Subject matter of the dissertation: Perfection of social and psychological climate at the service and tourism enterprises (on the example of "Pegas-touristik" JSC «OLIMP»).

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Customer organization: JSC «OLIMP», firm office of sales of «Pegas-touristik».

Topically of the research: Condition of efficiency of any professional collective is the favorable social and psychological climate which is showing in an emotional spirit of members of collective, results of their activity and as a result forming idea of the organization from external reference groups (partners, clients, competitors, etc.).

The question of formation of comfortable social and psychological climate in the organization devoted many substantial works of leading experts in area of management, sociology, psychology, pedagogics. However till today there is no works giving a complex of this problem. In a context of our research special relevance have knowledge of formation of the convenient atmosphere in staff of the enterprises of the tourist's industry because this activity is focused on satisfaction of specific inquiries of clients.

Objective: studying of bases of formation and maintenance of favorable social and psychological climate in working team on the example of the tourist's industry enterprises.

Tasks:
- to study theoretical bases of such organizational phenomenon, as social and psychological climate of stuff;
- to reveal bases of influence of the management style on formation of microclimate in the organization;
- to open potential opportunities of social and psychological climate of optimization of activity of all of the organization;
- to study methods of research of social and psychological climate of team members in a context of their optimality for an assessment of the various enterprises;
- to characterize an essence of activity of the tourist's enterprise.

Theoretical and practical significance of the research: The theoretical importance of results of research is that within the carried-out work attempt of systematization of theoretical bases of the concepts «social and psychological climate of the organization», «interpersonal relations in collective», «psychological compatibility in management structure». These theoretical generalizations, at our opinion, expand idea of social and psychological climate of collective as a factor of effective development of the organization.

The received results of research can be actively used in administrative practice of the enterprises of the tourist's industry.

Results of the research: According to the used techniques (Fidler's method, business game) it is possible to claim that in staff of JSC «Pegas-touristik» travel agency there was a favorable social and psychological climate which consist of the friendly relationships based on cooperation, mutual aid, enthusiasm for the business.

Recommendations: Bear in mind that fact that SPC is changeable, the head of firm is recommended to watch this condition systematically, using the battery of tests, especially during those periods when there is a change or personnel updating.