Subject matter of the dissertation is: «IMPROVING THE PRACTICE OF PERSONNEL MANAGEMENT IN ENTERPRISES OF HOTEL INDUSTRY».

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Customer organization: Limited Liability Company «Kolos».

Topicality of the research. In Russia tourism is one of the most profitable and dynamic industries. Tourism as a sector of the national economy performs one of the most important social function - restoring and strengthening the vitality of people, their health, promote the comprehensive development of personality, the formation of the country's high-quality capital.

Tourism development expands the entire hospitality industry, not only travel agencies, but also airports, hotels, transportation companies, museums and restaurants. Today, the entire civilized world is experiencing a tourist boom. Travel abroad - is a powerful industry that stands out among the other sectors of the economy of high efficiency and sustainable development. Domestic tourism requires quality changes and turning it into an important sector of the economy that can compete with Western multinational companies.

Obviously, the current Russian tourism and hospitality industry requires qualified personnel and imposes new demands on training.

At present most hospitality industry managers realize that the success of their operation is largely determined by the vulnerable and instable human factor so the management of personnel (human resources) becomes for them a priority.

It is impossible to talk about the scientific approach in solving management problems, the development of the modern organization under conditions of increasing competitive without a thorough study of such phenomena as the needs and motivations, perceptions of incentive systems, leadership style and leadership, values and meanings, attitudes and others.
Therefore, improvement of personnel management in the company of the hotel complex becomes especially topical.

**Objective** of the study is to develop measures for improving personnel management in the hotel «Kolos».

**Tasks:**
- describe the system of personnel management in the enterprises of hospitality industry;
- consider the theoretical foundations of human resources policy in the enterprises of hotel industry;
- characterize the process of personnel management in the hotel industry;
- explore the principles of personnel selection and adaptation, learning and assessment in the hospitality industry;
- analyze the activity of Personnel Management in «Kolos» Hotel;
- identify ways to improve the personnel management of «Kolos» hotel.

**The theoretical and practical significance of the research** consists in that the majority of theoretical conclusions and proposals brought to the concrete methodical recommendations and can be used in the hospitality industry.

**Results of the research:**
- in the first stage, we have successfully explored the theoretical foundations of HR management;
- further analyzed in detail the management system of customer organization;
- on the basis of the characteristics of the studied object, evaluation of personnel and analysis of the current personnel management system, we have developed a number of measures to improve the effectiveness of personnel management.

**Recommendations:**
- modernization of motivation;
- improvement of professional qualification of the employees of the hotel «Kolos» through the introduction of training;
- corporate culture development.