

SUMMARY

Subject matter of qualification paper: TECHNIQUE OF FORMATION OF ORGANIZATIONAL CORPORATE CULTURE IN HOTEL (based on materials of hotel «Hilton Garden Inn Moscow New Riga», Moscow).

Author: Kalmykova Kristina Vasilievna

Scientific supervisor: Doctor of Philosophie Science, professor of department of tourism and hotel service L.A. Burnyasheva

Information about internship organization: hotel «Hilton Garden Inn Moscow New Riga», Moscow

Topicality of the research is determined by the fact that the most topical issue is development and improvement corporate to a culture and organizational spirit at the Russian enterprises of hotel service. Improvement of quality of providing employees with moral and material values will cause improvement of quality of the services provided by them, increasing in turn degree of stability of the enterprise in the domestic and international hotel market. The companies with the most developed corporate culture, take high positions in the world market of hotel services. The enterprises of hotel service turn into communities with the values, norms, the principles and social responsibility. The fundamental principles, values and norms develop collective consciousness, establish and regulate relationship between employees and set the main directions of successful development of the organization. The corporate culture is a key factor which defines success of the company, and also the effective instrument of management.

Objective of the research development of the directions and actions for improvement of corporate culture and organizational spirit of Hilton Garden Inn Moscow New Riga hotel for increase in her role in an enterprise management system of hotel service on the basis of a research of progressive foreign and domestic experience is.

To fulfill the objective of the final qualification paper, the following tasks set:

to consider an entity of the concept "corporate culture", to select the elements and levels making it;

- to study a technique of formation of corporate culture, its main types and elements;

- to define tendencies of development of corporate culture on the basis of the modern foreign hotels;

- to make the analysis of the level of development of corporate culture in Hilton Garden Inn Moscow New Riga hotel;

- to analyze problems and perspectives of development of corporate culture in Hilton Garden Inn Moscow New Riga hotel;

- to develop actions for improving of level of corporate culture in Hilton Garden Inn Moscow New Riga hotel.

Theoretical significance of the research consists in a possibility of use of results of a research when developing training programs on discipline "Effective management of the hotel enterprise", "Management in the hospitality industry". She develops and systematizes a frame of reference on corporate culture of the enterprises of hotel service.

Practical significance consists is that the main results of the conducted research can be used as provisions for improvement of a control system and development of corporate culture of Hilton Garden Inn Moscow New Riga hotel, and also other Russian enterprises of hotel service.

Results of the research:

All experts emphasize the high importance of corporate culture as effective instrument of company management; researchers of a problem, both theorists, and practitioners, note a stable relation between success of the companies and degree of development of their corporate cultures. The increasing number of heads of the companies come to a conclusion about need of purposeful formation of corporate culture of the organization today. In any company what a niche in the market she neither occupied and however big she nor was, key value for successful activity has collective, its values and ideals. The team defines everything that is

represented by the organization. Therefore, formation of corporate culture allows the company to move in one direction as to a whole. The corporate culture of the company gives the chance of achievement of the set earlier strategic objectives and the urgent tasks, is a basis of unity of all collective. Corporate culture is that "highlight" which causes distinction between the companies and brings success in competitive fight. The corporate culture stimulates workers to create positive image of corporation, directs daily activity to achievement not only the material, but also spiritual purposes which are necessary for functioning in an external environment.

Recommendations:

On the basis of comparison of the existing elements, standards of corporate culture of Hilton Garden Inn Moscow New Riga hotel and according to the conducted survey the author of work the following was offered:

1. To recruit employees in management (to give them the chance to make the offers in management of the organization, obtaining, in turn, new information on activity of the hotel enterprise – feedback effect).
2. To attract new shots, to form "young" team, giving them the chance of career development and increase in professional level.
3. To develop the program of motivation for each division.
4. To inform staff of hotel on the actions which are taking place in other hotels of Hilton Worldwide network.
4. To organize corporate actions as in general at the enterprise, and in separately taken structural division.
5. To develop system of discounts for employees, families of employees on accommodation in other hotels of network.

We believe that the recommendations offered by us in this research will allow to increase efficiency of activity of Hilton Garden Inn Moscow New Riga hotel considerably. Technologies can be used as the standard of work of personnel which observance will allow to provide the high quality level of service and to

maintain loyalty of guests, trying to obtain the bystry and effective solution of all questions and problems.