Abstract
Graduation Level of Proficiency Paper
(Bachelor’s degree)

Title: «Corporate Culture Case Study and the Analysis of the Experience in the International Hotel chain with the aim to adapt it to the local hotels (exampled by «Ararat Park Hyatt Moscow» and «Intourist» Pyatigorsk)».

Author: Elena A. Medvedeva.
Research Initiator: PGU.
Research Supervisor: Tatyana A. Kolchugina, Lecturer.

Topical Importance: The paper under study has a lot to do with the need to give theoretical understanding of ongoing transformation processes in corporate culture in the Hospitality Industry and identify the specifics of this transformation especially in the context of global processes associated with the changes in the society as a whole. The study of corporate culture may serve as a basis for the development of innovative management techniques in the hotels of the North Caucasian Federal District.

Goals: To do a thorough survey of the corporate culture in the International hotel «Ararat Park Hyatt Moscow» and to develop project of corporate culture formation in the congress-hotel «Intourist».

Tasks: To define the concept corporate culture and its role in the development of the staff; to scrutinize the content, the structure and the types of corporate culture; to study the impact of corporate culture on the competitiveness and sustainability of the Hotel; to compare the professional environment of hotels «Ararat Park Hyatt Moscow» and «Intourist» Pyatigorsk: the history of creation, traditions, ways of establishment and development; to examine the system and criteria for selecting and training employees in «Ararat Park Hyatt Moscow»; to analyze corporate culture in «Ararat Park Hyatt Moscow»; to create a project of corporate culture formation in the congress-hotel «Intourist» Pyatigorsk.

Theoretical value and practical applicability: the results of the study can be used in the promotion of the further research of theoretical and methodological problems and may help to identify common organizational culture problems and indicate the ways to achieve better success.

Results: The research has vividly shown that corporate culture in the congress-hotel «Intourist» has a lot of drawbacks which should be radically transformed through the implementation of the proposed interrelated and gradual steps. That will allow the congress-hotel to achieve substantial improvements in the key areas and to strengthen its competitive advantages. The proposed diagnostic tools and initiate can be used in the future to bring the corporate culture in line with the current and future tasks.

Implementation advice: The research can be applied for elaboration of doing lecturing concerning problems of corporate culture management as well as for practical needs for understanding the processes taking place in the socio-cultural system of modern organizations.