Summary

**Subject matter of the dissertation:** Corporate culture as a factor of development hospitality industry (on the example of the hotel «Radisson Royal Hotel»)

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**Customer organization:** Hotel Corporation Ltd. «Radisson Royal Hotel»

**Topicality of the research:**
Corporate culture – is a method and means of self-organizing and maintaining positions in the economic market. A strong corporate culture that exists in the enterprise, allows it to adapt to external and internal changes in the best way. Principles of development and maintenance, as part of corporate culture, given by the following means: the company's goal, the mission of the company, the company's image, attributes, and corporate standards.

There are several situations that show the relevance of issues of corporate culture: the absorption of some companies in other, more powerful, rapid growth in the company of new business areas, the establishment and operation of foreign corporations in the Russian market, as well as in the case, if the company is losing its position in the economic market.

Overseas interest to corporate culture has emerged in the beginning - 1980s.

The reasons for this interest are changes in the external environment of organizations, which in turn led to corresponding changes in the internal environment of organizations. For solving these problems it was decided the formation of the concept of corporate culture and increasing of interest to this phenomenon. Further research in this area showed that the policy of prospering companies necessarily involves concepts of corporate culture as the key to success of the organization.

In Russia, the need to study and control of organizational culture have come relatively recently. Therefore, lack of methodological and theoretical study of this issue by domestic experts do not always give the possibility of a practical plan to manage the development of corporate culture and to solve the basic problems of change and improvement.

Hence we can conclude that the relevance of the topic is determined by the need to improve the efficiency of the company based on the formation and improvement of corporate culture as a way to achieve the goals of the company and maintain its brand in the economic market.
Objective
The objective of this bachelor’s dissertation is the identification, disclosure of efficient methods and justification of recommendations for improving the corporate culture in the Radisson Royal Hotel for the development of hotel business.

Tasks
• to define of the essence and the basic elements of corporate culture;
• to identify types of corporate culture;
• to define of the role of corporate culture in the success of the company;
• to considerate of the mechanisms of corporate culture in the hospitality industry;
• to improve of corporate culture as a factor of the development of the organization;
• to study of corporate culture in the hospitality industry;
• to analyze of the existing corporate culture in the hotel «Radisson Royal Hotel»;
• to develop of recommendations for improving the corporate culture in «Radisson Royal Hotel».

Theoretical and practical significance of the research:
Selected material and methodological support was established for the study and an expert analysis of the existing corporate culture in «Radisson Royal Hotel». And also developed and disclosed recommendations for improving the corporate culture in «Radisson Royal Hotel».

Results of the research:
After a pre-diploma practice Radisson Royal Hotel, we were able to analyze the corporate culture of enterprise and to identify which field applies to this culture, as well as to conduct survey among employees on the basis of training and identify the main advantages and disadvantages of the company's corporate culture.

Accordingly, the results of our study was that the Radisson Royal Hotel has a medium field of culture with a high degree of adoption of organizational culture, with a clear system of values accepted by the majority members of the organization, which is characterized by the presence of a well-functioning mechanism of delegating authority and responsibility. However, the philosophy of the company has weaknesses that need to be changed.

As for survey, which was based on training, in the course were interviewed 15 people and as a result have been identified advantages and disadvantages of the corporate culture of the organization.

The advantages were the following:
- high activity of leadership in the promotion of staff in the development of corporate culture;
- involvement of employees and their acceptance of the philosophy of the company;
- the majority of employees feel themselves as a part of the corporation and they are ready to cooperate with it for years;

The disadvantages were following:
- many employees said that corporate culture should be slightly improved;
- some employees do not realize until the end the responsibilities that lie before them, and think that need to define more clearly boundaries of the responsibilities of each employee;
- most employees think that team work is there, but at the secondary level, training is required;
- some employees think that the culture of the organization needs more innovation, improvements and some changes.

As the results of research developed the recommendations for improving the corporate culture in the Radisson Blu.

**Recommendations:**

1. The following amendments to the philosophy of culture, namely, to change the view: "If a guest is not satisfied with the quality of service, we will eliminate the cause of discontent, or refund the money" for a more efficient for the enterprise: "The quality and level of service to our guests - the main goal for every employee Radisson Blu».

2. Identify clear responsibility of each employee on the basis of job descriptions. Because employees are the most important asset.

3. The introduction of the "Adaptive management" in order to provide employees more acceptable for them balance between their professional and personal life. Those is, reduction of working hours, and therefore reduce stress, and thus maintain the high quality of customer service.

4. Increase involvement, team work style and commitment to excellence within the team. That is, the whole atmosphere of the hotel should focus on teamwork and mutual support. Employees rely on each other's strengths and put collective above their personal problems.

5. Continuous improvement. That is, never satisfied with past accomplishments, and always be innovative, to strive through innovation to improve product offerings, and also improve efficiency and profitability.

It can be concluded that it is the corporate culture of hotel business will provide it success, will help to become more competitive and efficient. And these recommendations, in turn, can be useful and important towards improving and maintaining the corporate culture, as well as ways to strengthen their positions in the hospitality market.