiveness of tourist organizations on the international market of the tourist services by creating strong and effective corporate culture, introducing corporate values for all the members of a tourist organization and introducing English as a lingua franca as the necessary means for the company to prosper.

Results of the research:

1. Taking into account views of different scientists we define corporate culture as: "an integrated system consisting of three interconnected levels: artifacts, basic assumptions about the world, values and beliefs that are more or less shared by members of the organization and form common, unique psychology which helps to cope with the problems of external adaptation and internal integration."

2. The corporate culture in the travel company "Caravan 2000" can be improved by transmitting the corporate values to its staff, reducing the employee turnover, by

equal workload distribution, enhancing the team unity, informing timely the staff about the company's activities, by the reappraisal of corporate values.

3. English as a lingua franca forms a global culture and should be considered as New English, adapted to modern demands of the globalizing world. English as a lingua franca must be introduced as a special subject, along with the classic English, in the curriculum for specialists in the sphere of tourism, where on the one hand, English can act as a native language, and on the other - as a generally accepted international language.

Recommendations:

1. We suggest that the tourist company "Caravan 2000" should introduce the system of corporate values such as culture relations, respect, diligence (discipline), responsibility, high quality and customer satisfaction, innovation and globality. We are confident that the approval and implementation of these corporate values will contribute into the development of a strong and successful corporate culture.
2. We believe that, the employees need knowledge of the English language as a lingua franca to ensure effective communication with customers and partners as the company operates internationally. Knowledge of traditional English and English as a lingua franca is a very important aspect for the staff of tourist enterprises operating in an international level. We recommend tourist company "Caravan 2000" to organize courses of English as a lingua franca for the staff.