

DOI 10.23947/2414-1143-2022-29-1-17-23
UDC 316

SOCIAL INTERACTION ON THE TERRITORY OF WINEPARK HEALTH RESORT COMPLEX MRIYA RESORT&SPA (CRIMEA)

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Social interaction is revealed as a manifestation of social exchange, the main task of which is to create a unique product in the process of developing the terroir and landscape of the Crimean region. The elements of the cyclic system of exchange processes are highlighted: vine, terroir and people. The analysis of such a distinctive property of all the exchange processes of the wine destination of the health resort complex "MRIYA RESORT&SPA" as emergence, the essence of which goes beyond the paradigm of economic exchange, is carried out. The types of social exchanges on the territory of Winepark are reconstructed and the characteristics of the main exchange processes are given, which include the reification by specialists of their skills and knowledge in improving the terroir, communicative interpersonal interaction between employees and interaction with guests, the result of which is a new impression acting as a new marketing product. It is shown that value relations transform exchange processes into not direct economic, but containing humanistic ideals, spiritual values.

Key words: social exchange, social interaction, wine destination, terroir, symbolic interactionism.

[Т.А. Бондаренко, В.С. Власова Социальные взаимодействия на территории Winepark СКК MRIYA RESORT&SPA (Крым)]

Социальное взаимодействие раскрыто как проявление социального обмена, главной задачей которого является создание уникального продукта в процессе освоения терруара и ландшафта крымского региона. Выделены элементы циклической системы обменных процессов: лоза, терруар и люди. Осуществлен анализ такого отличительного свойства всех обменных процессов винной дестинации Winepark СКК «MRIYA RESORT&SPA», как эмерджентность, суть которого выходит за рамки парадигмы экономического обмена. Реконструированы типы социальных обменов на территории Winepark и дана характеристика основным обменным процессам, к которым отнесены овеществление специалистами своих навыков и знаний в улучшении терруара, коммуникативная межличностная интеракция между сотрудниками и интеракция с гостями, итогом которой является новое впечатление, выступающее в качестве нового маркетингового продукта. Показано, что ценностные отношения превращают обменные процессы в не прямые экономические, а содержащие гуманистические идеалы, духовные ценности.

Ключевые слова: социальный обмен, социальное взаимодействие, винная дестинация, терруар, символический интеракционизм.

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The theoretical interest in developing the problems of the hospitality industry has not been reflected in scientific research until now. The fact is that issues related to the hospitality industry are still assessed by the scientific community as applied, purely empirical. However, in reality, the hospitality industry, as a subsystem of society, reproduces all the connections and relationships that exist in society, as well as problems that are permanent in nature, since they

accompany the development and functioning of this part of the macro system. Among many connected dependencies that ensnare the hospitality industry and its associated organizational subsystems, social exchange processes are the most significant and multifaceted. It was for these two reasons that the authors drew attention to these processes.

The purpose of the study is to analyze the features of exchange processes on the territory of Winepark as one of the conditions for the dynamics of the entire health resort complex. Being the subject of independent research, the analysis of these processes should reveal their essence and functions.

Initial hypothesis: the social exchange of the wine destination shows the property of emergence inherent in this process, which is not a consequence of the structure of social organization and cannot be equivalently expressed in quantitative dimensions.

The choice of this resort destination is due to the landscape of the zone and the unusual tasks solved by working personnel on the territory under discussion.

Literature review: source literature on the declared topic refers to the section of social exchange processes. Formally, it can be divided into two categories. According to the first the subject of analysis are social market theories, where actors are persons interested in economic benefit. They establish clear and precise commitments. At the time of the economic transaction, the contract is drawn up, according to which the receipt of values in the future is prescribed from both sides. Many theories in the paradigm of market relations are related to each other: behaviorist or utilitarian express the desire of the actors to receive the benefit expressed most often in monetary or other material equivalent. When an economic exchange takes place, the price that determines the value of the benefits acts as an intermediary. The classical representative of economic theory is the doctrine of Karl Marx, which showed the need for exchange to satisfy the needs of others [7, p. 760]. The exchange of some goods for others always occurs with the help of the third goods, which are the same goods (for example, money). Market theory developed further in neoclassical utilitarian models. Psychological behaviourism with its concepts of "stimulus" and "reaction" is known.

In addition to F. Skinner, the concept of John Homans should be remembered, who presented his purely behavioural provisions showing the influence of rewards and sanctions on human behaviour [11]. P. Blau uses the concepts of "reward" and "benefit" already within the most valuable exchange in society, as well as the influence of power on the "stimulus-reaction" scheme [2].

The theory of social exchange, as a rule, is associated with the concept of symbolic interactionism, which is one of the precursors of the theory of social exchange.

Thus, people interact because they always want to get a benefit or a reward. It is in the interaction of people with each other that the needs of society are met. Therefore, individuals are always interested in connections and interactions. However, not in all situations and not always a person counts on some benefit. Human relations are much more complicated than the "stimulus-reaction," often have an irrational basis coloured by feelings and emotions. Value relations transform exchange processes into not direct economic, but containing humanistic ideals, spiritual values: to provide a service, show sympathies, and enter into cooperation without any benefit. Social debt becomes the main direct incentive, and recognition of disinterestedness serves as a reward.

Social exchange is an expression of social interaction in this theory. Why is this social interaction symbolic? Because the whole world of nature and culture, starting with the verbal and corporal language, expresses meanings and symbols that are significant only for people, reflecting life in this very world. Objects, events and situations have meanings that depend only on human interpretations. Thus, society is a set of symbolic interactions in which individuals fulfill various roles, and the social essence of the individual grows out of interaction with others. "Generalized Other" becomes a mirror in which a person looks at himself to be self-aware. G. Mead reveals the significance of the "Other" for each person in the process of socialization,

and Charles Cooley shows the importance of the mirrorlike "I" for the formation of reflection, individual consciousness [6]. The social situation is always procedural, it is created and recreated as a result of interpretation. Symbolic interactionists drew attention to sign communication. G. Mead highlighted significant and insignificant (unconscious) gestures [8, p. 216].

A separate location in the source study literature is occupied by the widely used scientific theory of social metabolism. It is quite correct that these theories develop the ideas of H. Spencer, the founder of the organic school in sociology and the forerunner of the functionalist direction. Spencer projected the structure and functioning of a living organism on society, whose functions and dysfunctions were explained by health and disease of the organism according to Spencer. On the other hand, theories of social metabolism continue to focus on the development of the concept of an open social system capable of exchanging matter, energy, information with the environment. Scientific works of this kind include O. Konovalov's monograph "Organizational Anatomy," which analyzes material and intangible resources that feed the organization and contribute to the synergy of its functions: competition, endurance, balance and decision-making [5]. In the literature on the problems of entrepreneurship, social metabolism acquires the characteristic of massiveness. All and everything are exchanged, as a result of such a universal exchange, communications are expanding, solidarity is growing and the opportunities for innovation are growing.

Methodology: for the disclosure of the conceptual scheme, the sociological method was used, which allowed to reveal the functioning of the territory of Winepark as a subsystem of the health resort complex MRIYA RESORT&SPA, which has features in the development of social exchange processes. The economic method was also important, indicating the need to pay attention to the economic opportunities for achieving profitability and payback of the business. A significant place in the discourse was taken by the method of symbolic interactionism, the application of which showed the presence of emergence in social exchange processes. It was the emergence of exchange processes that allowed the author to reveal their essence in the subsystem of the health resort complex MRIYA RESORT&SPA.

Exchange processes in Winepark are of circulation nature, where both material and intangible resources are involved. Conditionally, the point of reference of this circulation can be considered the landscape of Winepark. Close concepts to the landscape are biocenosis (a set of all plants, living microorganisms that inhabit a relatively homogeneous living space). In short, biocenosis is a habitat. The life of society and the geographical environment occur conjugately. The outstanding Russian scientist L. Gumilev devoted a special scientific work "Ethnogenesis and Biosphere" to this relationship [3]. A certain parallel of these concepts can be drawn with the concept of "terroir" that is a complex of factors of a certain area, in this case the peculiarities of the Crimean land, namely are soil texture, amount of sun, humidity level, temperature isotherm, its exposition, i.e., proximity to reservoirs and mountains. In this circulation, when growing vines, a person is the main participant whose task is not to harm vines and nature, to show "parental" features: patience, professionalism, the ability to "understand" the vine, to give it freedom of "expression." All the listed features are unique, aimed at developing the ability to fit into the environment, trust its rhythm, not to expose it to harmful technological influences.

The main cultural and ethical principle that expresses the essence of relations in wine culture is the art of making the land, not the winemaker, stand behind the wine. This approach is expressed by the principle of "less is more," implemented by the Winepark enologist Alberto Antonini.

In the exchange cycle, the orchard occupies its place, where more than 500 varieties of fruit plants and shrubs are planted. All of them participate in the formation of a taste and olfactory palette of human sensations inhaling the smells of berries and fruits. Human sensations are the basis of emotional intelligence, the development of associative memory, imagination and, in general, visual thinking. The opportunity to strengthen the work and role of intuition,

ideas about the picture of the world belong, among other things, to smells and tastes of the Fruit Garden.

So, all the elements of the cyclic system (vine, terroir and people) contribute their energy, substance, and a person contribute knowledge, will, motivation, character, peculiarities to the creation of a unique product that is wine that preserves all these resources in a transformed form.

Let us remember that all resources involved in social exchange undergo a series of endless transformations. Terroirs (9 zones can be counted on the place of destination of Winepark), differing in soil texture by the percentage of clay, silt, stone, sand, affect the birth of distinctive properties of grape varieties.

The next cycle of exchange processes is already directly related to the production of wine. Its production in wine destination recognizes the concept of gravitational winemaking and organic viticulture, that is, it includes only minimal human and technological intervention. Grapes are harvested manually, which contributes to the careful handling of grape bunches. The next stage is the fermentation process, during which septum (rind and nucleus of grapes) are separated from juice. Red wines fret with septum, saturating the wine with a red colour and tannins, the process of fermentation of white wines takes place without septum. In addition, wines undergo a maceration process that is maceration of wine material on septum. Juice goes by gravity, grapes are pressed under their own weight, and free run-fraction goes for the production of premium wines.

Emphasizing all transformational processes by the authors is made in order to show how different components interact in the exchange process and transfer such properties as aroma, oxygen saturation and so on to each other. Interestingly, even the containers involved in the social exchange process, such as young oak barrels which reflect both their own aroma and the features of the terroir in the wine. Large concrete containers free wine from additional flavours, as did the ancient clay vessels.

In this discourse, the analysis of such property of all exchange processes as emergence is carried out, the essence of which goes beyond the paradigm of economic exchange. Social obligations and social roles that impose demands on the employees of the park throughout the process, from planting vines in the ground to a glass of wine on the table, obviously and not so much obviously demonstrate the ongoing socialization and adaptation of the entire team.

The destination of Winepark is the area of social interaction not only of all its subjects of activity, who conduct their work in a transformed form, but also of guests of Winepark.

It is necessary to focus attention on the analysis of the activities of guides working in the discussed location. They play a kind of role of culturologists, flipping in front of visitors the "encyclopedia page," which included the history and culture of the Crimean region, its archetypes and symbols, various connotations of past events. Guides actualize the collective memory that holds in its legends and myths the past of the ethnos. Thus, on the Cape of the Holy Trinity, indicated on maps of the turn of the 19th-20th centuries at the excavation site, the remains of the Kuchuk-Isar settlement were found. Narratives contain descriptions of the life practices of people who inhabited this area in past centuries. Studying the art of winemaking in the days of old, modern experts borrow the best techniques, thus preserving the connection of times and events.

Excursions make the circle of social exchange closed. The monologue of a guide is supplemented by a dialogue, goes into a conversation between the participants in the excursion. The conversation performs an important function and it is the simplest social attitude from which most of our opinions stem, according to the conclusions of the French scientist Serge Moskvovichi. He makes an interesting conclusion when he writes that no other social attitude causes such deep interpenetration between people. Nothing gives more attention to person's thoughts than a conversation [9, pp. 230-231]. Serge Moskvovichi agrees with G. Tarde that the conversation is the most powerful and indispensable factor of social leveling, because it is able

to restore the equality of participants in the conversation in the world of social inequality. The conversation performs three functions allocated by Moskovichi. These functions are infusion, pleasure, equality. This opinion of outstanding scientists is undeniable.

It is necessary to say within the framework of our theme that during the excursion, visitors of the park receive new knowledge about the transformation of the resources available on its territory: land, vines, terroir, wine products, as well as information about the interaction of all employees of Winepark, thanks to which the value of the resulting product increases. Thus, the overall value of the product includes knowledge, skills, in general the abilities of employees of each division of this territory. Therefore, it can be said that guides expand the possibilities for their guests to have cognitive consonance.

The method of symbolic interactionism is embodied by guides in fragments dedicated to the sculptural ensemble of the park, which organically fit, thanks to the skill of sculptors, into the landscape zone of winemaking. Sculptors made their creations a continuation of the ecozone. We can name a number of figures that symbolize eternal ideas of beauty, harmony, unity, faith, freedom. For example, the replica of "Expansion" by Paige Bradley with the sunset is filled with light from the inside, being the metaphor of creative energy living inside each person. In this communicative process, wine guides use not only verbal, but also a sign language, explaining the poses of sculptures. Another replica of Lorenzo Quinn's "Hand of God" revives man's faith in supporting others, in the need for unity with loved ones. The tasting sightseeing tower of Winepark also contributes to the appearance of a special sense of "soaring" over the space when guests climb to its panoramic viewing deck.

The authors considered it necessary to reconstruct the types of social exchange processes on the territory of Winepark. Based on the study, the following main exchange processes can be distinguished:

- Training of specialists in improving the terroir and the quality of grape varieties;
- Enrichment of wine with new properties with the help of special technologies in the process of grape transformation;
- Communicative interpersonal interaction between employees allows everyone to express their attitude to the organization and their status in the social order. Interpersonal communication not only contributes to the performance of the monitoring function, but also to the transfer of information and knowledge. In addition, it provides an opportunity to express its social well-being. This concept reflects the degree of satisfaction with the individual, as well as the level of synergy in the organization;
- Transfer to the guests of Winepark of emotional energy, special knowledge and providing a dialogue between them and the wine guide. The result of such a conversation is a new impression, acting as a new marketing product.

All exchange processes are interconnected, but this connection does not belong, as such, to the objects of the park: resources, terroir, vine, energy. It can be created by the subject itself and it is the action of conscious mind and its ability to synthesize. This idea, formulated by I. Kant, can serve as evidence of the unity of various social exchange processes in the health resort complex [4, p.12].

It is clear that the project presented in the article to create a complex of new services was formed by the department of marketers to update the activities of the hotel. This development demonstrates the success in creating an emotional impression caused among the guests during the tasting process and experiences of the impression during interaction with the guide. In recent years, the peculiarity of marketing strategies is to create a product that can cause the consumer to feel the sensual world feeling "I am a sensual person" [10, p. 32]. This thesis of April Greiman serves as an intentional long-term strategy for the marketing service. Her employees have created the image of goods and services due to the emotional and sensual influence on the consumer due to the high artistic value and quality of the complex of services, which takes on an event character.

Such studies are mainstream, but this paper did not set the task of analyzing marketing processes, or rather studying interconnections between exchange processes and marketing strategy, since the essential component of any social exchange is psychological in nature.

In accordance with the classification of creativity in the monograph "Visual communications in advertising and design," it is assigned to the activity as a function and to the product as a result [10, p. 228]. Therefore, if there were no demand from consumers for these additional services, then the entire project would be unprofitable.

Being a separate department of MRIYA RESORT&SPA Winepark carries out the function of social support: it expands the social "menu," participates in increasing the value of services and products. Exchange acts contain not only economic dimension, but also social, expressed in the form of fulfilling social debt, psychological gain, that strengthens social connections and interactions.

The entire area of social interactions is completely permeated by emergence, expressing a new property incorporated into exchange processes.

The paper shows that the economic entity, implementing the Winepark project, performs not only an economic task, receiving a certain profit from the guests, but also carries out a cultural and educational task, introducing visitors to the history of winemaking in the Crimean region, transmitting the symbols of wine culture and hospitality.

The architectural ensemble of wine destination forms among all subjects of activity and visitors a desire to develop their ego, the ability to interpret and to interact with others creatively.

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17 February, 2022