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HOW CLOTHES AFFECT OUR FEELINGS

Decades of investigations in the behavioral sciences achieves that we have far less control over our behavior than we think. We commonly suppose that our behavior is much more conscious or self-directed than it really is. Truth be known, it's not. Nevertheless, we are far more exposed to small changes in our physical environment than we realize or understand. This fact fits in nicely with the idea that the most effective method to control your life and behavior is to take control of the things that control you. Thus, the easiest thing you can control is your environment and on closer examination your nearest environment is your clothing - like a second skin. Something we can control is the clothing we buy and choose to wear each day, as well as our grooming habits.

Rarely do people think of changing their physical environment as a way to change their behavior. We see others misbehave and we expect them to change, not their environment. We get so caught up in the human side of behaviors we completely miss the impact of subtle yet powerful environmental factors such as our clothes and grooming aids. It's a lot easier to change things, like clothes, than it is to change people. Even when we do recognize the impact our clothing is having on us, most people rarely know what to do about it. That's where I come in with accurate image information and relevant wardrobe strategies that are timely, easy to apply, and support your goals [1].

Your clothing can make you feel powerful. The “power tie” is a real thing, according to a study published in *Social Psychological and Personality Science*. Researchers had certain people wear formal business attire and complete a series of five experiments that challenged their cognitive processing abilities. Those who dressed up felt significantly more powerful and in control of the situation than their under-dressed peers [3].

Your clothing can make you a better thinker. In addition to feeling more powerful, the study also found that the subjects who dressed in business formal clothing could think faster on their feet and had more creative ideas. The scientists speculated that how you dress can change your perception of the objects, people, and events around you—sparking fresh ideas and a new point of view.

Your clothing can make you exercise harder (but make it feel easier). Athletes in red clothing won more events in the 2004 Olympic games than their competitors in blue, which inspired researchers to see if that was just a coincidence or if there is something special about the color red. The study, published in the *Journal of Sport and Exercise Psychology*, found that people who exercised in red could lift heavier weights and had higher average heart rates, indicating they were working harder than those wearing blue, even though both groups reported similar rates of exertion. But before you toss all your blue workout gear, know that the researchers did not find that the red-clad sportsmen won more often.

Your clothing can make you more honest. There may be a sneaky side effect of wearing knock-offs, according to a Harvard study published in Psychological Science. Researchers gave people fancy new sunglasses, telling half of a group they were designer while the other half was told they were counterfeit. Those wearing the knock-offs were more likely to cheat during a subsequent game and expressed more suspicion of other players. Wearing fake clothing, it turns out, may make you feel like a fake—and may make you assume others are also being fake.

Your clothing can cheer you up. Do you wear clothing that reflects your mood or do you wear clothing to change your mood? Researchers from the University of Queensland interviewed people and observed their clothing choices to find out. The answer? More often than not, we dress how we'd like to feel or how we'd like others to think we're feeling. In other words, we put on a happy sweater along with a happy smile, even if we're feeling down. And it works, especially if we wear clothing that has gotten us compliments in the past or is something that brings back good memories [4].

Your clothing can make you lose weight. Wearing a snug-fitting pair of pants, tightening your belt a notch, or even tying a ribbon around your waist underneath your clothing can give you a subconscious signal to stop eating as soon as you are full. “A number of French women wear a ribbon around their waist and underneath their clothes when they go out for dinner,” explains fitness guru Valerie Orsoni. “It keeps them conscious of the tummy—particularly if the ribbon starts to feel tighter as the evening goes on!” [2].

To sum up, the best way to control your behavior – and your life – is to take control of the things that control you-starting with your immediate environment. Even a small improvement in your dress and grooming can affect a large improvement in your behavior. Make your clothes part of your positive personal style, propelling you toward success in all you do.

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THE FEATURES OF INNOVATIONS IN TOURISM

The development of modern tourism largely depends on the development and implementation of innovative technologies aimed at improving customer service and expanding service tourism opportunities. Innovative management is needed to ensure the efficiency and profitability of this service sector.

The purpose of the article is to summarize the practical experience of using innovative technologies in the tourism business.

According to the aim the following **tasks** have been identified: to outline the specific features of innovation in tourism, consider and analyse the main directions of innovation activity in the tourism sector.