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Bachelor Thesis Abstract

Corporate Culture in the Hospitality Industry

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Summary:

The author, having studied the specifics of the corporate culture of the hotel business and identifying the problems of its formation, has developed proposals to improve the corporate culture on example of the hotel "Voyage".

The theoretical basis of the study was the work of domestic and foreign experts in the field of corporate culture. Almost all researchers note the importance of cultural factors for successful business activities, indicating that the enterprise culture is not something unimportant and minor. On the contrary, cultural factors determine the face of the business, learn the entire system of relations between consumers and producers, form the ethical values and patterns of behavior.

The focus of practical part was analysis of corporate culture on the example of hotel "Voyage" and develop recommendations for improving the corporate culture of the organization.

The results of the research can be used in the hospitality industry of regions of Russia or abroad.

Keywords: research of corporate culture , hotel management , analysis of organizational culture, hotel staff, types of Russian corporate culture

Aims and Objectives:

The aim of the research is the analysis of corporate culture, problems of its formation and development in hospitality industry.

To achieve this goal is necessary to solve the following tasks:

- to consider the history of corporate culture and to identify the mechanisms influencing its formation;
- to study the theoretical foundations of the concept of "corporate culture," its essence and structure;
- to determine the factors affecting the creation of corporate culture;

- to identify the features of the organizational culture of the enterprises of the industry of hospitality;
- to perform the corporate culture of the hotel "Voyage";
- to develop practical recommendations for the adjustment of the corporate culture of the hotel "Voyage".

Object of study: corporate culture in the hotel industry.

Subject of research: the corporate culture of the hotel "Voyage".

Methodology:

The bachelor thesis consists of two parts - theoretical and practical.

In the theoretical part was used methods of induction and deduction, findings from literature and internet sources. This part focused on corporate culture, research and data collection. The practical part deals with analysis of corporate culture of hotel "Voyage". Based on the study of the corporate culture of the hotel "Voyage," recommendations was developed for improving the corporate culture of the organization.

Data collection method: All data necessary to complete this thesis was drawn from questionnaires, research, statistics, inductive and deductive, comparative methods, etc.

Conclusion:

The corporate culture within the hotel - is, above all, the mood in the team and the mood that the staff gives to guests. Of course, when there is a favorable psychological climate in the office, the work is easy and more enjoyable, and hence the efficiency increases. In sales, especially in the hospitality industry, the mood is the most important success factor.

Corporate culture performs the functions of internal integration and external adaptation of the organization. It defines and unifies the mission, goals, and strategy of the organization. Due to the corporate culture, the organization develops a common language, rules of behavior, a system of rewards and punishments, allowing for close communication between staff — some basic assumptions and theoretical positions, which pushes a particular person.

In the thesis work, an attempt was made to identify and analyze features of the corporate culture of the hotel. It should be noted that the services provided by the hotel are different from the product and has a certain characteristic, which in turn affects the formation of the corporate culture.

Regarding this, thesis work considers the theoretical and practical aspects of the formation of corporate culture, namely:

1) A manager is a key figure in an enterprise that creates its own corporate culture. He should be able to create or change the culture of a hotel company so that the behavior of the performers of hotel services consistent with the goals of the enterprise and its strategy. Also, each manager must first carefully analyze their behavior, attitude, to then become an example for subordinate employees;

2) In the formation of corporate culture in the hospitality business required the proper organization of work. It is important to be able to set specific objectives and clearly assign responsibilities and powers of the employees. With proper organization of work, the person holding a senior position is not indispensable;

3) A scientific approach to recruitment. Information about the features of corporate culture must be provided to each applicant for the vacant position at the hotel in order that the man himself has decided, whether he agrees to follow to the organization's rituals and traditions or not.

4) Conducting corporate training. In the course of training, it is easier to explain to staff what the organization expects from them, what it will encourage, support.

5) Organization of corporate events. The creators of corporate events, the hotel must clearly know the needs of staff. Because such events only in the interests of the leadership have nothing to do with the corporate culture;

6) Non-financial incentives. Regardless of what the subordinate does, he (employee) always needs to feel that his work is very important.

7) Respect for traditions and rules. The user is obliged to cherish and respect the traditions of the hotel enterprise, as they are designed to consolidate corporate culture. If the rules are violated, it will signal the unwillingness of the leadership to divide declared values, that, naturally, will reduce the motivation of subordinates;

8) Timely informing of staff. Employees, not knowing the reasons for certain management decisions, attempt to understand what is happening. Born as a result of conflicting reports and rumors, the staff starts to worry, and the organization ceases to operate effectively;

9) The emphasis on the brand style of the hotel. Beautifully made calendars, Souvenirs, clothes, elements of interior design are usually the pride of the employees and reason for the promotion of the corporate culture of the hotel in the external environment;

10) Proper execution of documentation. Well-written and aesthetically decorated document serves as an indicator of the high culture of the hotel.

Once involved in the formation of corporate culture, it is necessary to consider the hotel as a techno-economic and social system at the same time. Also important is the understanding of the role and importance of organizational culture for the successful implementation of not only short term but long term strategic goals.

Based on the study of the corporate culture of the hotel "Voyage," we have developed recommendations for improving the corporate culture of the organization.

The goal of this diploma project was achieved. The data obtained and the experience can later be applied in the activities not only of the hotel "Voyage" but in other organizations, working in the hospitality industry.

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