

Министерство науки и высшего образования Российской Федерации
Федеральное государственное бюджетное образовательное учреждение
высшего образования
«Новгородский государственный университет
имени Ярослава Мудрого»

ЭКОНОМИКА И УПРАВЛЕНИЕ ГОСТЕПРИИМСТВОМ ТЕРРИТОРИИ

*Сборник материалов
международной научно-практической конференции
Великий Новгород, 21 мая 2021 года*



Великий Новгород
2021

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УДК 338.48
ББК 65.43
Э40

Печатается по решению
РИС НовГУ

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Э40 **Экономика** и управление гостеприимством территории: сборник материалов междунар. науч.-практ. конф. Великий Новгород, 21 мая 2021 года / под ред. М. В. Кивариной, Н. Н. Юриной; НовГУ им. Ярослава Мудрого. – Великий Новгород, 2021. – 162 с.
ISBN 978-5-89896-755-0

Сборник подготовлен на основе докладов участников международной научно-практической конференции «Экономика и управление гостеприимством территории», проходившей 21 мая 2021 года в Великом Новгороде, Новгородском государственном университете имени Ярослава Мудрого, Институте экономики, управления и права, кафедре экономики. В конференции приняли участие ученые, руководители и специалисты предприятий, преподаватели и магистранты из России, Узбекистана, Израиля, Болгарии, Германии и Польши.

Материалы представленных научных статей будут интересны и полезны студентам, магистрантам, аспирантам, преподавателям, работающим в сфере подготовки кадров для индустрии туризма, а также научным работникам и специалистам-практикам туристской индустрии.

УДК 338.48
ББК 65.43

ISBN 978-5-89896-755-0

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группы, развивающей проект, а также низкой вероятностью получения требуемой отдачи от инвестиций. Результаты применения модели 5А к проекту «Лето на заводе» и территории Сысертского ГО в виде выявленных проблем территории представлены в таблице 2.

Таблица 2. Результаты применения модели «5А туризма» к проекту «Лето на заводе» и Сысертскому ГО

«Лето на заводе»	Сысертский ГО
Недостаточно широкий и разнообразный спектр проводимых мероприятий, что влечет сравнительно небольшую степень заинтересованности потенциальных стейкхолдеров.	Сложности в составлении туристом полноценной картины планируемых проектом мероприятий в связи с отсутствием единого информационного портала.
<ul style="list-style-type: none"> - Доступны для туристов; - Включают достаточной количество достопримечательностей в непосредственной близости друг к другу; - Есть возможность сформировать программу на несколько дней; - Достаточный объем разнообразных активностей; - Неразвитая инфраструктура и некомфортные условия проживания. 	

По мнению авторов, для успешного развития территории Сысерти необходимо формирование единого источника информации обо всех мероприятиях города как точки притяжения туристов – в особенности, в летний сезон, а также повышение информированности населения Свердловской области о достопримечательностях и мероприятиях Сысерти, что позволит естественным образом увеличить поток заинтересованных туристов.

Развитие же проекта «Лето на заводе» требует увеличения его доходности, возможное, в частности, при расширении спектра предлагаемых на территории завода платных мероприятий. Привлечение инвестиций возможно путем развития прилегающих территорий – например, пляжа Сысертского пруда: эта площадка не потребует значительного объема вложений, при этом маржа в любом случае будет высокой, а поток туристов, нацеленных на посещение пляжа, может войти в целевую аудиторию «Лето на заводе» и повысить показатели ликвидности проекта.

Перейдем к **SWOT-анализу** проекта «Лето на заводе».

В основе данного анализа лежат результаты проведенного авторами интервью фокус-группы, состоящей из людей, когда-либо отдохавших или постоянно отдыхающих на территории Сысертского ГО. На основании результатов опросов респондентов были выделены основные присущие территории сильные и слабые стороны, а также возможности и угрозы для проекта «Лето на заводе» и территории Верхней Сысерти в целом.

Матрица SWOT представлена ниже, в полях S&O (Strengths & Opportunities), S&T (Strengths & Treats), W&O (Weaknesses & Opportunities),

PHYSICAL-MECHANICAL PROPERTIES OF FABRICS PRODUCED IN THE FIELD OF TOURISM

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Abstract. This article describes the physical and mechanical properties of fabrics used in tourism, the technology of their production, their application 100% waste of cotton fiber, 70% waste of vegetable fiber of cattail, 30% of waste of cotton fiber bedding, 50% of waste of bedding fiber of Rogosky fiber, 50% waste bedding of cotton fiber, 30% waste of plant fiber of Rogossian origin, 70% friction resistance, longitudinal and transverse shrinkage, the thermal conductivity of upholstery fabrics obtained from a mixture of cotton fiber waste was determined and the optimal variant of secondary material resources in the production of upholstery fabric was recommended.

Keywords: abrasion resistance, lining and non-shrinkage of fabrics, heat conduction, ivory, heat transfer capacity, heat absorption, tourism, hotel, nightclub, travel, historical monuments, economy, thrift, international, market, agency, tourism, discovery, physico-mechanical, feature, fabric, weaving, fabric quality, makeup, factors, durability, fabric quality, formation, world economy, firm, the foundation, back, compass, agency, austerity, optimal, price, operator, competition, customer, order, company, teahouse, intermediary, customer, makeup, base surface, buyer, purchase, brand, silk, a thread.

The Law of the Republic of Uzbekistan "On Tourism" was adopted on July 18, 2019, which introduced new concepts based on the current stage of development of the industry, defined the principles and main directions of state policy in the field of tourism. Also, the subjects of tourist activity were divided into categories.

In 2019, in accordance with the Regulation approved by the Cabinet of Ministers No. 433, great emphasis was placed on the development of the hotel business. According to him, 40 million soums will be allocated from the state budget for each room of the newly built 3-star hotels, and 65 million soums for 4-star hotels. As a result, in 2019, a total of 277 new hotels were built and launched in the country.

Therefore, in the period of tourism development, there is a growing demand for the production of fabrics suitable for tourism in order to meet the needs of hotels and tourists. The demand for bed sheets, towels, umbrellas, tents in hotels is also growing. The properties of fabrics used in the production of these products are studied physical and mechanical properties.

The physical and mechanical properties of the fabrics intended for the floor are also subject to the requirements of their field of application. The structure of the fabric is understood to be the relative position of the body and back yarns, as well as their interdependence. The physical and mechanical properties of fabrics often depend on their weaving, which affects the phase of deposition of yarns during the

formation of weaving, and determines the service life of the fabric, that is, its resistance to abrasion. In the assessment of the quality of fabrics intended for the fabric, its service life, that is, the indicators of abrasion resistance, play an important role.

The abrasion resistance of the fabric, in particular, depends on the composition and structure of the yarn, the weaving process, the process of finishing it. Features such as the diameter of the yarn, the density of the fabric on the body and the back, the supporting surface, the phase of the structure play a special role in achieving abrasion resistance [1].

Factors related to fabric production affect the initial performance of the fabric. For example, the thickness of the fabric depends on the body that produces it and the linear density of the yarn. These include the formation phase of the fabric, the shrinkage of the body and back yarns, the coefficients of filling, binding and covering, the thickness of the fabric and the supporting surface factors. All of the above factors determine the structure of the fabric and the location of the threads in it [2].

An increase in the service life of the fabric can be achieved by changing the composition and weaving of the yarn. A number of researchers have studied the effect of tissue abrasion on abrasion resistance.

One of the main indicators of fabrics is their abrasion resistance, non-shrinkage and heat conductivity [3].

Erosion of clothing materials is mainly due to friction. The abrasion resistance of fabrics depends on their texture and surface structure. First of all, the ends of the fibers protruding from the surface of the fabric are subject to friction. The fibers that protrude into the bends of the threads in the fabric begin to break. Some parts of the fiber surface are broken and the fibers are broken. Some strands or strands of yarn break when they come out of the yarn. The bent areas of the threads protruding from the fabric are the first to break under the influence of friction. These places are called the supporting surface of the fabric, that is, the larger the supporting surface of the fabric, the better its resistance to abrasion. It is possible to increase the abrasion resistance of fabrics by strengthening the supporting surface. For this purpose, long coated wraps (satin, satin), abrasion-resistant fibers (kapron, lavsan) or finishing processes (appretization) are used. The abrasion resistance of knitted fabrics also depends on the amount of backing surface. At the same time, when the threads that make up the knitwear are rubbed, the loops on the poles or rows of loops come out of each other, depending on the weave of the fabric, and the structure of the fabric is damaged. Abrasion of non-woven fabrics obtained by sewing is also mainly due to friction. During the abrasion process, the fibers in the fibers of the fabric are not well connected to each other, so the threads that hold the fibers together are rubbed and torn [4].

Abrasive erosion of materials containing short fibers, especially synthetic fibers, usually begins with the formation of peels. First, the ends of the fibers protrude from the material. Then they get confused. When tangled, some fibers come

out of the fabric. Later, the fibers in the elephants fall off the surface of the fabric. As a result, the thickness of the fabric decreases and it breaks down easily.

One of the main indicators of fabrics is that they do not shrink [5].

As a result of bending and shear deformations, fabrics shrink, that is, they form folds and creases. Wrinkles and creases can be removed only by wet ironing. The shrinkage of fabrics depends on their fiber composition, the thickness of the yarn used in their construction, the type of weaving and decoration, the density. The shrinkage of fabrics is one of their negative features. It spoils the appearance of the product. Fabrics that are easily wrinkled wear out quickly because they are less abrasive in bent and distorted areas. Non-shrinkage of fabrics means that they resist shrinkage and return to their original state after shrinkage [6].

When fabrics are exposed to heat energy, they have a number of properties, namely, the ability to conduct heat, the ability to absorb heat, the ability to change or retain their properties under the influence of heat [7].

The thicker the fabric, the better its heat retention properties. For this reason, clothes that retain heat are sewn in many layers. If the density of the fabric is low, the air permeability increases, and the heat retention properties deteriorate.

Heat conduction is the process by which solids transfer heat between immovable liquids and gases at different temperatures. The coefficient of thermal conductivity is used to estimate it. This coefficient is the amount of heat that passes through one square meter of fabric in one hour, the thickness of which is one meter and the temperature difference between the right and left sides is one degree [8].

It was found that the fabrics are resistant to abrasion, do not shrink and do not shrink on a daily basis, and conduct heat. The results of the study are presented in (Table).

Table. Changes in the physical and mechanical properties of upholstery fabrics, mainly in the composition of secondary material resources

τ/p	From secondary composite material resources fabrics obtained	Friction resistance, cycle	No wrinkles, %		Heat conductivity
			along the length	along the width	
1.	100% cotton fiber waste	7600	44,4	63,88	68
2.	70% rogoza fiber waste and 30% cotton fiber waste	23300	66,7	72,22	78
3.	50% rogoza fiber waste and 50% cotton fiber waste	18500	62,8	70,5	74
4.	30% rogoza fiber waste and 70% cotton fiber waste	17630	58,6	67,8	71

If we compare the results of the study with the indicators of upholstery fabric obtained from 100% cotton fiber waste with different secondary material resources, 70% of rogoza plant fiber and 30% of cotton fiber fiber mixture was obtained from a mixture of 67% of cotton fiber and 47% of cotton fiber. %, daily non-shrinkage

increased by 11.5%, thermal conductivity increased by 12.9%, 50% of rogoza fiber and 50% cotton fiber waste increased the abrasion resistance of the fabric by 58.9%, respectively. 3%, non-shrinkage per day increased by 9.4%, thermal conductivity increased by 8.1%, 30% rogoza fiber and 70% cotton fiber waste increased the wear resistance of the fabric by 56.9%. By 2%, daily non-shrinkage increased by 5.9%, heat conduction increased by 4.2% [9; 10].

The analysis of the results of the study showed that the abrasion resistance, longitudinal wrinkle, non-transverse wrinkle, thermal conductivity of bedding fabric obtained from a mixture of 70% rogoza plant fiber waste and 30% cotton fiber waste is higher than the appearance of bedding fabrics obtained from other mixed waste. In addition, the results of the study show that the non-woven fabric obtained from the waste of rogoza plant fiber has high abrasion resistance, non-wrinkle and thermal conductivity [11; 12].

The results of the study show that the lining fabric obtained from a mixture of 70% rogoza plant fiber waste and 30% cotton fiber waste has high abrasion resistance, longitudinal wrinkle, transverse shrinkage, thermal conductivity. detected.

In short, in recent years, the development of the hostel market, which is in line with new trends in tourism and meets the requirements of a wide segment, is becoming increasingly important. To this end, in order to further stimulate the low-budget tourism infrastructure and hostel business in the country in 2019, the procedure for mandatory certification of hostels was abolished and a number of other requirements were simplified. In 2019 alone, 161 new hostels were built and commissioned in the country. They were able to serve 5,666 tourists at a time. Therefore, due to the growing demand for fabrics, the physical and mechanical properties of fabrics are being studied.

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Научное издание

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Под редакцией
Кивариной Марии Валентиновны
Юриной Наталии Николаевны

Редактор *В. Г. Павлов*
Компьютерная верстка *И. В. Люля*

Подписано в печать 30.08.2021. Бумага офсетная. Формат 60×84 1/16.
Гарнитура Times New Roman. Печать офсетная.
Усл. печ. л. 9,4. Уч.-изд. л. 10,1. Тираж 500 экз. Заказ №
Новгородский государственный университет им. Ярослава Мудрого.
173003, Великий Новгород, ул. Б. Санкт-Петербургская, 41.
Отпечатано: ИП Копыльцов П. И.,
394052, Воронежская область, г. Воронеж, ул. Маршала Неделина, д. 27, кв. 56.
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