

people involved in it, and is able to communicate the same message in different ways.

What I also noticed in our business is that people in leadership and director roles are the people, who travelled around the world, who moved between countries for work and who are able to lead diversified group of people and deliver a message in a way, that it is accepted by each one of the employees despite of the country, where the office is and despite of the employees' cultural backgrounds.

Intercultural communication is an undeniably important part of today's world. You cannot expect to have a good business outside of your own country, if you can't get the basics right. It may be often hard, but to succeed in today's society at an international level you need to get out of your cultural comfort zone and open your eyes to the whole bright world out there.

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Влияние культурных традиций восприятия цветов на оформление интерьера гостиницы

На сегодняшний день учеными проведено множество исследований на тему восприятия цветов разными национальностями. В одних культурах восприятие цвета может существенно различаться от других, и вызывать как положительные, так и отрицательные ассоциации и эмоции. В гостиничной сфере современные дизайнеры

стараются следовать не только модным тенденциям оформления интерьера гостиницы и номеров, но и учитывать факторы восприятия цвета клиентами. Сформировались определенные правила оформления интерьеров гостиниц, соблюдение которых является основой успеха и гарантией повышения уровня лояльности среди клиентов.

The impact of cultural colors perception traditions on the interior design of the hotel

The reception area is known to be the hallmark of the hotel. First, a guest sees the interior of the hall when he enters the building and his opinion often depends on the first impression. The correct color scheme in the interior design of the hotel is not only the basis for success but also the guarantee that the guests of the hotel will be comfortable there and also would choose the hotel again.

For now scientists have done many researches of human color perception and have come to a conclusion that one color can have different meanings in different countries. There is a difference of color perception in different cultures and it is important for designers to keep that in mind while working with multinational audience [1]. Using the definite color can be encouraged in one country but as well can be offensive in another.

Many people of different nationalities come to the hotel and it is difficult to guess what associations the interior color scheme will cause. Therefore, the entire hotel lobby should reflect the cultural traditions of the country in which it is located.

Let us consider the scientific definition of color. Color is a phenomenon of light (as red, brown, pink, or gray) or visual perception that enables one to differentiate otherwise identical objects [2]. A person assigns specific color to the object in the process of visual perception [3]. A color can work upon different emotions and associations, it can attract and repel, instill a sense of calm and comfort or excite and disturb. It happens because the impact of color on a person has physiological and psychological components. These two aspects have a close proximity to the emotions [4].

It is important for designers to keep in mind the perception of color by the consumer from a certain cultural environment when they choose colors of interior decoration. One-dimensionally interpretation of color

associations is not acceptable as the meaning and symbolism of color are different in various cultures.

Now let us consider differences in understanding and perception of the same colors in Russian and Chinese cultures.

The most revered color in China is red. Opposite to many countries where red is a symbol of dangers and destruction in Chinese culture it is a positive color. From ancient times to the present days it means prosperity and happiness. Golden color is a symbol of nobility and wealth and is closely related to yellow which is an imperial color. White color has the most different meaning from European understanding. It is a mortuary color. Black color has many meanings. Ancient Chinese revered it more than any other color and considered it as ceremonial and severe. However, in a broad sense, this color symbolizes evil, illness and greed [5].

In Russia red color symbolizes aggression and strife, it encourages taking action. Yellow is the color of the sun, but in Russian culture it sometimes means parting. White color is a symbol of innocence and tenderness. Russian people believe that white things are the purest and the best. This color is trustworthy. Finally, in contrast to the Chinese culture funeral color is black.

In order to visually analyze the impact of different cultures on the color scheme of the hotel interior I have decided to give the examples of two hotels belonging to one famous corporation, which are located in the capitals of China and Russia: PARK HYATT BEIJING и ARARAT PARK HYATT MOSCOW.

Hyatt Hotel Corporation is one of the leading international hotel companies. Hyatt Hotels Corporation is an American international company and operator of hotels. The Hyatt Corporation was established in 1957. In 2015, "Fortune magazine" listed Hyatt as the 78th-best U.S. company to work for [6].

Today Global Hyatt Corporation offers services to more than 483 hotels and resorts in 45 countries. The key principles of the corporation are individual approach to customer service, management of culturally significant objects and respect for the environment.

The hotel in Russia is decorated in white, because as it has been mentioned above, white color is a symbol of cleanliness and comfort. There are white tablecloths on the tables, white walls, ceilings and white lightings. The interior of the hotel in Beijing is implemented in red color, which is an expression of tension and even danger for Russian people, and it does not cause a sense of calm that is important for design of a

recreational place. Also there are a lot of black elements in the decoration: walls, ceiling, lamps and wooden decorative panels. China designers use yellow (Imperial) lighting, pointed at white objects, for example, tablecloths under the yellow backlight is not white as in Chinese culture it has a negative meaning.

Despite of the color diversity in the hotels interiors we can observe the unified designers conception. It is expressed in variety of wooden decorations and using plants in the interior.

Park Hyatt hotels are excelled by a small number of rooms and interior design and focus to the national spirit. Therefore, design decision in the interiors of the hotels so clearly reflects the cultural traditions of color perceptions.

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