The topic of degree work: The introduction of client-oriented approach to the management practices of enterprises of hotel industry (for example, the company "Rostov - Hotel", Rostov-on-Don).

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Organization-client data: the company "Rostov - Hotel", Rostov-on-Don.

Topicality of the research: Recently in the global market economy the market of services has become increasingly important, this is a complex system, whose main objective is to meet people’s needs for services. At the heart of the services market is a large and growing part of the world economy - the service sector. A special role in it belongs to the socio-cultural service, in particular, tourism. In the conditions of market economy and competition success of enterprises in the service and tourism it is only possible with its proper management.

Client-oriented approach to management allows us to manage relationships with customers, monitor customers and market, maintain and develop the most valuable and important clients withdraw from the system, representing the ballast for the company and update the system with new productive customers.

Thus, client-oriented approach considers the customer as the main resource of the organization, ensuring its profitability, efficiency and competitiveness.

In this regard, the relevance of the topic of degree work is determined by the need of theoretically based and practically important research of client-oriented approach to management.

The objective of the work is the development of the implementation project of client-oriented approach to management system in the company «Rostov-Hotel».
The tasks:
- to explore the essence of client-oriented approach to management;
- to investigate the principles and functions of management client-oriented approach;
- to develop a process of implementing client-oriented approach in business hospitality industry;
- to analyze customer service system in the «Rostov – Hotel» company;
- to develop a project of measures for implementing client-oriented approach in the «Rostov – Hotel» company;
- to base the project implementation activities in the client-oriented approach in the company «Rostov – Hotel»;
- to study intercultural communication as a factor in the formation of cross-cultural competence;
- to identify the main components of the staff intercultural competence;
- to analyze the development of intercultural competence of personnel and its role in the implementation of client-oriented approach in «Rostov Hotel» company.

Theoretical and practical significance of the paper: the theoretical and practical importance of work is due to the importance of understanding the essence of management, basic principles and functions of management, the essence of the concept of customer orientation.

The results can be used to improve customer service system. The main points presented in the study, in general, can be used by leaders of organizations of the tourism industry.

The results of the research: We can define three main aims of using the CRM system in hotel service sphere: an access to information, data analysis, characterizing the client and company’s activity, acquisition of new knowledge, conclusions and recommendations, after-sales service.

However one should remember that this system could not solve all the problems, connected with service, keeping the clients and winning new markets.
Program applications of the CRN - are the system elements of automation, making easy the solution of tasks on planning of marketing activity. The CRM introduction - the system in the development process of hotel complex will effectively influence on its growth, controllability and organization.