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## **METHODS OF FORMING AND EVALUATING THE LEVEL OF INFLUENCE OF CULTURAL FACTORS ON THE QUALITY OF HOTEL SERVICES**

Increasing internal and external competition, unresolved financial, administrative, transport, environmental and other issues can become an obstacle to the intensive development of the hotel industry in the Crimea. To avoid this, the leaders of the Crimean hospitality industry should be stricter about the process of formation of the hotel product, to assess its quality from the point of view of the demanding consumer, not forgetting that the hotel staff, his attitude to the guest, is a valuable asset and a source of competitive advantage. In the scientific and practical literature, sufficient attention is paid to the formation of the «technical» quality of the tourist product, but little is revealed the problem of ensuring and assessing the culture of service. This necessitates the study of methods of formation and evaluation of the level of influence of cultural factors on the quality of hotel services. The article analyzes the sources of formation of cultural factors affecting the quality of hotel services in the context of two groups: internal and external. External factors are factors that are formed outside the organization. Internal factors are generated within the organization. It is established that the organization cannot influence external factors, but can form the cultural environment of the enterprise by selection of personnel, and also development and carrying out training actions. The article analyzes the most frequently used methods of selection of candidates: method of documentary analysis; method of testing and / or solving problems; method of interview. A system of indicators to assess the level of influence of cultural factors on the quality of hotel services, consisting of five indicators evaluated by a number of selected criteria. The proposed indicators are integral and expert evaluation methods are proposed for their evaluation. The advantages and disadvantages of the following expert methods are analyzed: the method of «brain attack»; the method of «scenarios»; the Delphic method. It is proposed to use the method of qualimetry to obtain an integral assessment of the level of influence of cultural factors on the quality of hotel services.

*Keywords:* quality, quality of hotel product, quality of hotel service, expert methods of evaluation.

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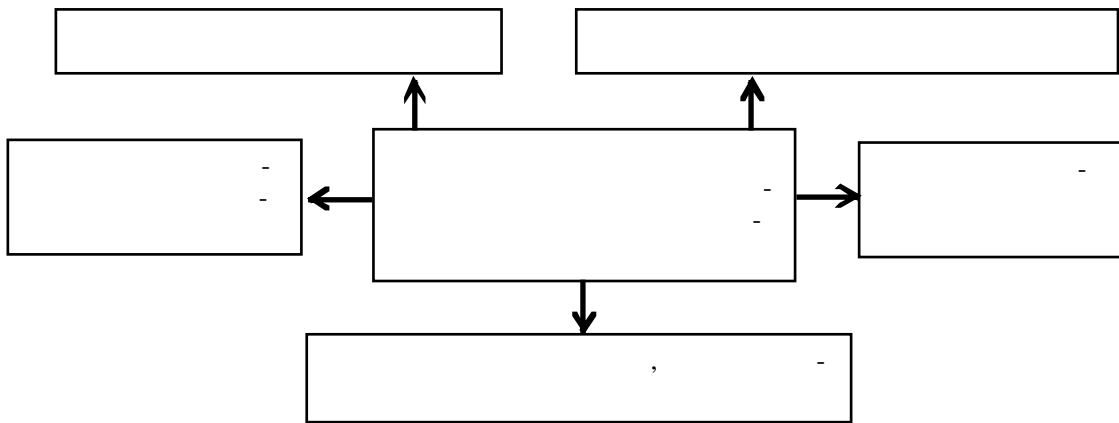
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