

Versatile Hospitality Industry around the Globe a Case Study on Development and challenges in Hospitality Industry – Russia

Vaishnavi Dhamane¹, Mohammed Rehan Shaikh², Nandini Roy³, Ashish Nevgi⁴

Student, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India¹

Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India^{2,3}

Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India⁴

Abstract: *In the study of the phenomenon of hospitality in Russian culture, it was found that “hospitality” as a concept needs a clearer definition and differentiation of understanding of “hospitality (hospitability)” as a sociocultural phenomenon and “hospitality” as a practice of implementing technology for receiving guests. Despite the fact that these concepts are very close, the context of Russian culture, in the case of our study we are talking about classical Russian literature, allows us to find both numerous examples illustrating the importance of hospitality as a component of world understanding in the life of Russian people, and numerous cases illustrating the customs of receiving guests in Russia.*

Both segments of Russian classical literature materials are of interest, since the developing domestic and inbound tourism in Russia currently needs to deepen the understanding of the culture of receiving guests:

1) as a philosophical doctrine for the purpose of promoting the destination, training personnel for tourism, and educating the population of the host territories;

2) as a principle for the design and implementation of tourist services technologies.

Understanding the culture of hospitality, its foundations and models of implementation, different in subjects, environment and situations of communication, along with knowledge of the basic norms and rules of behavior of the host and guest can positively influence the increase in the general level of “hospitality” of Russia as a host of Russian and foreign tourists. The urgent task of a substantial increase in tourist flows to and across Russia cannot be solved without ensuring constant and targeted broadcasting, animation and practical implementation of reference models of the hospitable behavior of Russians. Russian classical literature is an inexhaustible source of knowledge about the origins, development factors, models, content, technologies, participants in creating a comfortable atmosphere for receiving guests. The scientific novelty of this approach is to refer to the material of Russian classical literature to comprehend the socio cultural foundations of the formation of a culture of Russian hospitality, its impact on social education and a favorable social climate..

Keywords: These concepts are very close, the context of Russian culture, the life of Russian people, and numerous cases illustrating the customs of receiving guests in Russia, segments of Russian classical literature materials are of interest.

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