

**Название публикации:**

Professional competency and cross-cultural potential: A study of frontline employees in Russian non-chain hotels before the 2018 FIFA world cup

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**Сведения об издании:**

Astra Salvensis  
Volume 6, 2018, Pages 511-520

**Аннотация:**

The relevance of this study is stemming from intensified cross-cultural interactions between the employees and the guests of hotels especially in anticipation of the 2018 FIFA World Cup. This paper is focused on examining professional competency and cross-cultural potential of frontline employees in Russian non-chain hotels. The proprietary methodology developed for comprehensive testing of the hotel employees is aimed at automation and systematization of human resources management process. The paper justifies the importance of assessing knowledge of the frontline employees across three main directions: restaurant service, hotel service in general, peculiarities of cross-cultural interactions.

**Ключевые слова:**

Cross-cultural potential, Non-chain hotels, Professional competency