

The rhythm of life in the city is calmer than in Kyiv but people here are also busy and working. They simply do not have a goal to earn all the money in the world, they like to catch moments and enjoy life as it is.

Lviv is very rich in sights. Almost all of them are located in the Old City. The unforgettable walks around the city are a great addition to get to know and see the main sights of Lviv giving both spiritual and cultural values to this tourist center.

If you don't know where to go in Lviv, head to the medieval square, Rynkova. Literally every building located here is an architectural and cultural monument. In previous years the territory served as a bazaar for foreign and Ukrainian merchants.

If you do not know what to see in Lviv in 1 day, but want to feel the spirit of antiquity, come to the Freedom Avenue, the length of it is only 350 meters. Along the avenue the cottages rise made in neo-Renaissance, classicism and baroque styles.

You should definitely make a trip to Potocki Palace, a beautiful building in the style of classicism. The palace was built to receive high-ranking foreigners.

House of Scientists is also a popular place to visit in Lviv. Date of construction — XIX century. The building is made in the style of castle architecture. A hundred years ago it housed a casino. Later the house was handed over to scientists. Now it is also the property of an educational institution. One of the reasons for the popularity of this attraction is that masquerade balls are often held here.

The history of Lviv is really interesting and rich — the power and architecture have changed but one thing has always been affected: the atmosphere.

Summing up all of the above, we are sure that after the victory of Ukraine, Lviv will become even more beautiful and will become a tourist pearl not only in Ukraine but throughout Europe!

*V. Semenova*

### **SERGE LIFAR: THE WAY TO THE GLORY**

*В. Семенова*

### **СЕРЖ ЛИФАР: ДОРОГА ДО СЛАВИ**

Modern Ukrainian culture is becoming more and more popular all over the world. That is why the study of prominent Ukrainians' creative work is relevant now.

A Ukrainian choreographer Serzh Lifar is an outstanding ballet dancer, dance theorist, choreographer and teacher. His name is also known as the founder of the neoclassical trend in ballet art.

S. Lifar got his choreography background at the Kyiv ballet studio "School of Movement"; by Bronislava Nijinska. Here he mastered the basics of classical dance and got acquainted with modern dance trends. Dedicated work of the future dancer, fantastic love to dance contributed to the transformation of an ordinary young man, who started practicing ballet at the age of 16, into a leading soloist.

To the many millions of his fans Serge Lifar is seemed as a genius of his craft.

His dance is charming, sublime, masterful, inspired and full of energy. Being an accomplished ballet dancer, Lifar quickly became one of the leading soloists, performed the main parts in the traditional ballet such as "Swan Lake", "Giselle", "Icarus".

In addition, S. Lifar greatly contributed to the revival of the French ballet theater. He created a dance academy in Paris and headed the Grand Opera for a long time.

As a creative director S. Lifar has staged more than 200 ballet performances. Some of the most famous ballets are “Prometheus” (1929), “Triumphant David” (1936), “Chevalier and Damselle” (1941), “Jeanne de Zarisse” (1942), “Mirages” (1947), Phaedra (1950) and Fantastic Wedding (1955). Furthermore, eleven ballet stars were trained by Serge Lifar.

Having taught the history and theory of dance at the Paris Institute of Choreography Lifar proved himself as a dance theorist. He introduced the term neoclassicism into scientific circulation.

Lifar also had a remarkable literary talent, which was reflected in his memoirs and historical-theoretical works. First of all, these are “Hard Years”, “Memoirs of Icarus”.

Analyzing Lifar’s choreographic language, a modern critic claimed that the dance in some of his ballets is a language of abstractions rather than feelings. They said that immediacy disappears in it, combinations, postures and movements require judicious decoding as well as a complex dance pattern in different situations serves different purposes, but very rarely — the expression of feelings.

An entire era in ballet art is associated with the name of S. Lifar. His choreographic work is of great importance to the development of the world choreography.

*M. Vozhova*

#### **CULTURAL DIFFERENCES IN CUSTOMER SERVICE AND THEIR IMPACT ON INTERNATIONAL BUSINESS**

*M. Вожова*

#### **КУЛЬТУРНІ ВІДМІННОСТІ В ОБСЛУГОВУВАННІ КЛІЄНТІВ ТА ЇХНІЙ ВПЛИВ НА МІЖНАРОДНИЙ БІЗНЕС**

In today’s globalized world, businesses have expanded beyond their national borders, and the need for cross-cultural communication has become more important than ever before. Customer service is a critical component of any successful business, and cultural differences in customer service can have a significant impact on international business.

Cultural peculiarities play a significant role in shaping customer service expectations and practices. Customer service is not a universal concept, and cultural differences can affect how businesses render customer service. For example, in some cultures, customers expect to be treated as individuals, whereas in other cultures, customers prefer a more formal approach. In Japan, for instance, the concept of customer service, known as “Omotenashi”, emphasizes the importance of anticipating customers’ needs and providing personalized service. On the contrary, in China, customers prefer a more formal approach, and customer service is based on hierarchical relationships.

Communication style is considered as cultural aspect in customer service. Some cultures prefer a direct communication style, whereas others prefer an indirect communication style. In the United States, for instance, customers prefer a direct communication style, and businesses are expected to provide clear and concise information. In contrast, in Japan, customers prefer an indirect communication style, and businesses are expected to use subtle and indirect language.

Cultural differences in customer service can have a significant impact on international business. Understanding these differences can help businesses develop effective strategies to meet customer expectations and improve customer satisfaction. Failure to recognize these differences can result in negative experiences for customers, which can damage the business’ reputation and lead to reduction in revenues.