Summary

Subject matter: IMPROVING OF THE CORPORATE CULTURE ENTERPRISES IN THE HOTEL INDUSTRY (for example, the hotel «Rostov»)

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Information about customer organization: Hotel "Rostov", Rostov-on-Don.

Topicality of the research:
A growing number of executives in recent years come to the conclusion that the formation of a focused corporate culture of the organization. This is due to the fact that in any company, no matter what market niche it may be occupied, and no matter how big it is, the key to the success of a team, its values and ideals. It defines all of the team, what is the organization. Therefore, the formation of corporate culture allows us to move in one direction as a unit. In essence, the corporate culture makes it possible to achieve the above strategic goals and pressing problems is the basis of collective solidarity. That's the corporate culture is the "zest", which determines the difference between the two companies and brings success in the competition.

Objective of the research is to identify potential opportunities and justification of the main directions of improving the corporate culture in the hospitality industry.

Tasks of the research are:
- to reveal the content of the corporate culture;
- to study the structure of corporate culture and the stages of its formation.;
- to analyze the formation of the world experience the corporate culture of hotel chains;
- to identify the characteristics of corporate culture in the hospitality business in Russia;
- to identify the key characteristics of corporate culture in the hotel "Rostov";
- to determine trends and to suggest ways of improving the corporate culture of the hotel "Rostov";
- to examine intercultural communication as an element of corporate culture;
- to develop a methodology for the preparation of the hotel staff for a successful communication with representatives of a national culture.

Theoretical and practical significance. The theoretical and practical significance of the research is scientific substantiation of the theoretical foundations of the analysis of problems of formation and functioning of corporate culture in the hospitality industry, which refines and complements the existing research on the subject. Practical advice can be used by the leadership of the hotel
"Rostov" in the development of long-term development strategy in the modern world. The main conclusions and practical recommendations of the work can be used in further theoretical and practical research issues of corporate culture and intercultural communication.

**Results of the research are:**

In world practice, the term "corporate culture" is used to denote a system of personal and collective values, received and shared by all members of the organization. The difference between the views of domestic and foreign researchers to determine the corporate culture of client orientation is due to Western companies and the undeveloped state of this issue in our country. The most important role in formation of the corporate culture of the company owned by its manager. Modern hotel chains have their offices in many countries around the world. Consequently, their corporate culture must be versatile. The functioning of the hotel industry at the present stage of Russia revealed the presence of a favorable trend of gradual release of the industry from the crisis, which manifests itself in increasing the profitability of enterprises, increasing occupancy rates. Hotel "Rostov", part of the group Don-Plaza - a modern service enterprise, which has the tendency to form their own corporate culture. The organization's leadership style can be defined as a formalized and structured, characterized by authoritarianism and a very small fraction of democracy in government.

Based on the integration of the various human sciences and their methods have recently emerged as an academic discipline, intercultural communication, which has become topical in the field of business communication. The researchers developed a group of applied techniques, the use of which leads to the study of intercultural communication effective and purposeful.

**Recommendations.**

Based on the analysis of corporate culture of the hotel "Rostov" can offer a number of recommendations for its improvement:
- the creation of position of the corporate culture,
- the improvement of a single corporate identity,
- the development of service standards,
- the creation of technology personnel selection and adaptation,
- the provide training to staff,
- the professional development and training,
- the improving labor motivation,
- the improving incentives for employees,
- the creating a positive psychological climate and the role of the CEO selection.

We believe that our recommendations are quite sophisticated and complete and will allow the hotel "Rostov" significantly improve the situation.