Summary

The topic of the thesis: Ethics as an element of modern culture of relations between staff and guests of the hotel (on the example of «Ararat» hotel).

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Customer organization information: Hotel «Ararat», Lermontov.

The relevance of the research topic: The sphere of hotel service develops with a huge speed today and brings in essential incomes to those countries where rather much attention is paid to it. The main component of any entity of the hotel industry is people, their personal qualities and relations on which successful functioning of hotel directly depends.

The art of service is a manifestation of high professionalism with disclosure of the increasing role of a human factor. Dynamism in system of art of service is an implementation of the numerous organizational measures directed to achievement of constant success. Therefore the real importance of service activities is concentrated in it.

Ethics of servicing is the important element of organization culture directed to customer service on the basis of certain rules of procedures of practical skills and abilities. The subject of this work is considered to be actual today as the culture and ethics of servicing in hotels is one of important components of the industry of hospitality.

Specifics of professional service in hotel make system of the welfare measures excluding the slightest condition for a conflict situation therefore, the culture and ethics of service need to provide consistent attention. Service can't carry a sign of temporariness and election at all, and consists only in satisfaction of needs of guests.

The important problem of the hospitality industry is the development and deployment in practice of the standard norms and methods of service. Excellent service is reached by the work of all collective, and not just the work of the separate services working directly with guests.

Objective of the research: The purpose of work is the development of the ethical code for Ararat hotel and actions in the sphere of ethical personnel training on the basis of studying of various theoretical approaches and the best foreign and domestic practices.

Tasks of the research are:
- to study the concept of culture of service and ethics of servicing of the hotel sphere;
- to give ethics definition as element of culture of relations in the hotel sphere;
- to characterize ethics of relations of personnel and guests of the entities of service;
- to analyze current trends of manifestation of ethics in foreign hotel service;
- to study the formation and development of the Russian tradition of ethical behavior of personnel in the hotel industry;
- to research ethical behavior of personnel of Ararat hotel;
- to develop the ethical code for Ararat hotel and action in the sphere of ethical personnel training.

Theoretical and practical significance: The theoretical importance of research consists in using of the stated regulations and principles of ethical behavior of personnel in development of the hotel industry; generalization of the existing views concerning ethics in the sphere of hospitality, systematization of various approaches, studying of foreign experience in area of ethics of relations of personnel and guests of the entities of hotel service.
The practical importance of work consists in development and further use of the ethical code and actions in the sphere of ethical personnel training of Ararat hotel which will allow to enhance functioning of this means of placement, to attract the bigger number of guests and to adjust psychological climate among the staff of the hotel entity.

**Outcomes of the research are:** In world practice the term "ethics of servicing" is used for designation of system of the personal and collective values and regulations accepted and shared by all staff of hotel. There is a set of determinations of this concept owing to different views on the specified regulations. Distinction of views of domestic and western researchers of determination of ethics of servicing is caused, on the one hand, by customer focus of various hotel entities, and with another – a multinationality of culture of the whole world.

It means that the culture of service combines a set of elements of traditions, customs, religions, a set of the nations. Culture of international communication it is accepted to call advanced ability of the person to carry out interaction with representatives of various nationalities according to rules and norms which have historically developed in foreign culture, on the basis of mastering sociocultural, language and speech knowledge and good breeding of her moral and emotional sphere. Good breeding of the moral and emotional sphere of the identity of the employee of the entity of the hotel industry is determined by its such lines as empathy, the ethnocultural tolerance which is combined with feeling of national pride, respect for an originality and uniqueness of other cultures, and also desire to participate in dialogue of cultures. This aspect is very important as the staff of hotel quite often provides services to citizens of the abroad. This tendency has led to a demand of single standards and regulations of servicing.

Ethics of servicing, both in foreign, and in domestic hotel service focus attention on such aspects as standards of behavior of personnel of hotel, business ethics, human rights, the solution of the arising problems. Each of these aspects constitutes the ethical code of the entity of hotel service.

Emergence of ethical codes in the largest hotel networks of the world, such as HILTON WORLDWIDE and Marriott International is caused by emergence of need of legal regulation of the interpersonal relations, and also availability of the unified regulations and rules of conduct of each employee of the entity of hotel service which will consider all aspects of interpersonal unity of personnel of hotel. These codes will consider various cultures and national peculiarities for regulation of relations of personnel and guests of the entities of hotel service

**Guidelines:**
On the basis of the carried-out analysis of ethics of servicing in Ararat hotel it was offered to entity to implement and use the ethical code of Ararat hotel containing regulations and standards of relations of personnel and guests of the entity of hotel service and also a number of action in the sphere of ethical personnel training of Ararat hotel has been offered.