Corporate Culture: Religion or Science Contributes to the Development of the Potential of the Hotel Enterprise

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Abstract: The article discusses the disadvantages of using corporate culture in the organization, particularly in the hospitality enterprise. The reasons of these problems are in the religious roots of the corporate culture. This article also contains the solutions to these problems for capacity development of hotel business and all of them are taken from the scientific researches and methods. Besides, the way of development is in increasing the role of education in hotel management.

Key words: Corporate culture · Potential of hotel enterprise · Religion

INTRODUCTION

The origins of this writing—the age-old debate: Who is right—religion or science. If you look at the definition of corporate culture (and it is an undeniable part of Human Resources Management), it becomes clear that management is not only admitted religion in itself, but the religion has completely replaced science.

Start by giving the definition of corporate culture. The tutorial Zaitseva N. “Human resource management in hotels”, says in part that “... based on the definitions of corporate culture that produced at the time and Barry Berman, Joel R. Evans, Edgar H. Schein, etc., we can say that the corporate culture—a set of core values??, norms and rules of conduct, customs and traditions, formed or developed a particular group, employees of the company are taken and sent to all employees went to work as the correct way of perception, thinking and attitudes to specific situations and problems” [1]. If you replace the company's employees to, for example, the believers, the differences on the definition of “religion” in general will not [2].

This suggests that the entire section in the management, the presence of which is not disputed by anyone, including us, have the exclusive on religion, which is so fiercely for centuries struggled with science. It was only thanks to the Reformation, the numerous researches that have only been possible in 18 and even in the 19th century we have such a strong development of science and its exit from under the yoke of the church.

Human resources and corporate culture, it is clear now that it has religious roots. And it's normal. To understand why, let us turn to Ernst Haeckel. Here's what he said about the confrontation between science and religion in his “The Riddle of the Universe”:

“Modern culture nations are considered their religious beliefs are the most precious spiritual heritage of their own and are convinced that they are infinitely far from “gross superstition” of primitive peoples and they praise the progress of culture, that made them free from these errors. An objective critical look at the thing is that in both cases, the superstition is clothed only in a different form of one or another religion. The light of reason, our strained belief in miracles, without which it can not do even the most free church religion is the same irrational superstition, as well as a primitive belief fetishist on which these religions look with undisguised contempt, both of which are in contradiction with the immutable, apparent laws of nature” [3].

Also we want to quote well-known scientist Richard Dawkins: “As a scientist, I am hostile to fundamentalist religion because it actively works to undermine the
scientific knowledge of the world. It teaches us to change once and for all the lessons and ideas than trying to find new, interesting, accessible knowledge of the facts. It destroys the science and dries mind.

Fundamentalist religion is trying to separate from science education thousands and thousands of innocent, curious, trusting young minds. Not a fundamentalist, “tolerant” religion may do not. But it creates a breeding ground for fundamentalism by instilling people from an early age the idea of virtue of unreasoning faith”[4].

Maintance: Transferring all of this on the corporate culture, it can be said that its founders and ideologists do not see anything wrong in it for the company. Numerous works on this phenomenon in management and, in particular, in Human Resources, said that the management of the organization is impossible without the use of an effective corporate culture [5]. There are plenty of elements that impact on the staff, starting with the development of corporate values ??and ending with team building to raise team spirit. But if you think for a moment about what the most important, the largest and most powerful corporation in the world, it is the church.

Turning to the scientific methods of analysis in support of the effectiveness of the corporate culture in the organization of numerous studies with the corresponding results [6]. However, reasonable arguments based on the story of human development from the point of view of the theory of evolution suggests that the strongest survive, most have adapted to the environment body. The fact of birth of the person talks about his victory over the millions wanting to make the same competition (sperm). And it is a known human element of inspiration for victory and success. Later, however, a man forgets that it is necessary to fight, we must grow, we must win. And the religion helps him as well as the corporate culture of the organization. It gives him salvation in the herd mentality and most importantly creates a anthropocentrism and anthropomorphism feeling his power over nature and from where the person appeared and a false sense of dualism, the immortality of the soul and other religious dogmatism.

Corporate culture is changing attitude to the person in the organization's, making him the number (remember, McDonald's), an obedient robot captured by standards (dogmas) and the organization's goals. It turns out that other variants of the organization does not exist [7]. How many religious people would agree with this-why engage in self-development, if there is someone who will direct you to provide guidance, the system of rewards and punishments and so on. We must pray and God will help you. It is necessary to carry out the instructions. However, this is a major fault. A man not used to be responsible and therefore the person is not free according to a religion for centuries.

As a conclusion on this argument can quote Haeckel in “The Riddle of the Universe”, which is already more than 100 years, but not much has changed since then: “The general public still attaches great importance to the confessional religious education and this is due not only to enforcement measures of our backward so-called civilized state and its dependence on the clerics, but also the power of the old traditions and all kinds of “needs of the soul”. Among them is the first reverent respect to the “faith of our fathers blessed,” to the religious tradition. In thousands of short stories and poetry this tradition proclaims our sacred duty, a precious heritage of our culture” [3].

The history of the introduction of corporate culture in the organization is similar to the introduction of religion in human life. But once it was not at all and may (judging by the development of science) come a time when it will not be so necessary and important (both religion and corporate culture). So that “… this fight (between religion and science) from the outset in principle stemmed from Christian doctrine, which has placed faith above reason and demanded from the last full submission faith, moreover, the doctrine considers the whole of our earthly life is only preparation for the fabulous “next world” and therefore does not recognize any value for scientific research. But systematic and successful campaign against science begins only in the first decades of the fourth century, especially after the Council of Nicaea (in 325)” [3]. Without going into the historical records, which are well known, at the moment religion in people's lives, as well as the corporate culture in the organization’s life is undeniable. But is there any other variant of development of the organization, increase its potential, other than generally accepted, including through an effective corporate culture (although the phrase effective religion would sound strange, though, it is quite viable)? Of course, there is. And this variant-the science that is the main purpose of this article and further work in this direction. Due to the fact that it was made possible through the science such a jerk in the development of human being, a number of
innovative technologies, such great achievements in the field of human longevity and in the development of nature and the space, it (science) should have an impact on the situation that occurs with the corporate culture in management in general and in human resource management in particular.

Continuing to look for in a corporate culture roots of religion, it needs to quote again from the tutorial “Human Resource Management in the hotels” by Zaitseva N. “... Since the foundation of the enterprise begins to develop a certain corporate culture in the form of tacit agreements and norms... Thus, there is a certain engine submissions, symbols, values ??and patterns of behavior in the organization, shared by all its members, formed language, stories, legends, rituals, ceremonies, looks, etc.” [1].

A little earlier it was said that religion does not recognize any value for scientific research. And what scientific studies confirm the importance of corporate culture? Why submission, symbols, values, behavior patterns, legends, rituals should refer to the science “Management”? The matter is that religion is so deeply embedded in our lives that we already start from it anyway, reckon with it, to some extent protected her [8]. The same thing is with the corporate culture in management. It is an integral part of it, because it can help better control over personnel and control-one of the main functions of management [9]. How corporate culture in the organization helps organize and motivate (and it is also the basic functions of management), is the question. And to answer it and the other stated earlier questions we would like going to the applied area, which aims article-to the hotel business.

It just so happens that, for all its prospect, the hotel business-not a trendsetter in management and human resource management in particular. Corporate culture has come to it from other areas and densely was fixed with the introduction of a network of business and a franchise system. It is known that an integral part of the franchise are corporate standards that are designed to make the service in all hotels of the chain equally high quality. For that we need the same requirements and checking mechanism (secret guest, etc.). It is difficult to say whether all the creators of today's largest hotel chains (Marriott, Hilton, etc.) people believers, but the fact that they were outstanding people. Do not just attach all these religious in essence attributes to the property management system, but also to make the very prestigious job at a hotel can only truly talented and psychologically savvy people. In this article, we're not trying to stigmatize the corporate culture of shame and say about its insolvency. We are just trying to impose a discussion about what it is. Corporate culture is not the only option increase the capacity and efficiency of the hotel.

It is known for such cases the revision of the corporate culture in hotel chains. In hotel corporation Marriott International for many years it was thought that if you're not sitting at work from dawn to dusk, then do not work on their salaries. This approach does not seem quite so unreasonable, because in the hospitality industry you need to provide services 24 hours a day. Seven days a week, 365 days a year. However, this led to negative consequences: the mid 90s the management of Marriott began to experience difficulties with the selection of a staff of talented professionals, besides, the talented managers began to leave from the company. The company did not lose talented managers, has been reformed. In the hotel chain Marriott has introduced a program, called “Adaptive management” [10].

During program implementation management tried to convey to the employees that stay too long at the workplace need only when necessary, but if the work is done, you can go home early. A result of the Marriott Hotel was the fact that managers have to work for five hours a week less and the quality of customer service does not suffer. Managers became less frequent to complain of stress and overwork. Staff felt the change management priorities: focus now has been given no number of hours, as to how employees do their jobs.

The same situation exists in the hotel chain Ritz-Carlton, where following the example the 10 Commandments, has developed “20 basic rules” in relations with the guests of hotels network. But soon the company leaders realized that the blind execution of twenty rules without using of creativity can degrade the level of satisfaction with the changing needs of today's clients. Moreover, the management of Ritz-Carlton realized that such cultural change is impossible without the extensive involvement by the employees themselves, for which they were designed, these “commandments”. Listening to the views of staff on their individual approach to customer service, the company has come to the decision that a creative approach to the implementation of the “20 basic rules” of service should every encouragement. Accomplishing this task meant that the final product (called “values ??of service”) shall be based on observation, intuition, talent, acquired skills and experiences of staff working directly with customers.
In the hotel chain Ritz-Carlton to achieve the desired results in serving customers the company has formulated a set of principles that focus on the requirements of staff in communicating with guests. And it's still not a hard set of rules, but only the direction in which the creative approach to each individual customer is welcome. Gradually, we come to the answer to a question and if there is something else than the corporate culture at the hotel to increase human resource capacity.

In addition to external trainings in self-development, which, of course, costly and risky for a hotel and finding unique qualities, not the development of common standards for all staff and all the situations that can not be done with a reasonable (scientific) point of view, it is an increasing the level of education of hotels employees. Education should be a key competitive advantage of the applicant for a vacant position in the hotel, especially if it is the position of manager.

Summary: Thus, to summarize all of the above, you can list advantages and most importantly, the disadvantages of the corporate culture in comparison with religion; identify the main causes of failure of corporate culture to determine the direction of development of potential the hotel enterprise with a scientific approach.

Advantages of corporate culture in the hotel:
- A sense of ownership in achieving the goal (you're not alone—there are a lot of us);
- A clear execution algorithms of the processes in a hotel by a system of standards (there are people who know better than you and all for you have already decided);
- The presence of an understandable system of rewards and punishments;
- Generated a sense of prestige place of work.

The disadvantages of the corporate culture, including a hotel (and of the religion, according to the opinion of authors of the article):
- There is a loss of individuality and as a result, creative thinking (which is important in the process of customer service);
- The proposed elements of the corporate culture of hotel chains in the analytical calculations are almost always ineffective by themselves;
- Do not use scientific management (strange as it may sounds);
- No use of scientific knowledge in the field of physiology and psychology (with the exception of religious moments);
- Imposes a false prestige of in the hotel chain, which results in a loss of reference points (again instead of personal growth all aimed at the growth of the company with leveling of the individual's role in the processing of service);
- There is inertness in the development of the hotel due to the inability of the corporate culture of flexibility and re-engineering;
- Imposes no alternative to the corporate culture as a way to manage staff and achieve goals.

The main causes of rejection of corporate culture in the hotel:
- Lack of development staff;
- "Blinding" the employees by numerous rules of conduct, standards and other things without explaining the the essence and reasons for their imposition;
- Increasing the proportion of people not belonging to religious confessions that subconsciously reject the religious component of HR management (does not apply to countries with a high proportion of religious citizens);
- Increasing the role of education in the public life (including the influence on wages and prospects for personal growth).

Directions to develop the hotel enterprise in connection with the application of the scientific approach and the rejection of the corporate culture (or at least its role in the HR management):
- Increasing the role of education in hospitality management through graduation of specialists (bachelors) only under concrete order from the industry (using the system of Kanban);
- Establishing a system of scientific views on the hotel management based on the experience of leading European, American, Russian and other universities and schools of hospitality management through the development of all necessary components of the scientific school (researchers, practitioners and others);
- Accurate following scientific achievements in the field of medicine and biology in HR management in the hotel;
• Allocation of priority creativity in serving guests of the hotel employees through self-development, rather than training in corporate culture;
• The formation of the prestige of hotel industry through the application and improvement of the latest scientific achievements in human resource management in the hotel on the basis of the above activities.

CONCLUSIONS

With scientific look at the phenomenon of corporate culture in the organization, it appears that the hotel industry did not develop because of it, but in spite of constantly needing a professional management who are getting into the tenacious paws of corporate standards and rituals lost all their acquired knowledge in an educational institution, not to mention the use of the scientific approach in their work, at least from the point of view of strategic management, who took his main achievements from military science and studying of natural phenomena.

Alternatively, the development of potential of the hotel enterprise is proposed to start with a release of specialists (bachelors, masters) only by the order the industry through using of scientific methods of HR management with the rejection of religious components, which results will increase the effectiveness of decisions of hotel management.

REFERENCES