SUMMARY

The theme of graduation thesis: The analysis of world experience of forming of loyalty of employees of the company for the purposes of its application in the national hotel practice (on the example of the sanatorium. S. M. Kirov, Pyatigorsk).

Author: Julia Nozdracheva Andreevna.

Scientific leader: candidate of historical Sciences, associate Professor, Tigs Sribnaya T.A.

The relevance of the research topic. It should be noted that today there is a need to implement a deep analysis of activity of sanatorium-resort enterprises of the segment of the market, competitive environment to identify competitive advantages and develop a set of measures aimed at increasing the consumer appeal of objects and development of strategy of forming of loyalty of employees. All of the above determines the relevance of our study.

The work purpose. to analyze the world experience of formation of employee loyalty in the hospitality industry for its application in the national hotel practice.

Tasks:
1. To formulate the concept of "loyalty" and "corporate culture" as diagnostic tools and development of an effective system of management of the company.
2. Socio-economic category of loyalty and corporate culture, especially corporate culture in the hospitality industry.
3. To analyze international experience of formation of personnel loyalty and development production team.
4. To study history and to characterize the productive activities of SANATORIJJ im. S. M. Kirov, Pyatigorsk.
5. To make the analysis of the staffing environment of the sanatorium. S.M. Kirov, Pyatigorsk.
6. To develop a project to increase the loyalty of the staff of the sanatorium to them. S.M. Kirov, Pyatigorsk.

The empirical basis of the study was the work was the statistical data of bodies of tourism management, strategy and target programs of tourism development in the Russian Federation, the Federal Agency for tourism, as well as the expert evaluation and the researchers, information, scientific publications and periodicals.

Practical significance of the work. The practical significance of the work lies in the fact that the proposed and reasonable methodological approaches to the formation of loyalty and its application in strategic management implemented in recommendations of practical interest to managers and executives of service industries. Materials of final qualifying work are of particular importance for the decision of tasks of effective modern management of the personnel of the enterprises of the services sector to maintain their competitiveness. The findings and suggestions can be used as methodical basis for in-depth study of the tasks and functions of internal marketing as a factor affecting human resource management in the system of strategic management.

This work can be of interest for Sanatory im. S. M. Kirov in Pyatigorsk, and for the sanatorium-resort complex of the region, as it contains aspects of the crucial problem of formation of modern Russian sanatorium-resort complex to optimize the workforce and improve the quality of customer service.
The results of the study. Project development program enhancing professional motivation and loyalty of staff of the sanatorium to them. S. M. Kirov.

Recommendations.
1. Most expedient, in our opinion, to perform the introduction within the sanatorium of tariff-free wage system.
2. Major role in material stimulation of the personnel of the sanatorium. S. M. Kirova, in our opinion, should play a variable part of the salary, which shall be not less than 25-30% and consist of premiums, fines and deductions, which aims to ensure good performance by employees on their assigned tasks and to prevent abuse.
3. One of the tools of management of sanatorium entity can be a prize from the head. This premium on discretion encourages employees for the execution of certain complex instructions, etc.
4. It is advisable to develop a system of rewards for achieving any concrete results in the activities of the unit.