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DEVELOPMENT OF TOURISM AND RECREATION CLUSTERS IN DEPRESSED RURAL AREAS OF YAROSLAVL REGION

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The paper describes the possibility of forming a tourism and recreation cluster in depressed rural communities through a process of territorial planning (based on the example of rural settlements in Borisoglebskii and Bolsheselsky municipal districts of the Yaroslavl region). On the basis of the identified negative features of socio-economic status of the territories of rural settlements confirmed their depression and overall difficulty of further development. Substantiated what is happening now with changing functions of rural areas. As one of the potential strategic directions of development analyzed are the changes in the prevailing agrarian economy through the organization of tourist and recreational facilities. To this end, the group factors are identified that need to be supported in the implementation of this plan: a variety of tourist activities, natural and environmental, social and economic factors. In general, the article highlights that the formation of the tourist and recreation areas is conducive due to the immense open spaces, historical and cultural sites, unique landscapes, convenient geographical position. The problems of the deployment of tourist services on these territories are identified, which are mostly related to the imperfection of the legislation in relation to recreational areas, the existing practice of taxation and social and economic status. As a result, it is shown that in the procedure of spatial planning and in the process of identifying all the features and trends the functional role has changed and formation of qualitatively new areas of management has happened. Determined is the severity of the recreational functions of the system of settlement with respect to the combination of suburban settlements and second-home and production facilities.

Keywords: depressive rural settlements, tourism and recreation area, master plan

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A ROAD MAP FOR THE CREATION OF REGIONAL MILITARY-HISTORICAL ROUTES

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The article considers the directions and mechanisms of investment policy in the sphere of military-historical tourism. The article highlights features and practical advices on business planning in the creation of military-historical routes (MHRs). It is shown that in this case the investment business project is a purposeful change of control of military-historical tourist activities in the region, municipality with the requirements for the quality of the results of the use of MHRs, taking into account potential risks, restrictions on the flow of funds and resources and specific organizations for the development and implementation of such projects. The article describes common and fundamental mistakes in the preparation and submission of business plans for a MHR. Among them are the lack of clarity in the design of business plans for a MHR; ignorance of its market potential capacity, the position of competitors in the market; incorrect financial calculations. The article stresses that there should be clearly stated objectives of the project of a MHR, the results of their achievement should be interpreted unambiguously, and restrictions and requirements should be reasonable. Demonstrated are the features of business planning in the field of military and historical tourism as a complex object for management. Emphasized is the fact that the tourist attraction of sites and facilities of the military-historical nature can be significantly improved by targeting regional and municipal patriotic education and strengthening the role of military-historical components in educational institutions. The authors present the mechanism for implementation and the action plan for the implementation of project to create MHRs in three phases: pre-investment, investment and operations. Described are the main participants in the project to create a MHR, their functions, and also suggested are ten steps of the "roadmap" for the effective planning of regional and municipal authorities in creating MHRs.

Keywords: military-historical route, tourism, investment policy, roadmap, regional aspects

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THE METHODOLOGY OF COMPLIANCE IN TOURISM AND SERVICE

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The article deals with the application of modern methodology and technology risk management — compliance in the field of tourism and service, and the focus is not only on its advice functions, but also on the control functions when effective supervision is exercised over the implementation of laws and regulatory policies and procedures for an organization. It is shown that compliance mechanisms have an integrated methodology and consist of three interrelated components: "identification" (risk identification), "prevention" (risk control) and "response" (effective purposeful actions in specific situations). Provided are basic definitions in compliance, characterized its standard policies, principles and interactions between the basic functional blocks of the system of compliance. It is shown that compliance is a complex of real-world measures to protect the business and its shareholders, on the one hand, from the external impact of corruption (corruption of the environment), and on the other — from abuse (internal corruption) and inefficient management of the organization on the part of its management. Particular attention is paid to compliance audit, whose main purpose is to prevent violations of the law in the accumulation and use of funds of organizations of any form of property and corruption in relation to civil servants and officials of any organization. The advantages of the introduction of compliance in tourism and recreation and service areas are shown in three hierarchically related levels: increasing the value of the company and its investment attractiveness; curbing abuse and organizing synergistic positive effects of the company; monitoring, risk prevention for the development of the company. The article outlines the main provisions of the agreement on cooperation between the National Association for Compliance and RSUTS, in particular concerning training, retraining and advanced training in the field of compliance management in tourism and service.

Keywords: compliance, tourism and service management, methodology, technology, corruption, risks, threats, security, training

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MULTIFUNCTIONAL CENTERS PROVIDING PUBLIC AND MUNICIPAL SERVICES: BENEFITS AND PROBLEMS

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In recent years, public policy focuses on the quality and accessibility of public services. The role and importance of these services in the daily life of communities is growing rapidly.

To achieve the performance targets in public services established by the President of the Russian Federation in May 2012 decrees by the Government of the Russian Federation developed and is currently being implemented a range of activities aimed at the optimization of the algorithm of public services provision by executive authorities in connection with the introduction of a new principle of government service — the principle of “one window”.

In order to implement this principle, which is one of the ways to improve the quality and accessibility of public services in all regions of the Russian Federation measures are currently being implemented aimed at promoting an information and communication infrastructure to facilitate obtaining state services in electronic form.

Another ambitious project is to create a network of multifunctional centers providing state and municipal services. Meanwhile, despite the fact that the implementation and operations of multi-service centers in the regions of Russia has a number of advantages for a number of applicants (public services are becoming more affordable, it takes less time for their production, the number of documents required to obtain public services is minimized, etc), for the state establishment and operations of such institutions are associated with solving problems that require timely and swift action.

The author analyzes some current problems related to legal, regulatory and financial bases for establishing a network of multi-service centers, its development and operations.

Keywords: government services, municipal services, multifunctional center, public services, multifunctional center operations, multi-center requirements, the principle of “one window”

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SERVICE ACTIVITIES OF PEASANTS IN MOSCOW IN THE MIDDLE OF XVIII CENTURY

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The author examines the role of the serfs in the provision of services to Muscovites in the middle of the eighteenth century. This topic is insufficiently developed in the national historiography, although some issues have been raised in the literature. Source base of the study is represented by assembly records, contractor papers, residential papers, loans, petitions, letters, property inventories of the time. Sources allow to analyze the leading forms of services for citizens in manufacturing, construction, small commodity production, monetary operations, catering, trade and everyday life. The paper clarified the basic features and characteristics of the service activities of peasants, the extent of supply of consumer services, profitability. The facts indicate the focus of the individual counties and villages on specialization in services and delivery to Moscow sutlers, gardeners, textile workers, bricklayers.

Particular attention is paid to the formation of large, medium and small businesses among peasants, active use of family and hired labor. Subjected to analysis are activities in the field of service and wholesale trade of rich peasants as Sezemov and Belousov.

Particular emphasis is placed on clarification of Moscow life and everyday way of life of peasant entrepreneurs, how they developed their ethical conduct and public demands for power, how they adapted to city life.

The study shows that participation of peasants in services for Muscovites had both consumer and entrepreneurial nature. In its activities, peasants used various forms of service: custom work and to the market, provision of individual and collective services, participation in a stationary, wholesale trade and retail, etc. Evidences suggest that business cooperation gradually blurred the line between castes of merchants, burghers and peasants, who were united by a partnership, success and profit.

The results may be useful for the formation of an information base of research on the history of service and business in Russia.

Keywords: contract, Moscow, peasants, service, trade

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MODERN LOW-COST INTERNET TECHNOLOGIES FOR PROMOTION OF EDUCATIONAL SERVICES OF UNIVERSITIES

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The rapid development of the Internet-sphere involves an active expansion of the range of different online resources, technologies and opportunities for organizations for marketing purposes. This article is devoted to the promotion of educational services of universities using the Internet. In this paper we study the possibility of promotion of educational services of universities using Internet technologies that do not require significant financial investments, we also present the analysis of existing modern internet sites, which are used by universities for marketing purposes. The author explores the modern educational portals, sites of educational institutions, specialized sites reviews, social networks, search engines, portals and various themed e-mail services with respect to the efficiency of promotion of university educational services, identifies ways to promote university educational services via the Internet, developing recommendations to enhance their effectiveness. The paper presents the characteristics of the main groups of Internet resources, through which the promotion of educational services of universities can be made possible, gives examples of types of posting information about universities in order to promote educational services. The author gives her own research based on practical experience and work on online promotion of educational services of universities.

According to the analysis of literature and the author's studies, which reflect the main trends in the development of Internet technologies of promotion of educational services of universities, compiled a table summarizing the effectiveness of online resources and recommended content and low-cost methods of promotion of educational services of universities.

Keywords: promotion of educational services, Internet technologies

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USING THE METHODS OF PSYCHOLOGICAL WELL-BEING BY TEACHERS OF PHYSICAL EDUCATION IN HIGHER EDUCATION

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The article examines the nature and the main manifestations of the psychological component of physical training in the context of social and psychological aspects of successful management in the education system. In particular, attention is paid to the phenomenon of psychological well-being of the person, the factors that influence the development of mental and psychophysical abilities. According to the authors, the determining factor for creating peace of mind for students in higher education is emotional and ethical attitudes. As evidence supporting the author's position illustrated are the basic components of both psychological well-being and personal development of a human: independence (autonomy), the ability to change the environment, characterized by processes such as the pursuit of perfection, training, readiness for a new, positive interpersonal relationships, self-acceptance, purpose in life. In this paper, from a sociological point of view discussed is the possibility of using the methods employed in the process of physical training to create a favorable psychological and moral climate in the classroom for physical education and management. As a result of these techniques physical training acquires a productive nature, and physical education becomes a managed process.

It is proved that the formation of a favorable psychological climate in the team involves the distribution of standard roles among its participants. Thus, in the course of exercise are determined and allocated roles such as «informal leader», «systematizer» and «harmonizer», which allows using all possible vectors of psychological modality.

The article outlines the prospects of using the author's concept. Thus, the use of the above methods in the article is not limited to the formation of emotional and ethical relations and a suitable psychological climate in the group; and directed, ultimately, at the formation of the whole person with harmonious spiritual and physical inner organization.

Keywords: *management in education, educational services, psychological well-being, the process of physical education, physical activity, physical education, educational activity, psycho-emotional activity, emotional and ethical development, psychological climate*

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CURRENT PROBLEMS OF PRACTICE-ORIENTED EDUCATION AND TRAINING FOR WORKERS IN RUSSIA

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The article deals with the problems of practice-oriented education in preparing workforce in Russia. Decline in prestige and deficit of the supply of workers remain one of the most pressing problems of the state and society, which has negative impacts on the economy, the social sphere, the general state of national culture.

According to the authors, to fill this lack requires, implementing an independent state policy in the field of education and science, aimed at active three-way interaction of educational institutions training mid-level professionals, students and employers. Such interaction can be achieved under the condition of students, representatives of educational institutions and employers' awareness of high responsibility for the present and the future of the state, mutual, purposeful and active participation of everyone. The result of this work should include the training of highly educated and cultural practitioners, demanded on the labor market specialists.

As an example of an effective solution of the identified problem, the authors consider the operations of the multipurpose center for applied qualifications at Russian State University of Tourism and Service (Moscow), which is a new model of the system of staff training and the formation of applied qualifications.

The essence of this model is centered on a more active involvement of employers in the activities of educational institutions: in making strategic and operational decisions in the field of vocational training, in funding training programs, in the formation of standards of vocational training of students, teacher training, training and internships on industrial base, in paying costs of training which is provided by the company.

Multifunction centers for applied qualifications, according to the authors, will allow the state to overcome youth unemployment, society to enhance the contribution of vocational training in the economic development of Russia, students to find jobs, and employers to overcome the deficiency of worker qualifications, distrust towards the system of vocational education and create incentives to partnership.

Keywords: *practice-oriented education, multi-function centers for application qualifications, workers*

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EMBODIMENT OF THE IDEA OF ETERNAL FEMININITY IN THE LYRICS OF A. BELY AND HIS ANALYSIS OF A. BLOCK'S WORKS

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The article compares the representation of A. Bely and A. Block of eternal femininity. The author states that in the book "Gold in Azure" by A. Bely goes from a particular image of the World Soul and portrays it as an abstract eternity, but in the lyrics of Alexander Block, he appreciates its visual images of women and Russia, which are concretely sensuous embodiment of the idea of eternal femininity. Speaking at the dedicated to the memory of Alexander Block meeting of the Free Philosophical Association, A. Bely shows how this absolute idea dialectically evolved throughout his poetry, embodied in a number of ideas and their relative shaped forms. On the basis of submission, provided by A. Bely, the author demonstrates the denial law in relation to the idea of eternal femininity in the lyrics of Alexander Block. The article highlights that the understanding of the idea of eternal femininity by Bely and Block is teleological, eschatological and religious. The purpose of this idea is spiritual, and not related political revolution, it is an appeal to the moral standards of people and self improvement, to life in harmony with God.

Keywords: eternal feminine, denial law, teleological, transcendence, eschatology, spiritual self-improvement

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MAINSTREAMING THE PHENOMENON OF THE SACRED IN THE CRISIS SITUATION OF CONTEMPORARY CULTURE

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The article presents an analysis of the processes of resacralization occurring in culture and art in parallel with the desacralization, which is the ontological foundation of modern culture and postmodern art and has a worldview character, because the lack of spirituality in modern art and culture, spiritual and essential desolation of grounds of cultural sphere in general is associated on our view with the loss of the transcendent beginning or foundations that characterized all previous traditional classical culture and aesthetics. It was found that the resacralization takes different forms, leading to different types of shamanism (real and virtual) and sacralization of materiality, cruelty, somatic and libidinal phenomena in art, through which a person can go beyond their being, which leads to, respectively, shamanism in art, materialism, physicality, sexuality, violence in mass-to-date art, electronic digital media and specific artistic search and expressions in virtual art. Revealed that the process of resacralization is made possible by the fact that at the heart of the sacred there are deep archetypes of human consciousness, which define and interchange the sacred. However, modern culture has become a sacredly empty simulacrum, a shell without a high spiritual content, form and meaning, not presenting high and spiritual content, but rather suggesting low-lying values, because it is filled by the meanings and contents which have become relevant in the modern era. It is concluded that modern art makes sacred predominantly everyday and even baser postmodern phenomena and trends of today.

Keywords: *desacralisation, resacralization of art, postmodern, sacred, archetype*

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THE GENDER DIMENSION OF CORPORATE STANDARDS FOR STAFF APPEARANCE

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Corporate standards of appearance based on the strategy of positioning the organization, implementing a number of aesthetic factors, which include gender characteristics. The style of corporate standards of appearance is determined largely by the severity of the characteristics on a scale of masculinity — femininity. Masculine type of clothing is perceived as a purely functional and business. Key features of normative masculinity in clothes are the elements of status. Today the masculine type of clothing is increasingly in demand in the corporate standards of organizations that impose strict requirements for staff appearance. Standards of feminine type are associated primarily with taboo or propaganda of sex symbols in staff appearance. It can be successfully implemented in those spheres of business where the quality of beauty, strength and youth act as a competitive advantage (firms operating in the market of entertainment and gaming services, the industry of sports, modeling), or where competitive advantages are based on care, empathy, communication skills (organization of welfare service, pre-school and school education, and others). Unidentified type embodies the style unisex as a means of “raising” of women to men. That type of gender may be relevant to areas of business where there is an absolute erasure of gender roles, such as sports or IT technology. Androgynous type is a structure that includes elements of traditional male and female clothing. This type is used in the areas of business where competition is based on combining the standards of masculinity and femininity at the same time, for example, service, tourism and other similar activities.

Keywords: corporate standards, gender, style, dress code

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GEOGLYPHICS AS A SCIENCE OF THE EARTH'S ARTIFICIAL SURFACE RELIEF

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The article covers a new scientific branch — the science of geoglyphics, which studies space-eye view (1,000 and over km from the surface of the earth) of ancient inscriptions, images, symbols and traces of ancient settlements. The author provides a brief description of the history of geoglyph studies, geoglyph types, interpretations of a geoglyph, and makes seven conclusions concerning the signification of geoglyphs for research into the history of different ethnic groups.

The author defines a geoglyph as at least a 4-metre all-angle image or inscription on the surface of the Earth.

Throughout the 20th century it was the Nazca Lines in Peru were the only scientifically acclaimed geoglyphs. However, there seems to be no place on the planet that could not boast a geoglyph of its own.

Despite the fact that for a long time Russian researchers have abstained from studying geoglyphs, at present Russian science has produced interesting reports, for example by Aleksei Loktev. However, pessimistic views are also voiced, for example, Oleg Utikin claims that the topic receives undeservedly little attention.

Men of art also resort to creating geoglyphs of nonexistent objects such as, for example, the fictitious land of Atlaropa (also referred to as Panropa). Private collections of the geoglyphs of the past century are being created as well.

Keywords: geoglyphs, dendroglyph, petroglyph, Earth's surface relief, urbanoglyph

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STONE-WORSHIP ON THE FRONTIER OF THE SOUTH DEFENSE (ZASECHNYI) LINES OF MUSCOVY IN THE FIRST HALF OF THE 16TH CENTURY

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The author specifies the location of the ancient "Sacred stones" of the south defense line of Muscovy in the first half of the 16th century, registered and literally adapted their legend, ascertained the Vyatichi origin of the legend and the stones and its affinity with the legend of Antes chieftain Boz. The article substantiates the extrapolation of their beliefs to the spiritual views, inner life and fighting qualities of their ancestors of the forenamed period with due regard for relics' impact on the spirit world and mentality of the modern descendants of the lines' defenders. Also the stones of the "Holy well" are presented as well as the ancient stones with strong energy and the image of Vedic cross to light the "live" fire.

Keywords: sacred stones, Holy well, site of ancient settlement, defense, defense line

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