

II. INNOVATIVE TRENDS OF MANAGEMENT AND TOURISM BUSINESS DEVELOPMENT

THE CONCEPT OF THE TEA CEREMONY IN THE CROSS-CULTURAL COMMUNICATION

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In contemporary global business marketplace, the ability to communicate effectively and multi-culturally cannot be underestimated. The Japanese have a very complex and developed society with an equally established set of business standards. One should be very well aware of this intricate business etiquette when traveling to Japan to do business.

In Japanese business etiquette, protocol is very important during any type of business affairs. Even for foreigners there is still an expectation of at least some understanding of the customs. Nevertheless, the Japanese are usually forgiving to outsiders that show an effort to understand the Japanese etiquette. The Japanese host will often try to help in any way possible.

English is the language of business, and knowing it fluently is very important during tourism or business-meetings. Although knowing the language of native speakers is very important, because if you talk to a man in a language he understands, that goes to his head; but if you talk to him in his own language, that goes to his heart. So this circumstance can make you look good in front of your Japanese business-partners. But we should remember that it is only one side of a cultural interaction and there is still another one, i.e. a non-verbal communication. In this case, knowing the traditional features of Japanese mentality is a crucial point.

One of the fundamental practices during the visit to the Country of the Rising Sun is a Tea Ceremony. In intention to understand and successfully communicate and deal with Japanese we have to know the roots of this tradition because the whole culture is reflected in it. Moreover, to be invited to a Tea Ceremony is a huge honor and you cannot just reject it, but in this case you should know the basic theses of this tradition. In the total volume of publications dedicated to the Tea Ceremony, the main source group are three different texts translated into almost all European languages. The last circumstance underlines their importance for understanding the Tea Ceremony. These texts belong to three significant personalities who fix in writing the concepts of this main practice. The first one is Takuan Sōhō, a wayfaring monk, Master of a Tea Ceremony, author of the treatise of *Zen-cha Roku*. The second one is Suzuki Daisetsu who had a list of works dedicated to research of Zen-Buddhism and who directed his activity in order

to find the points of contact between East and West civilizations. And the third one is Okakura Kakuzō, a Japanese scholar who contributed to the development of arts in Japan; his main treatise *A Book of Tea* shows the differences between two grand types of culture and interprets features of the relationships. The two last authors were writing their fundamental works in English trying to explain the most valuable points of Japanese culture reflected in practice of the Tea Ceremony.

The Tea Ceremony has become a practice that plays the main role in the problem of the cross-cultural communication. Because in the fundamental tenets of this practice there are primary standards of judgement which is used by your business partners. The knowledge of these tenets not only gives you an ability to look better in the partners' eyes but also capabilities to navigate and speak in terms of the another cultural system, which provides a wider opportunity to maneuver in the conversations and, as a result, the successfully achievement of your goal.

References

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NEW HOTEL TECHNOLOGIES

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Definition of technology is machinery and equipment developed from the application of scientific knowledge.

Technology is advancing at a faster pace than ever before. The relevance of innovative technologies have been proved by rapid globalization of the world market and a reduction in product life cycles, as well as by the need of a strategic approach to upgrade the quality characteristics of products and services. In the hotel businesses innovations involve technological aspects of the production of hotel services and marketing tools. Increasingly competitive hotel enterprises are forced to look for new ways to improve.

Mobile communication and automation

In many airports, it's no longer necessary to stand in a queue to check in and people are expecting the same kind of easy, technology-driven check-ins at hotels. Guests want to be able to do everything from checking in at a venue's automated kiosk to ordering room service with a digital device instead of standing in queues and moving around the hotel premises to order food.

Thanks to digital innovation and social media, guests also expect digital interactions with the hotel to be personalized. That's why hotel operators are investing in systems and technologies that can personalize the experience for