

One of the most significant impacts of cultural differences in customer service is on customer satisfaction. Customers are more likely to be satisfied with customer service that meets their expectations. When cultural differences are not recognized, customers may feel that their needs are not being met, resulting in dissatisfaction, and decreased loyalty.

Cultural differences in customer service can also affect the success of business operations in the international markets. For example, businesses that do not recognize the importance of personalized customer service in Japan may struggle to gain market share. In contrast, businesses that recognize the importance of indirect communication styles in China may be more successful in building relationships with customers.

One more impact of cultural differences in customer service is on employee training. Employees who are not familiar with cultural differences in customer service may struggle to provide effective customer service. Businesses that recognize the importance of cultural differences in customer service may invest in employee training programs to ensure that employees have the necessary skills to provide effective customer service in the international markets.

To manage cultural differences in customer service effectively, businesses must develop strategies that consider these differences.

It should be pointed out in conclusion that cultural differences in customer service are a critical aspect of international business. Failure to recognize these differences can result in negative experiences for customers and damage to the business' reputation.

These challenges can impact communication, behavior, and perception of service quality. To overcome these challenges, businesses must develop strategies that are sensitive to the needs and expectations of their diverse customer base. By providing cultural training, hiring diverse staff, customizing service delivery, and using technology, businesses can create a more inclusive and culturally sensitive service environment that meets the needs of their diverse customer base.

D. Loboda

MUSEUMS — MEMORY OF MANKIND

Д. Лобода

МУЗЕЇ — ПАМ'ЯТЬ ЛЮДСТВА

The word “museum” originates from the Greek word “mouseion” which can be translated as “house of the Muses”. In ancient Greece, these were the temples dedicated to the Muses and the arts they inspired.

In the first centuries of our era, in the works of the writer Athenaeus, the term acquires a modern meaning: Athens is figuratively referred to as the “Museum of Hellas”. It housed a huge number of statues, paintings, books and other cult and historical monuments.

Over time, any collection of precious exhibits began to be called a museum, and a century later, this concept began to denote the places where the collections were located. According to their profile, museums are divided into the following types: historical, archaeological, local history, natural, literary, memorial, artistic, ethnographic, technical, industry etc.

The first museum was founded in 290 BC in ancient Alexandria. A few dozen years after its opening, it became, in modern terms, an academic town — with living quarters for scientists, rooms for work, halls for lectures, walks and communal meals. In the museum, there were botanical and zoological gardens, an astronomical observatory and the

Alexandrian library, which humanity lost. A separate majestic building was constructed for it, surrounded by columns on four sides, between which there were statues of writers, poets and scientists. A large staff of translators and transcribers worked at the library, it was here that books began to be systematized by section, thus starting a catalogue.

The collections accumulated in the Athenian, and then in the Alexandrian Museum were the first who provided the educational and research process.

Museums could also be used as places for leisure, as this attracted the public. In this sense, the term is close to the modern interpretation of museums: institutions engaged in collecting, studying, storing and exhibiting objects — monuments of natural history, material and spiritual culture — as well as educational and popularizing activities.

The basis for the creation of the first open museum in the world was a collection of ancient bronze sculptures, which was given as a gift to the citizens of Rome in 1471 by the then-head of the church, Pope Sixtus IV.

For three centuries, the collection was in the Capitol Museum, access to which was limited. And only in 1734, Clement XII made the museum public, emphasising that art should be publicly accessible. The creation of museums as specialized institutions for the display of collections dates back to the 18th century at best. The first such museum was the British Museum in London — it opened its doors to the public in 1753 and remains №2 on the list of the most world-popular museums today.

In addition to a purely educational function, museums have a wide range of influence on people and society, which has been proven by scientific research.

Reason number 1: scientists from University College London say that one or two cultural activities a year reduce the risk of early death by 14% because cultural leisure eliminates a sedentary lifestyle, which is the cause of many cardiovascular diseases.

Reason number 2: museums reduce anxiety, and the risk of depression and make us less lonely.

Reason number 3: The development of the museum industry affects the country's economy. For example, take the estimate of the American Alliance of Museums, according to which museums in the United States annually contribute \$ 21 billion to the economy of the country, and visitors to historical sites and cultural attractions stay in the country 53% longer and spend 36% more money than other tourists.

Museums play an important role in the modern world as they serve as a repository of history, culture, and knowledge. They offer visitors a glimpse into the past and present providing opportunities for education, inspiration, and reflection. Overall, museums play a crucial role in preserving our collective heritage and promoting education, creativity, and cultural exchange in the modern world.

O. Liubchenko

THE CONCEPT OF "THEATRE OF THE ABSURD": FEATURES, PARADOXES AND PHILOSOPHY

O. Любченко

ПОНЯТТЯ «ТЕАТР АБСУРДУ»: ОСОБЛИВОСТІ, ПАРАДОКСИ, ФІЛОСОФІЯ

The theater of the absurd is a direction of drama based on the principles of total rejection of a person from the social and physical environment. Plays in this direction first appeared in the early 1950s in France, and then spread throughout Western Europe and the United States. The sources of the theater of the absurd can be identified in the practical