Abstract of the Master's dissertation

**Subject matter of the dissertation:** The accounting of mental characteristics as a factor of increasing of the standard of service receiving of a foreign guest: multicultural aspect: (on the example of the Hispanic society).

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**Topicality of the research:** Analysis of stable mental characteristics of culture is linked with the study of sociocultural and sociopsychological complexes of multiethnic environment, as modern man and society are already moving to the globalist installations of vision the world, which are often opposed to ethno-cultural values and traditional attitudes of society. Today, the world's communication processes acquire the status of the key factors of social changes. Therefore, the study of mental characteristics become an important object for studying.

**Objective:** The study of the role and importance of mental characteristics as the most important factor in enhancing the standard of service of a foreign guest.

**Tasks:**
1. to conduct a comprehensive analysis of the theoretical and methodological foundations of the study of mental features in the context of multi-cultural communication;
2. to substantiate the importance of integrating mental features for effective development of tourism;
3. to identify the specific mental features of the Hispanic society;
4. to determine the specifics of the service of foreign guests in the system of existentially valuable relations;
5. to conduct analysis of multicultural characteristics of negotiations with foreign partners;
6. to identify the causes of the communicative gap in the process of interaction with the representatives of the Hispanic society;
7. to show the effectiveness of the use of elements of Russian culture in order to overcome the communication barriers and improve the level of service of foreign visitors;
8. to describe the activities of travel agency "Summer" and the dynamics of the reception of foreign citizens;
9. to develop practical recommendations for the improvement of the organization of reception of foreign guests.

**Hypothesis:** Accounting of mental features in the organization of the reception of a foreign guest contributes to the quality of service, efficiency of international cooperation and intercultural communication.

**Novelty of the research:** consists in the fact of conducting a comprehensive study of the role and importance of accounting of mental characteristics:
- studied the different definitions of mentality;
- defined the role and importance of mental features in the development of tourism;
- determined the basic mental characteristics of the Hispanic society;
- determined the specificity of service of foreign guests in the system of existentially-valuable relationships;
- organized multicultural analysis of the characteristics of negotiations with foreign partners;
- analyzed the reasons of the communicative gap in the process of business communication with representatives of the Hispanic society;
defined the efficiency of using elements of Russian culture in order to
overcome the communication barriers and improve the level of service of
foreign visitors;
described the activities of travel agency "Summer" and the dynamics of
reception of foreign visitors;
defined practical recommendations for improvement of quality of
communication with representatives of the Hispanic culture.

**The main principles to be depended:**

1. Mental features define the specific behavior of the representatives of a
particular culture. The mentality is the most important base needed every people
to create their own cultural traditions.

2. Tourist business is closely connected with the processes of multicultural
communication. Therefore, to succeed in this type of activity is necessary to
understand and take into account mental features of the person.

3. In organizing and conducting negotiations with foreign partners, particular
attention should be paid to the national specifics of communication, highlighting
the following key aspects:
   - Religious traditions, customs, values;
   - Mental peculiarities of perception and thought;
   - Peculiarities of decision-making mechanism;
   - Verbal and non-verbal components of behavior.

4. Understanding and comprehension of the features of formation and
functioning of Spanish and Russian mentalities contribute to overcoming
intercultural barriers between cultures, as well as the development of further
cooperation.

**Theoretical and practical significance of the research** lies in
linguoculturologic and methodical substantiation of the importance of taking into
account mental characteristics in the process of reception of foreign citizens, in
refining of the concept mentality. The understanding of mental characteristics as a
factor in increasing the level of service of a foreign guest, that creates a theoretical framework and a basis for the expansion of multicultural studies in tourism and hotel industry.

**Results of the research.** The consideration of national mental features is one of the key points of the good reception of foreign visitors. The analysis of the Spanish and Russian cultures found that they are similar in many ways. So, Spain and Russia are polychrono cultures with high context culture, a small amount of personal space and the high density of information networks. They are characterized by female type of culture, a high degree of avoiding uncertainty, obstinacy. However, there are significant differences that must be considered. In general, Russian and Spanish cultures have similarities in verbal behavior and a high degree of compatibility for culturological criteria.

**Recommendations.** Specialists involved in the organization of foreign citizens should pay particular attention to mental features of their customers. In order to improve the quality of service professionals need: a detailed analysis of the culture of a foreign guest to explore the national mentality, to have a clear idea not only of national but also of other mental features (age, gender, etc.), an adequate knowledge of a foreign language, to provide the foreign visitor with the necessary information about the host country (religion, tradition, etiquette).