



RESEARCH ARTICLE

Perceptions of Soviet Sanatoriums in Alushta: An Analysis of User-Generated Content

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ARTICLE INFO	ABSTRACT
Received: Oct 29, 2024	This study investigates visitor perceptions of reconstructed and non-reconstructed Soviet-era sanatoriums in Alushta, based on user-generated reviews. A combination of topic modeling and qualitative analysis reveals key differences in experiences and attitudes. Reconstructed sanatoriums receive positive feedback for modern amenities, high-quality services, and family-friendly facilities, while non-reconstructed establishments are critiqued for outdated infrastructure and maintenance issues. Nostalgia for the Soviet past emerges as a double-edged sword: appreciated by some for its cultural and historical value, yet criticized by others for its association with discomfort. The findings underscore the importance of balancing modernization with heritage preservation to meet contemporary expectations and enhance guest satisfaction.
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INTRODUCTION

Soviet sanatoriums in Alushta represent a unique intersection of architectural innovation and recreational culture from the Soviet era. Situated along the picturesque Crimean coastline, these establishments were more than medical facilities, they were embodiments of ideals promoting health and leisure for the masses. The sanatoriums showcased distinctive architectural styles that combined functionality with the aesthetics of socialist realism, aiming to foster communal well-being and collective rejuvenation. Their design and operation reflected the state's commitment to providing accessible rest and healthcare to its citizens, making them significant cultural and historical landmarks (Lipen, 2022; Goretskaia, 2023).

Studying the spatial narratives of these sanatoriums is highly relevant in the context of modern approaches to analyzing user-generated content (Naab, Sehl, 2017; Bekbenbetova et al., 2022). As contemporary visitors share their experiences online through reviews, blogs, and social media posts, they create a rich source of data reflecting current perceptions of these historical sites (Oborin et al., 2014). Analyzing this content allows researchers to understand how the legacy of Soviet architecture and cultural practices is interpreted today (Alimova et al., 2023). It also provides insights into the evolving relationship between space, history, and individual experience. By examining user-

generated narratives, we can uncover perspectives on the significance of these sanatoriums in the modern context.

A spatial narrative is a way of understanding and interpreting space through storytelling, where the physical environment is intertwined with human experiences and meanings. It encompasses the idea that spaces are not just passive backgrounds but active elements that shape and are shaped by social interactions, memories, and cultural practices. In the context of Soviet sanatoriums in Alushta, spatial narratives involve how these architectural spaces convey stories about the past, reflect ideological constructs, and influence the experiences of their visitors. They represent the dynamic relationship between physical structures and the narratives people associate with them, revealing how space can communicate historical and cultural significance.

Studying user-generated content is crucial for understanding modern perceptions of Soviet heritage because it provides direct insights into how contemporary individuals interact with and interpret historical sites. User reviews, social media posts, and personal blogs offer authentic, unfiltered perspectives that traditional academic sources may overlook. By analyzing UGC, researchers can gauge public sentiment, identify prevailing themes, and understand the nuances of personal experiences with Soviet-era structures. This approach allows for a more diversified understanding of heritage, capturing a range of voices and opinions that contribute to the collective memory and ongoing discourse surrounding these historical places (Sarafanova, Sarafanov, 2023).

This study has practical importance due to its potential impact on the revitalization of old sanatoriums. By understanding current visitor perceptions through user-generated content, stakeholders can make informed decisions about refurbishing these facilities to meet modern expectations. Enhancing the appeal of these sanatoriums can attract more visitors, increase revenue, and contribute positively to the local economy. The insights gained can guide investments, marketing strategies, and service improvements, ensuring the financial viability and sustainability of these historic sites.

The goal of this study is to investigate the perceptions of Soviet sanatoriums in Alushta through the analysis of user-generated content. To achieve this, we aim to collect and process user reviews of the sanatoriums, conduct thematic modeling to identify key themes and motives, compare perceptions of reconstructed and non-reconstructed sanatoriums, and analyze the influence of Soviet heritage on modern reviews.

This article explores how contemporary visitors perceive Soviet sanatoriums in Alushta through an analysis of user-generated content. We begin by outlining the significance of user-generated content in capturing public perceptions. Following this, we review existing literature on methods used in social sciences for analyzing user-generated content. The methodology section details our data collection process and analytical techniques, including thematic modeling using Latent Dirichlet Allocation (LDA). We then present the results of our analysis, comparing perceptions of reconstructed and non-reconstructed sanatoriums and examining themes related to Soviet heritage. Finally, we discuss the implications of our findings for the preservation and management of these historical sites.

Conceptual basis of the study

Perceptions refer to the ways in which people experience and interpret places, assigning them personal and collective meanings. They include the stories, memories, and emotions that locations evoke in individuals and communities. In the context of Soviet sanatoriums, perceptions involve understanding how these structures, originally built with specific ideological and functional purposes, are viewed today. They highlight the relationship between the physical environment of the sanatoriums and the social and cultural interpretations given by visitors.

Soviet heritage encompasses the architectural, cultural, and historical legacies left from the Soviet era. It includes ideological symbols, communal values, and social practices that still influence contemporary society. Analyzing user-generated content helps us understand how modern individuals perceive this heritage. By examining online reviews, comments, and posts, researchers can capture authentic and diverse perspectives on the relevance and impact of Soviet-era establishments today.

To study perceptions reflected in user-generated content, social scientists often use a combination of qualitative and quantitative methods to understand patterns and meanings in the data. Content analysis is a fundamental approach where researchers systematically code and categorize textual information to identify recurring themes and sentiments. This method allows for objective quantification of qualitative data, enabling efficient analysis of large volumes of text.

Thematic analysis is another common method used to explore perceptions in user-generated content. It involves identifying, analyzing, and reporting patterns within the data to understand the underlying themes that emerge from user expressions. This flexible method can accommodate different theoretical frameworks, making it suitable for exploring complex phenomena reflected in online reviews and comments.

Advanced computational techniques, such as topic modeling using Latent Dirichlet Allocation (LDA), are increasingly popular for analyzing large datasets of textual information to study perceptions. LDA is a statistical model that discovers abstract topics within a collection of documents by grouping words that frequently appear together. This method allows researchers to process extensive amounts of data without manual coding, revealing hidden structures and prevalent themes in user-generated content.

Statement of the problem

Despite the historical importance of Soviet sanatoriums in Alushta, there is a lack of comprehensive understanding of how modern visitors perceive these sites. Existing interpretations are often contradictory; some visitors appreciate the historical and cultural significance, while others criticize the outdated facilities and services. These contradictions reveal shortcomings in the current research, which has not fully explored the diverse perceptions held by contemporary guests. Additionally, there is a limitation in studies focusing on the analysis of user-generated content within the context of Soviet heritage, leaving a gap in understanding how these historical establishments are experienced and discussed in the digital age.

This study aims to address these gaps by investigating how modern visitors perceive Soviet sanatoriums in Alushta. It seeks to identify the prevailing themes and motives in user reviews and to understand how reconstruction affects visitors' perceptions and feedback. By analyzing user-generated content, the research will provide insights into the current reception of Soviet heritage sites and contribute to the development of strategies for their preservation and adaptation to contemporary expectations.

METHODOLOGY

We collected user-generated reviews of sanatoriums in Alushta by automatically scraping two websites using a Python program. The primary sources were Yandex.Maps and Tripadvisor. On Yandex.Maps, we accessed mostly reviews from 2021 to 2024 because the service displays only the most recent 600 reviews. For Tripadvisor, the reviews ranged from 2014 to 2024, but the majority were from 2020 to 2024. This approach allowed us to gather recent and relevant data reflecting current visitor perceptions.

In total, we amassed 6,921 reviews for our database. The selection criteria focused on the most recent reviews to ensure the data was up-to-date and pertinent to current experiences. We used Python

scripts to automate the data collection process, which efficiently extracted the reviews and associated metadata. A similar scraping method was employed for both websites, enabling us to compile a substantial dataset for analysis.

Data preprocessing

We performed text preprocessing to prepare the review data for analysis. Initially, all text was converted to lowercase to ensure consistency. We removed HTML tags, numbers, and special characters using regular expressions to eliminate any irrelevant or noisy data. Extra whitespaces were stripped to clean up the text further. This standardization process ensured that the textual data was uniform and free from elements that could interfere with the analysis.

After cleaning, we tokenized the text and applied lemmatization using Pymorphy2, a morphological analyzer for the Russian language. Lemmatization reduced words to their base forms, allowing us to treat different grammatical variations of a word as a single term. We then removed stop words by expanding the standard Russian stop word list with additional domain-specific terms frequently used in the reviews but not carrying significant analytical value. This extended list included words like "санаторий" (sanatorium), "отдых" (rest), and "персонал" (staff). Furthermore, we removed adjectives and adverbs that were overly general or descriptive without adding significant analytical value. Words like "большой" (big), "просто" (simply), "первый" (first), "прекрасный" (wonderful), and "отличный" (excellent) were included in the stop word list. These words often express subjective opinions but are too generic to contribute to the identification of specific topics or themes within the reviews.

Methods of analysis

We chose the Latent Dirichlet Allocation (LDA) model for analyzing the textual data because it is a widely accepted method for uncovering hidden topics in large collections of documents. LDA helps in identifying patterns of word usage and extracting the main themes present in the user reviews. By treating each document as a mixture of topics and each topic as a distribution over words, LDA effectively captures the underlying structure of the textual data related to the Soviet sanatoriums.

To enhance the performance of the LDA model, we utilized Hyperopt, a Python library for optimizing hyperparameters using Bayesian optimization algorithms. Hyperparameter optimization is crucial because the LDA model's effectiveness depends significantly on parameters like the number of topics, alpha, eta, passes, and iterations. We defined a search space for these parameters and allowed Hyperopt to explore different combinations to find the set that maximized the model's coherence score. The coherence score measures the interpretability of the topics generated by the model, with higher scores indicating more meaningful topics.

Despite our efforts to optimize the model, we faced difficulties associated with low coherence scores. Low coherence suggests that the topics produced by the LDA model may not be easily interpretable or relevant, which limits the insights that can be drawn from the analysis. This challenge could stem from several factors, such as the diversity and complexity of the reviews, the potential loss of important information during preprocessing, or the limitations of the LDA model itself when applied to this specific dataset. These limitations highlight the need for careful consideration of preprocessing steps and suggest that alternative methods or further refinement may be necessary to achieve more coherent and meaningful results.

We also explored alternative methods for topic modeling, such as Top2Vec, to analyze the user-generated reviews. Top2Vec is designed to identify topics by embedding documents and words into a shared vector space, potentially capturing semantic relationships more effectively than traditional models like LDA. We applied Top2Vec to our dataset with the expectation that it might produce more coherent and meaningful topics. However, the results were not significantly better. The topics

generated were still not sufficiently interpretable, and some issues arose during implementation. Given these challenges and the lack of substantial improvement in topic coherence, we decided to focus our analysis on the LDA model's results.

RESULTS

We divided the collected reviews into two categories based on the renovation status of the sanatoriums: reconstructed and non-reconstructed. Reconstructed sanatoriums are those that have undergone significant renovations and modernization, offering updated facilities and amenities that align with contemporary standards. Non-reconstructed sanatoriums remain largely unchanged, preserving their original Soviet-era infrastructure and design. By categorizing the reviews in this way, we aimed to explore how the state of renovation affects visitor perceptions and experiences.

For the reconstructed sanatoriums, we applied the Latent Dirichlet Allocation (LDA) model to uncover underlying themes within the reviews. After optimizing the model using Hyperopt, we achieved an optimal coherence score of 0.4725. The best model parameters were an alpha of 0.1125, an eta of 0.0315, 800 iterations, 80 passes, and four topics. These parameters provided the most interpretable and meaningful topics from the data, indicating a well-fitted model for our analysis.

Topic One centers on the physical environment and amenities of the sanatoriums. Key words such as "вид" (view), "корпус" (building), "цена" (price), "парк" (park), "бар" (bar), "балкон" (balcony), "обед" (lunch), "набережная" (embankment), "площадка" (playground), and "расположить" (located) suggest that visitors appreciate the scenic views, modern facilities, and convenient locations. The mention of parks, bars, and balconies highlights the importance of leisure spaces and relaxation areas. This topic reflects how renovations have enhanced the aesthetic appeal and functionality of the sanatoriums, contributing positively to guest experiences.

Topic Two focuses on service quality and dining experiences. It includes words like "ресепшен" (reception), "цена" (price), "официант" (waiter), "принести" (bring), "данный" (given), "должный" (should), "меню" (menu), "что-то" (something), "писать" (write), and "предложить" (offer). These terms indicate that guests are attentive to the professionalism of the staff, the efficiency of service, and the variety and quality of food offerings. Concerns about pricing and expectations of service suggest that value for money and customer care are significant factors in visitor satisfaction.

Topic Three highlights family-friendly services and amenities geared towards young children. Key words such as "няня" (nanny), "малыш" (baby), "ребёночек" (child), "возраст" (age), "сад" (garden), "родитель" (parent), "комната" (room), "зоопарк" (zoo), "батут" (trampoline), and "коляска" (stroller) point to facilities that cater to families. This topic underscores the importance of childcare services, play areas, and activities suitable for children, indicating that reconstructed sanatoriums are accommodating the needs of families and enhancing their overall experience.

Topic Four emphasizes comfort, hospitality, and overall satisfaction. Words like "семья" (family), "уютный" (cozy), "отдохнуть" (relax), "комфортный" (comfortable), "приятный" (pleasant), "шикарный" (gorgeous), "родитель" (parent), "отзывчивый" (responsive), "восторг" (delight), and "обслуживание" (service) reflect a strong positive sentiment among visitors. Guests express joy and satisfaction with the cozy and comfortable environment, the attentive and responsive staff, and the delightful experiences provided. This topic illustrates that the reconstructed sanatoriums successfully create a welcoming atmosphere that leaves a lasting positive impression.

Collectively, these topics reveal that reconstructed sanatoriums in Alushta are perceived favorably by modern visitors. The renovations have not only upgraded the physical infrastructure but have also enhanced service quality and expanded family-oriented offerings. The positive keywords associated with views, comfort, service, and family amenities demonstrate that these sanatoriums meet the expectations of contemporary guests, resulting in high levels of satisfaction and positive reviews.

For unreconstructed sanatoriums

Non-reconstructed sanatoriums are those that have largely remained untouched since the Soviet era, preserving their original architecture, facilities, and services. This classification enabled us to focus on how visitors perceive these establishments in their traditional form, without the influence of modern updates. By analyzing reviews specifically from non-reconstructed sanatoriums, we aimed to understand the sentiments and experiences related to the preserved Soviet heritage.

For the non-reconstructed sanatoriums, we applied the Latent Dirichlet Allocation (LDA) model to uncover the main themes present in the user reviews. After optimizing the model using Hyperopt, we achieved an optimal coherence score of 0.3884. The best model parameters were an alpha of 0.0844, an eta of 0.1117, 500 iterations, 20 passes, and two topics. While the coherence score is moderate, it provided valuable insights into visitor perceptions of these sanatoriums that have not undergone modernization.

Topic One centers on the physical infrastructure and available amenities of the sanatoriums. Key words such as "корпус" (building), "бассейн" (swimming pool), "пляж" (beach), "территория" (territory), "процедура" (procedure), "ребёнок" (child), "лечение" (treatment), "вид" (view), "пансионат" (boarding house), and "обед" (lunch) indicate that visitors are focused on the condition of the facilities and the services provided. The mentions of "бассейн" and "пляж" suggest that leisure activities and access to swimming areas are important to guests. The inclusion of "процедура" and "лечение" highlights the significance of medical treatments and wellness services, which are central to the sanatorium experience. References to "ребёнок" and "обед" imply that family accommodations and dining options are also noteworthy considerations for visitors.

Topic Two emphasizes service quality and the overall maintenance of the sanatoriums. The key words include "корпус" (building), "пляж" (beach), "территория" (territory), "процедура" (procedure), "лечение" (treatment), "бассейн" (swimming pool), "ребёнок" (child), "набережная" (embankment), "социальный" (social), and "обслуживание" (service). This topic mirrors many terms from the first, reinforcing the importance of facilities and services. The word "набережная" (embankment) suggests that the location and accessibility of nearby attractions are significant to guests. The term "социальный" (social) may reflect the sanatoriums' roles in social programs or their appeal to a community-oriented clientele. "Обслуживание" (service) indicates that the quality of staff interactions and customer care is a critical aspect of the visitor experience.

The analysis of these topics reveals that guests of non-reconstructed sanatoriums are primarily concerned with the physical state of the establishments and the efficacy of the services offered. The overlapping key words in both topics highlight consistent themes related to infrastructure, medical treatments, and amenities. Visitors seem to appreciate the historical ambiance but also express interest in the functionality and comfort of the facilities. The moderate coherence score suggests that while clear themes are present, there is a degree of overlap and complexity in visitor perceptions. This could indicate varied experiences among guests, with some valuing the nostalgic aspects while others focus on the need for improvements to meet contemporary standards.

Comparative analysis

A comparative analysis of the topics identified in the reviews reveals significant differences between reconstructed and non-reconstructed sanatoriums. The reconstructed sanatoriums yielded four distinct topics with higher coherence scores, while the non-reconstructed ones produced only two topics with moderate coherence. In the reconstructed sanatoriums, visitors emphasized modern amenities, high-quality services, family-friendly facilities, and overall satisfaction. In contrast, reviews of non-reconstructed sanatoriums focused on the physical state of the facilities, the availability of medical treatments, and basic services.

Common features in visitor perceptions include an interest in the physical infrastructure and the importance of services provided. Guests from both categories mentioned elements like buildings, pools, beaches, and procedures, indicating these aspects are central to their experiences. However, the reconstructed sanatoriums received positive remarks about the scenic views, updated facilities, and attentive staff, reflecting a high level of satisfaction. On the other hand, visitors to non-reconstructed sanatoriums expressed concerns about maintenance, service quality, and the need for modernization.

The higher number of topics and greater coherence in the reconstructed reviews can be attributed to the diversity of positive experiences offered by the renovated facilities. The modernization introduced new amenities and services, providing guests with more aspects to comment on. This variety led to more distinct and coherent themes in the analysis. The updated sanatoriums meet contemporary expectations, allowing visitors to express satisfaction across different areas such as comfort, hospitality, and family-oriented services.

Notably, the analysis did not identify any topics associated with the idea of the "Soviet" past. Despite the historical significance of these establishments, visitors did not focus on Soviet heritage in their reviews. This absence suggests that modern guests are more concerned with current facilities and services rather than historical or cultural legacies. The lack of Soviet-themed topics indicates that the Soviet aspect is not a primary factor influencing visitor perceptions and experiences in both reconstructed and non-reconstructed sanatoriums.

To analyze the presence of Soviet narratives in visitor perceptions, we filtered the reviews using Soviet-related keywords such as "советский" (Soviet) and "СССР" (USSR). This method allowed us to focus on comments that explicitly referenced the Soviet heritage of the sanatoriums. By isolating these reviews, we aimed to understand how the historical context influenced guests' experiences and overall perceptions.

The topic modeling of the filtered reviews revealed two primary themes. The first theme centered on outdated facilities and infrastructure. Key words such as "старый" (old), "мебель" (furniture), "ужасный" (terrible), "дверь" (door), "туалет" (toilet), "лифт" (elevator), "пол" (floor), and "окно" (window) indicate that visitors frequently commented on the aging condition of the sanatoriums. This theme reflects a negative perception where the Soviet legacy is associated with dilapidation and discomfort.

The second theme highlighted aspects directly related to Soviet heritage and communal experiences. Words like "советский" (Soviet), "парк" (park), "социальный" (social), "набережная" (embankment), "экскурсия" (excursion), "город" (city), and "смена" (shift) suggest that some visitors appreciate the historical and cultural elements of the sanatoriums. The repetition of "парк" (park) and mentions of "обед" (lunch) imply that communal spaces and traditional dining experiences are significant to guests. This theme indicates a positive engagement with the Soviet heritage, where visitors find value in the nostalgia and unique atmosphere preserved in these establishments.

These themes demonstrate that Soviet heritage has a complex impact on the overall perception of the sanatoriums. For some visitors, the historical aspects contribute positively to their experience, offering a sense of nostalgia and cultural enrichment. For others, the outdated facilities associated with the Soviet era detract from their comfort and satisfaction. The negative sentiments regarding the physical state of the sanatoriums suggest that without modernization, the Soviet legacy may be perceived more as a hindrance than an asset.

Despite our efforts in topic modeling, the coherence scores of the models remained relatively low. This low coherence suggests that the topics identified may not be well-defined or easily interpretable. Several factors could contribute to this issue, including the specificity of the data and the limitations

of the methods used. The user-generated reviews may cover a wide range of subjects with overlapping vocabulary, making it challenging for the model to distinguish clear topics. Additionally, the informal language and varied writing styles in the reviews can complicate the modeling process, leading to less coherent results.

To overcome these limitations in future research, alternative approaches could be employed. One possibility is to use more advanced topic modeling techniques, such as Non-negative Matrix Factorization (NMF) or neural network-based models that may handle the nuances of the data more effectively. Incorporating supervised machine learning methods could also help in guiding the topic modeling towards more meaningful themes. Furthermore, enriching the dataset with additional contextual information or metadata might improve the model's ability to generate coherent topics.

The findings of this study have practical implications for the management of sanatoriums. Understanding visitor perceptions allows managers to identify areas that need improvement and to enhance aspects that guests appreciate. For reconstructed sanatoriums, emphasizing modern amenities and high-quality services can continue to attract visitors seeking comfort and luxury. For non-reconstructed sanatoriums, addressing concerns about outdated facilities and service quality can help in improving guest satisfaction and competitiveness in the market.

To preserve and integrate Soviet heritage into the modern context, sanatoriums can adopt strategies that honor their historical significance while meeting contemporary expectations. This could involve restoring architectural elements that reflect the Soviet era and incorporating cultural programs or exhibitions that educate guests about the history. At the same time, updating facilities and services to modern standards ensures comfort and convenience for visitors. By balancing heritage preservation with modernization, sanatoriums can offer unique experiences that appeal to a broad range of guests.

Qualitative analysis

Due to the low coherence of the initial topic modeling, we conducted an additional qualitative analysis focusing exclusively on reviews that mentioned the term "Soviet." This approach allowed us to gain deeper insights into visitor perceptions specifically related to the Soviet heritage of the sanatoriums. The analysis revealed two primary themes: nostalgia for the Soviet era and the appreciation of the natural environment surrounding the sanatoriums.

Many reviews expressed a strong sense of nostalgia for "Soviet" times. Visitors fondly recalled the structured organization characteristic of Soviet sanatoriums, such as scheduled procedures, strict meal times, and organized excursions. Some compared these aspects favorably to modern hotels, suggesting that "everything was for the people" during the Soviet period. The atmosphere of the "good old days" was evoked through mentions of preserved architecture, including massive buildings, mosaics, and monuments. Specific aesthetic elements like "the tile in the dining hall," "old buildings with long corridors," and "Soviet furniture in the rooms" elicited positive emotions. Guests appreciated the affordability of vacations in those times, often contrasting it with current prices. The enduring Soviet characteristics reminded many of holidays during their childhood or youth. One visitor noted, "It's like being back in the '80s: everything is simple but cozy." Another mentioned, "You can tell this place has been preserved since the USSR. It brings about pleasant nostalgia."

The natural aspects of the region emerged as a significant positive attribute in the reviews. Visitors praised the sanatoriums' locations in ecologically clean areas, referring to them as "oases of tranquility" away from urban hustle. The clean air was highlighted as a "plus that hasn't changed since Soviet times." Scenic views of forests, mountains, lakes, and beaches were frequently mentioned, with some guests remarking on the "special atmosphere of nature" that enhances the therapeutic effect of their stay. Access to natural resources, such as mineral waters and mud treatments preserved from the Soviet era, continued to delight guests. One review stated, "The pure

air and scent of pine make the stay especially pleasant." Another added, "A place where nature seems to come alive—mountains, sea, everything is nearby!"

The combination of the Soviet atmosphere and natural beauty created a unique experience for many visitors. Sanatoriums were perceived as "time machines" that immerse guests in the peace and stability of the past, where the main values remain nature and health rather than modern conveniences. Some users noted that the Soviet approach to selecting sanatorium locations, focusing on natural resources, was forward-thinking and remains relevant today. As one visitor expressed, "This place is a real reserve of Soviet times. Here you forget about everything, enjoying nature."

In conclusion, the positive reviews of the "Soviet" sanatoriums highlight two main aspects: nostalgia for the past and the natural surroundings. Both factors contribute to a unique perception where imperfections in infrastructure are compensated by an atmosphere of coziness and harmony with nature. Such a vacation is especially valued by people seeking peace and solitude, as well as a sense of connection with the past.

Due to the low coherence observed in the initial topic models, we conducted an additional qualitative analysis focusing solely on reviews that mentioned the term "Soviet." Although these reviews were fewer in number compared to those of non-reconstructed sanatoriums, they exhibited a greater diversity of opinions. This analysis revealed significant themes related to nostalgic appreciation and criticism of Soviet-era elements, as well as the impact of natural surroundings on guest experiences.

Many guests expressed positive nostalgia for the preservation of Soviet features in the reconstructed sanatoriums. They admired the classic Soviet architectural designs, characterized by massive structures, high ceilings, and spacious lobbies that evoked a sense of grandeur. One visitor remarked, "The lobby reminds me of old movies; it feels like being back in my childhood." The use of wooden cabinets, antique chairs, and Soviet-style curtains enhanced the authentic atmosphere, eliciting pleasant associations with the past. Another guest noted, "Those sofas in the lobby... it's like the '80s all over again." The overall ambiance helped guests relax, making their stay unique. As one review stated, "It's nice that the sanatorium has preserved that warm, peaceful atmosphere."

Conversely, some guests criticized the Soviet heritage for contributing to discomfort during their stay. They pointed out the outdated appearance, mentioning peeling walls, creaking floors, and old heating and electrical systems. While the aesthetic appealed to some, practical use was challenging. A guest commented, "The furniture is beautiful, but it's uncomfortable to sit on. Everything is too old." The lack of modern amenities such as air conditioning, USB outlets, and contemporary bathrooms was also a source of dissatisfaction. Another visitor mentioned, "The room feels like a museum—beautiful but not comfortable for resting." These critiques highlight a desire for modernization while maintaining historical charm.

The natural environment played a significant role in guests' overall assessments of the sanatoriums. Many reviews emphasized that natural features were a key factor in their decision to visit. Positive remarks centered on the beaches, with guests praising the cleanliness, proximity to accommodations, and the ease of access. One review stated, "The beach is excellent, always clean, just a three-minute walk away." The well-maintained grounds, including alleys, flower beds, and green spaces, were highly valued. A guest shared, "The grounds are gorgeous; you can walk for hours surrounded by peace and fresh air." Being located on the seafront allowed visitors to enjoy sea views directly from their rooms, enhancing their experience. As one satisfied guest expressed, "You can see the sea from the window, hear the sound of the waves; what could be better for a vacation?"

However, some guests pointed out negative aspects related to the natural surroundings. Overcrowded beaches, especially during peak season, were a common complaint. A visitor lamented, "It's impossible to find a spot on the beach; too many people." Others noted the need for better maintenance of the grounds, mentioning overgrown bushes, uncleaned pathways, and litter. "The

grounds are beautiful, but you can tell they're not being maintained," observed a guest. Despite these issues, many felt that the natural beauty compensated for infrastructural shortcomings. The opportunity to enjoy stunning views and fresh air made their stay special. One guest concluded, "You forget about the old rooms as soon as you step onto the beach and look at the sea".

CONCLUSION

In conclusion, our analysis of user-generated reviews of Soviet sanatoriums in Alushta reveals significant differences in visitor perceptions between reconstructed and non-reconstructed establishments. Reconstructed sanatoriums received overwhelmingly positive feedback, with visitors praising modern amenities, high-quality services, family-friendly facilities, and overall satisfaction. The higher number of distinct and coherent topics in these reviews indicates that renovations have successfully met contemporary guest expectations, offering diverse positive experiences that enhance visitor enjoyment.

In contrast, reviews of non-reconstructed sanatoriums focused on the physical state of the facilities, the availability of medical treatments, and basic services. While some guests appreciated the preserved Soviet heritage and natural surroundings, many expressed concerns about outdated infrastructure, maintenance issues, and the need for modernization. The presence of Soviet-related themes had a complex impact: for some, it evoked nostalgia and cultural enrichment; for others, it detracted from comfort and satisfaction.

These findings highlight the importance of balancing heritage preservation with modernization in the management of sanatoriums. By understanding visitor perceptions, managers can address areas needing improvement and enhance aspects that guests value. Upgrading facilities and services in non-reconstructed sanatoriums can improve guest satisfaction, while integrating Soviet cultural elements in a thoughtful way can appeal to visitors seeking a connection with the past. Ultimately, catering to contemporary needs while honoring historical significance can create unique and fulfilling experiences for a wide range of guests.

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