

THE MAIN CONSUMER PROPERTIES AND CLOTHING REQUIREMENTS OF TOURISM PERSONNEL

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Annotation: The clothing of tourism personnel is one of the means of manifesting professional activity. It performs not only a utilitarian, but also an aesthetic, psychological, social role.

Keywords: aesthetic, psychological, social role, tourism personnel.

The range of materials for clothing of tourism personnel is constantly updated. Various fabrics, non-woven materials, artificial and natural fur, genuine leather, duplicated materials are used.

The requirements for the clothing of the staff of the tourist complex depend on its purpose, operating conditions, age and gender of the consumer.

Functional requirements.

The utilitarian (practical) function of clothing is to protect a person from adverse atmospheric influences, to ensure optimal temperature conditions. Clothes should decorate a person, hide his physical shortcomings. Clothing performs various social, ritual, professional functions. In accordance with this, the different value of the functions of clothing is determined.

For example, for solemn and elegant clothing, the main function is aesthetic, comfortable to wear and durability is for everyday.

Ergonomic requirements.

Ergonomic requirements for clothing are associated with physiological, anthropometric and other features of a person. Clothing should be comfortable and create a feeling of comfort, it should not tire and cause a decrease in performance.

Anthropometric requirements.

Clothing should correspond to the height, size, fullness of the buyer. Clothing should be convenient to remove, put on, fasten, iron, change sizes, etc. Of great importance in clothing is the degree of freedom of fitting the figure with the product, it is provided by the appropriate values of increases or allowances.[1-7]

Anthropometric requirements are also satisfied through the use of textile materials capable of compensating for changes in body size in dynamics due to deformation and elongation. The greater the elongation of textile materials, the smaller the allowances for free fitting should be.

Hygienic requirements.

Hygienic requirements include: heat protection, hygroscopicity, vapor and air permeability, waterproofness.

Heat protection - the ability of clothing to retain heat; heat protection is affected by the design, cut, style. To increase the thermal protection, fabrics with scratching, special cushioning insulation materials are used.

Hygroscopicity - the ability of clothing to absorb moisture to ensure the absorption of sweat and its return to the external environment; It is due to the hygroscopicity of the fabric from which the clothes are made.

Air permeability. Clothing should be well ventilated. Carbon dioxide accumulates in the clothing space, this negatively affects the well-being and performance of personnel.

Permeability. The thicker and denser the fabric, the lower the vapor permeability. The best vapor permeability in clothing made of cotton and viscose fabrics.

Weight of the garment. The mass of a set of winter clothes is sometimes 1/10 of a person's body weight. This causes additional energy costs when wearing, so it is necessary to use light main, auxiliary and insulating materials.

Aesthetic requirements.

Especially the clothes of the tourist complex should correspond to the modern style and fashion.

Style is a historically formed stable system of means and techniques of artistic expression. Features of the Gothic, Romanesque style, Baroque, Rococo were reflected in the form, size, color, proportions. The style reflects the character of the era, its artistic taste and determines the changes in the forms of household items, clothing.

The reliability of clothing in operation is an important consumer property. During operation, the quality indicators should not change dramatically over a certain period of time (service life of clothing). The reliability of clothing is associated with a partial or complete loss or change in the utilitarian and aesthetic properties of the garment. The reliability of clothing is a complex property consisting of such elements as reliability, maintainability, durability, etc.[8-14]

The durability of the product depends on the resistance to its physical wear. Physical wear is the visible destruction of materials, a change in size, color, loss of waterproof properties, etc. If the product has ceased to meet fashion or consumers have changed the requirements for the shape, color, texture of the material, it means that moral wear of clothing has also occurred.

Anthropometric properties of garments are properties that ensure the compliance of the dimensional characteristics of products with the shape and size of the human body in statics and dynamics, creating favorable conditions for breathing, blood circulation, as well as performing various movements, ease of use (the ability to easily put on, remove, fasten, use individual elements).

Product safety is a property of products that ensures the absence of unacceptable risk associated with causing harm to human life and health. It is determined by harmlessness - the absence of the release of substances harmful to the body (toxic, pathogenic microorganisms, allergic action), electrification of materials. In clothing, safety is also provided by the necessary parameters for clothing space, the ability of products to protect the human body from the harmful effects of the environment; reliability of connection of parts and assemblies.

Hygienic properties of garments - properties that provide a comfortable microclimate of the clothing space (temperature, humidity, gas composition, cleanliness, etc.), well-being and human performance, protecting against the effects of adverse external factors. The main characteristics of these properties are: heat-shielding, hygroscopicity, sorption capacity, air permeability, dust permeability, dust capacity, electrification, dirtiness.

Obsolescence (social obsolescence) of products is the loss of the products' ability to meet aesthetic needs while maintaining the basic useful properties with a change in fashion, children's clothing - inconsistency with the shape and size of the child as a result of growth.

Consumer properties of products are a complex of properties manifested during the operation (consumption) of products, including safety, functional, ergonomic, aesthetic and reliability properties.

Psychophysiological properties of garments are properties that provide mental comfort and physiological needs of a person. They are determined by the aesthetics of products, a good fit on the figure, anthropometric correspondence, comfortable conditions for the body.[15-20]

Repairability of products is the ability of products to restore their original properties as a result of small, as well as medium and capital (re-faceting) repair of clothing. It is determined by the complexity of the design, the way parts and components are connected. The most repairable products with a thread connection.

Properties of reliability of garments - properties that ensure the ability of products to maintain tangible and intangible properties within specified limits for a certain time during storage, transportation and operation, including durability, persistence, maintainability.

Product persistence is the ability of products to retain consumer properties after storage and transportation.

The service life of products is the calendar duration of operation of products to the maximum state (physical and (or) moral wear) in days, months, years.

Physiological properties of garments are properties that ensure the compliance of products with the power and speed capabilities of a person. They are determined by the correspondence of the products to the size and shape of the human body, weight, rigidity, flexibility, frictional force between the layers of the product, the product and the human skin.

Physical wear of products is the deterioration of the properties of materials or their destruction, a change in the design, shape and (or) dimensions of products, the destruction of joints of parts and assemblies under the influence of simultaneous exposure to mechanical, physicochemical and biological factors.

Form and size resistance of products is the ability of products to preserve and quickly restore the original shape, changed during storage, transportation, operation under the influence of physical, chemical and mechanical factors. It is determined by the elasticity, stiffness, amount of shrinkage (attraction) of materials; in clothing also - the design of the product, - the presence of elastic gasket parts, the processing of rigid parts (unbuttoning of the lower collar, lapels, belt, etc.), indestructibility and detachability of finishes.

Functional properties of garments - ensuring the compliance of products with the size and full-age group of a person; areas of application and operating conditions in clothing.

Ergonomic properties of garments - characterizing convenience and comfort, including anthropometric, hygienic, psychophysiological and physiological.[21-24]

Aesthetic properties of products - ensuring the ability of products to meet the social needs of a person, compliance with the social aesthetic ideal, the established style direction, fashion, tastes of consumers. They include information expressiveness, rationality of form, integrity of the composition, a high level of confection, technological processing and finishing.

Therefore, the requirements for the clothing of tourism workers are specific, and the promotion of the national culture of Uzbekistan through the use of national ornaments is one of the important tasks in the field of light industry.

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