

Editor-in-chief:

Kortunov V.V. – Russian State University of Tourism and Service (Russia), PhD in philosophy, professor.

Editorial Board:**Editorial Board Chair:**

Fedulin A.A. – rector of Russian State University of Tourism and Service (Russia), PhD in history, professor.

Members of Editorial Board:

Alexeev M. – Department of Economics, Indiana University, Indiana University (USA), professor

Grain E. – University of Applied Sciences (Germany), professor.

Zholdasbekov A.A. – M.O. Auezov South Kazakhstan State University (Kazakhstan), PhD in education, professor.

Kibanov A. Y. – State University of Management (Russia), PhD in economy, professor.

Klimenko M. – School of Economics, Georgia Institute of Technology (USA), associate professor.

Lang L. – branch of Oxford Brookes University (Hungary), professor

Nedkova A.S. – University «Prof. D-r Asen Zlatarov» (Bulgaria), PhD in education.

Olsen K. – The Arctic University of Norway (Norway), professor.

Platonova N.A. – Russian State University of Tourism and Service (Russia), PhD in economy, professor, University pro-rector.

Zolles H. – High School in Vienna, Vienna Business University (Austria), professor.

Strömberg P. – Telemark University College (Norway), associate professor.

Ericson R. – East Carolina University (USA), professor.

Members of Editorial Team:

Bagdasaryan V.E. – Moscow State University Named After M. V. Lomonosov (Russia), PhD in history, professor

Dmitriyev A.V. – Institute of Philosophy (Russia), PhD in philosophy, professor, full member of the Russian Academy of Sciences.

Zaernyuk V. M. – Russian State University of Tourism and Service (Russia), PhD in economy, associate professor.

Lagusev Yu. M. – Russian State University of Tourism and Service (Russia), PhD in education, professor.

Minaev V. A. – Russian State University of Tourism and Service (Russia), PhD in technology, professor.

Prokhorov M. F. – Russian State University of Tourism and Service (Russia), PhD in history, professor.

Kharitonova T. V. – Russian State University of Tourism and Service (Russia), PhD in economy, associate professor.

Executive secretary:

Logacheva I.N. – Russian State University of Tourism and Service (Russia), science editor

SERVICE**Gavrilova L.A.**

Provision of state and municipal services in Russia: the current state and main directions for improving 4

TOURISM**Ermakov A.S.**

Modeling of information and methodological support for caravanning in the Republic of Crimea 12

Loginova N.Y.

Tourist businesses in the UK: history and main directions of the development of the industry 20

Minaev V.A., Sychev M.P., Fadeev A.O.

Seismic risk assessment in tourist-recreational areas: mathematical models 26

Narziev M.M., Ermakov A.S., Babakulov A.D.

The current state and development trends of the tourism and hospitality industry in Uzbekistan 36

Prokhorova O.V., Krasnova O.N.

Managing a sanatorium and resort enterprise in the market economy 46

Sanin A.Y., Krasnova O.N.

Prospects of the development of the Crimea as a tourist region. 53

Sigida E.A., Baklagina N.Y., Lykyanova I.E., Kireenkova Z.A.

Disability as a predictor of special needs for tourist services 65

SOCIAL SCIENCES**Eftimova L.V.**

Sensory and aesthetic mechanisms of construction of an advertising and marketing image 74

Konurbaev M.E., Konurbaev S.M.

An Essay on the History and Hermeneutics of Naḥīqat al-Mulūk by Ghazālī, Abu ḥamid Muḥammad Ibn Mu ammad Al-T s 82

Prokhorov M.F.

The peasant family of Moscow region during the Patriotic War of 1812: numbers, composition, and structure 92

EDUCATION**Kostovarova V.V., Chudaykina G.M.**

Excursion as one of the methods of interactive learning foreign languages in universities for tourism and service 101

Paudyal N.Y., Filindash L.V.

Current issues of renovation of communicative culture within information society. 108

PROVISION OF STATE AND MUNICIPAL SERVICES IN RUSSIA: THE CURRENT STATE AND MAIN DIRECTIONS FOR IMPROVING

Gavrilova Lyudmila Aleksandrovna, PhD student at the Department of Financial Management of the Moscow City University of Management of the Moscow Government, consultant of the Ministry of Finance of the Russian Federation, M-Liudmila@yandex.ru, Moscow, Russian Federation

In today's world there is urgency to improving the scope of government (municipal) services, updating their delivery mechanisms by bringing them in line with modern requirements of society, under the influence of the rapidly developing information technology. State policy in Russia in the sphere of state (municipal) services includes a range of activities, the implementation of which aimed at improving the legal regulation of this sector, the introduction of new forms of state (municipal) services, streamlining the organization of supply and improving the quality of the services. These activities are implemented in stages within the framework of state reforms that are going on in Russia for more than a decade. The article analyzes a specific budget measures and administrative reforms in state (municipal) services. The analysis of the concepts "public service" and "public function" within the legal format allowed the author to distinguish between measures to improve the organization of state (municipal) social services provided by the state (municipal) institutions and public

services provided directly by state executive bodies ("administrative" services). For example, in the area of social services the ratio of the planned amount of state (municipal) services and their financial security remain key issues. In order to improve "administrative" services innovation in recent years are rapidly introduced new forms of delivery of these services, which are key objectives of the possibility of application for state (municipal) services in electronic form, as well as creating a network of institutions authorized for the provision of public (municipal) "administrative" services – multipurpose centers. However, the general unsolved problem within the scope of public administration (municipal) services is improving their quality and accessibility

Keywords: *administrative reform, budget reform, public services, municipal services, public and function, provision of public and municipal services, multiservice center, state and municipal institutions*

References

1. **Polotovskaia E.Iu.** Problemy opredeleniia gosudarstvennoi (munitsipal'noi) uslugi, raboty, funktsii [The problem of determining the state (municipal) services, work functions] // Administrativnoe i munitsipal'noe pravo. 2012. № 1. pp. 78–80.
2. **Kirillovykh A.A.** O pravovykh aspektakh statusa uchrezhdenii v reforme biudzhетnoi sfery [On the legal aspects of the status of institutions in the reform of the public sector] // Finansovoe pravo. 2013. № 9. pp. 28–33.
3. **Matiiashchuk S.V.** Novoe v pravovom polozhenii uchrezhdenii v biudzhетnoi sfere [New to the legal status of institutions in the public sector] // Zakonodatel'stvo i ekonomika 2011. № 1. pp. 11–13.
4. **Pertsov L.V.** Tekhnologii reformirovaniia sistemy okazaniia gosudarstvennykh (munitsipal'nykh) uslug [Technologies of reforming the system of providing state (municipal) services] // Institut ekonomiki goroda (data obrashcheniia: 01.10.2014) URL: <http://urbaneconomics.ru/shop.php> (data obrashcheniia: 12.03.2015) [Accessed March 12, 2015].
5. **Chagin K.G.** Otdel'nye aspekty kadrovoi politiki v biudzhетnom uchrezhdenii novogo tipa [Certain aspects of personnel policy in the public institution of a new type] // Rukovoditel' biudzhетnoi organizatsii (data obrashcheniia: 01.10.2014) URL: // <http://urbaneconomics.ru/shop.php> (data obrashcheniia: 12.03.2015) [Accessed March 12, 2015].

MODELING OF INFORMATION AND METHODOLOGICAL SUPPORT FOR CARAVANNING IN THE REPUBLIC OF CRIMEA

Ermakov Aleksandr Stanislavovich, PhD (Cand. Sc.) in Technics, Associate Professor at the Department of Business Technologies in Tourism and Hospitality, tkei2011@yandex.ru, Russian State University of Tourism and Service, Moscow, Russian Federation

Caravanning is a traditional type of tourism for the Republic of Crimea. Quality of service in the caravanning is formed by the level of their performance, which is dependent on their compliance with modern requirements. The modern development of information and methodological support of tourism requires its improvement for trailering. The author of the article prompts to introduce a numerical score for impressions of the route depending on car safety. The author anticipates a significant improvement in traveling experience due to the flexible capabilities to modify the route with an objective assessment by car tourists. The basis for such decisions is the method of determining the characteristics of the route using graph theory. Knowledge of highway congestion and evaluation of tourist facilities and service companies will allow adjusting the car tourists' travel itineraries. The proposed evaluation of the quality of services on the route can reasonably conduct design. Creation of tourist information centers of the tourist resources of the Republic of Crimea with the representation in estimates of impressions from visiting the tourist sites allow users to create their generalized objective assessment. Development of the trailering must be based on respect for the principles of sustainable trailering. The introduction of innovative solutions for family trailering make it more competitive in the tourism market. Openness and availability of information on the quality of camping, catering, leisure, etc. will make caravanning more attractive in the Republic of Crimea for both domestic and foreign tourists.

Keywords: *tourism, caravanning, camping, tourist route, evaluation, quality*

References

1. Bronirovaniia gostinits v Lille [Reservation of hotels in Lille] / URL:<http://www.orangesmile.com/hotels/france/lille.htm> (data obrashcheniia: 20.01.2015) [Accessed January 15, 2015].
2. Efimova L.V. Aksiologicheskie problemy SMI [Axiological problems of media]. Servis plus. 2014. T. 8. № 2.
3. **Ermakov A.S.** Metodika formirovaniia marshruta puteshestviia dlia avtoturistov [Technique of formation of itinerary for autotourists] // Vestnik Assotsiatsii vuzov turizma i servisa. 2014. T. 8. № 3. pp. 39–44.
4. Klassifikatsiia gostinits po urovniu komforta? [Classification of hotels in terms of comfort?] URL:http://dw6.ru/klassifikatsiya_gostinits_po_urovnyu_komforta.html [Accessed January 15, 2015].
5. **Kortunov V.V.** Kul'tura Rossii v sisteme ekonomicheskikh tsennostei [Culture of Russia in the system of economic values] // Fundamental'nye problemy kul'turologii v 4-kh tomakh. SPb. 2008. pp. 348–358.
6. **Kortunov V.V.** Prolegomeny k metodologii verifikatsii irratsional'nykh system [Prolegomena to the methodology of verification of irrational systems]. M., 1999. T. 1 Aktual'nye issledovaniia.
7. **Kortunov V.V.** Ratsional'noe i irratsional'noe v evoliutsii kul'turno-istoricheskikh tipov mirovozzreniia [Rational and irrational in the evolution of cultural-historical types of world]. PhD thesis / Gos. in-t iskusstvovznaniiia. M., 1999.
8. **Kortunov V.V.** Begstvo ot real'nosti (ili Oborotnaia storona telekommunikatsionnykh tekhnologii) [Escape from reality (or the reverse side of telecommunication technologies)]. M., 2003.

9. **Kortunov V.V.** Imitatsiia zdravogo smysla. Ocherki po teorii mirovoi kul'tury [Imitation of common sense. Essays on the Theory of World Culture]. M., 2001.
10. Marketing. Gostepriimstvo. Turizm: Uchebnik dlia studentov vuzov [Marketing. Hospitality. Tourism: A textbook for university students] / F. Kotler, Dzh. Bouen, Dzh. Meikenz: from English. 4th ed., Rev. and additional. M.: IuNITI-DANA. 2013. 1071 p.
11. **Pavlenok P.D., Kharitonova T.V., Krivosheeva T.M., Anikeeva O.A., Mitiurnikova L.A., Shemenova O.V., Mozgovaia T.M., Krasnova O.N., Fodoria A.Iu., Pogrebova E.S.** Kachestvo zhizni naseleniia sovremennoi Rossii v kontekste sotsial'nogo gosudarstva [Quality of life of modern Russia in the context of the welfare state]. Research report (Federal'noe agentstvo po obrazovaniiu). M., 2010.
12. **Sakharchuk E.S., Ermakov A.S. Korneev A.A.** K voprosu o predposylkakh ustoichivogo razvitiia avtoturizma v Rossiiskoi Federatsii [To a question on the premises of sustainable development caravanning in the Russian Federation] / Sbornik statei po materialam mezhdunarodnogo proekta «Prodvizhenie malobiudzhethnogo i molodezhnogo turizma na prigranichnykh territoriiakh». Petrozavodsk: Verso, 2014. p. 115–125.
13. **Stoliarov D.Iu., Kortunov V.V.** Kul'turologiia [Cultural Studies]. M., 1998.
14. **Fedulin A.A.** Sovremennoe sostoianie i prioritetye napravleniia razvitiia turizma i turistskogo obrazovaniia v Rossii [Current state and priorities for the development of tourism and tourism education in Russia] // *Sovremennye problemy servisa i turizma*. 2009. № 4. pp. 70–75.
15. *Ekonomika vpechatlenii. Rabota – eto teatr, a kazhdyi biznes – stsena* [The economy of experiences. Work is theater and every business is the scene] // B. Dzhozef Pain II, Dzheims Kh. Gilmor. M.: Izd-vo «Vil'iams», 2005.
16. A classification of backcountry campsites in Prince William Sound, Alaska, USA / Christo-pher A. Monz, Paul Twardock - Original Research Article *Journal of Environmental Man-agement*, Volume 91, Issue 7, July 2010, pp. 1566–1572
17. Campsite classification. How can you achieve the maximum score?/ URL:<http://www.anwb.nl/bestanden/content/assets/anwb/pdf/kamperen/camping-inspectie/classificatie-wat-weegt-mee-verdieping-campings-en.pdf> [Accessed on January 20, 2015]
18. **Kortunov V.V., Platonova N.A.** Philosophical and socio-cultural aspects of the economic type of thinking. *Middle East Journal of Scientific Research*. 2013. T. 16. № 2. pp. 296–303.
19. **Krasnova O.N.** Problems of social cohesion development. *Middle East Journal of Scientific Research*. 2014. T. 19. № 3.
20. **Sakharchuk E. S.** Development of a Mathematical Model for Optimization of Transport Routes for Autotourists / E. S. Sakharchuk, A.S. Ermakov, A. A. Korneev -*World Applied Sciences Journal 27* (Education, Law, Economics, Language and Communication): 474–477, 2013.
21. Tallin City Camping / URL:<http://ru.camping.info/эстония/западная-эстония/tallin-city-camping-21979> [Accessed on January 20, 2015].

TOURIST BUSINESSES IN THE UK: HISTORY AND MAIN DIRECTIONS OF THE DEVELOPMENT OF THE INDUSTRY

Loginova Natalia Yurievna, Senior Lecturer, Department of Foreign Languages, snare64@mail.ru, Russian State University of Tourism and Service, Moscow, Russian Federation

The article presents an overview of the tourist potential of the UK, including the history of development of tourism in the country, the main areas of inbound and outbound tourism, the structure of public sector management, as well as development prospects. Particular attention is paid to the statistics of inbound and outbound tourism of the UK in recent years; described in detail are the most popular tourist routes, including not only historical and cultural sites, but also the basic directions of business, sports and music tourism. Using domestic and foreign sources (books, periodicals, electronic resources), the author gives a detailed description of the tourist business in the UK as one of the largest sectors of the economy, but also notes that the historical facts and recent data indicate significant prospects for further sustainable development of tourist interest to the UK, its cultural heritage and modern achievements in science, industry, business. It is likely that the forms of organization of tourism in the United Kingdom will change and improve, but the flow of tourists to the UK will not dry up, including from Russia. At the heart of it will remain the dominant business, educational and cognitive forms of tourism.

Keywords: *tourism, domestic tourism, inbound tourism, outbound tourism, sector of the economy*

References

1. Britaniia nadeetsia, chto perekrestnyi god kul'tury povliiaet na turizm [Britain hopes that cross-year culture impact on tourism] [Electronic resource]. Rezhim dostupa: <http://ria.ru/culture/20140121/990451789.html#ixzz3EP7UMaMZ> (data obrashcheniia: 21.01.2015) [Accessed January 21, 2015].
2. Kvartal'nov V.A. Turizm: Uchebnik dlia obrazovatel'nykh uchrezhdenii turistskogo profil'ia [Tourism: A Textbook for educational institutions of a tourist profile]. M., Finansy i statistika, 2010. 313 p.
3. Muzykal'nyi turizm prinosit ekonomike Britanii okolo 1 mlrd evro v god [Music tourism brings the British economy about 1 billion euros per year] [Electronic resource]. Rezhim dostupa: <http://ilmeny.org.ru/24943-muzykalnyy-turizm-prinosit-ekonomike-britanii-okolo-1-mlrd-evro-v-god.html> (data obrashcheniia 17.01.2015) [Accessed January 17, 2015].
4. Pogodina V.L., Filippova I.G. Geografiia turizma: uchebnik [Geography of Tourism: a tutorial] / Pod red. E.I. Bogdanova. Moskva: Infra-M, 2014. 256 p.
5. Sportivnyi turizm v Velikobritanii [Sports tourism in the UK] [Electronic resource]. Rezhim dostupa: <http://www.poedem.ru/news/1453> (data obrashcheniia: 23.01.2015) [Accessed January 23, 2015].
6. Analysis of the UK Government's 2011 tourism policy. By: Kennel, James; Chaperon, Samantha. Cultural Trends. Dec. 2013, Vol. 22, Issue 3/4, p. 278–284.
7. Caribbean Tourism Organization targets growth of 5% in UK visitors. By Searly, Robin. Travel Weekly (UK). 11/13/2014, Issue 2245, p. 24.
8. The development of cultural tourism: a review of UK experience. By: Yi-De Liu; Chi-Fan Lin. In: Tourismos: an International Multidisciplinary Journal of Tourism, 2011, Vol. 6, Issue 2, p. 363.
9. Music's £ 2 bn. Boost for UK tourism. By: Williams, Paul. Music Week. 10/11/2013. Issue 41, p. 1.
10. Tourism is leading UK economy growth. By Jansen, Kurt. Caterer & Hotelkeeper. 9/26/2014, Vol. 204. Issue 4844, p. 22.

SEISMIC RISK ASSESSMENT IN TOURIST-RECREATIONAL AREAS: MATHEMATICAL MODELS

Minaev Vladimir Aleksandrovich, PhD (Dr. Sc.) in Technics, Professor, Leading Researcher, *m1va@yandex.ru*; Russian University of Tourism and Service, Moscow, Russian Federation;

Sychev Mikhail Pavlovich, PhD (Dr. Sc.) in Technics, Professor, Head of the Regional functional educational and scientific center «Safety», *mpsichov@sm.bmstu.ru*; Moscow State University named after NE Bauman, Moscow, Russian Federation;

Faddeev Aleksandr Olegovich, PhD (Dr. Sc.) in Technics, Professor, *fao1@mail.ru*; Ryazan State University named after SA Esenin, Ryazan, Russian Federation

The article highlights the problem of evaluation of seismic risks in the tourism and recreational areas. To this end, the grounded and practically being tested mathematical model for evaluating the seismic stability of tourist-recreational area on the example of the Black Sea, the Caspian and the Mediterranean region. This model combines the influences of disturbances associated with the anomalous gravity field (vertical component), and takes into account modern crustal movements (horizontal component), calculated according to the space geodesy. The physical model of the geological environment in the form of a closed homogeneous isotropic elastic space in the form of "plates" with as averaging the values of the density, shear modulus and Young's modulus is suggested. The geological environment is considered in the framework of Newtonian rheology, that is without taking into account the seismic deformation of energy dissipation. Experimental calculations show good agreement with the results of modeling really occurred in the historically-sky aspect of the catastrophic earthquakes in the study area. Suggested an additional testing model by comparing the orientation of the vectors of the horizontal displacements at the surface, resulting from mathematical modeling, containing information on contemporary movements of the earth's crust according to the space geodesy. The analysis shows that the greatest seismic risk are generally a characteristic of those places of the study area, where the vectors of horizontal displacements in opposite directions, characterized by a helical orientation. The prospects of using the model are describe, if it is considered according to Maxwell rheology of the medium, which allows to take into account the effect of the relaxation of stresses and strains in the rate of accumulation in the subsurface. This approach may allow a quantitative estimation of the seismic deformation energy dissipation, which is very significant in terms of the forecast estimates of seismicity in the time aspect.

Keywords: *mathematical model, a method of assessment, seismic risk, tourist and recreational areas, seismic hazard*

References

1. **Abramova A.V., Bondar' K.M., Danilov R.M., Minaev V.A., Mokshantsev A.V., Pavlova S.A., Popov A.N., Topol'skii N.G., Faddeev A.O.** Modelirovanie geodina-micheskikh riskov. Monografiia [Modeling of geodynamic risks. monograph]. Khabarovsk: Izd-vo Dal'nevost. iurid. in-ta, 2014. 200 p.
2. **Gzovskii M.V.** Osnovy tektonofiziki [Fundamentals of tectonophysics]. M.: Nauka, 1975. 536 p.
3. Keilis-Borok V.I., Kronrod T.L., Molchan G.M. Seismicheskii risk dlia krupneishikh gorodov mira: predvaritel'naia otsenka [Seismic risk for major cities of the world: a preliminary assessment] // Matematicheskie modeli stroeniia Zemli i prognoza zemletriasenii. M.: Nauka, 1982. pp. 82–98.
4. **Minaev V.A., Faddeev A.O.** Bezopasnost' i otdykh: sistemnyi vzgliad na problemu riskov [Security and relaxation: a systematic approach to the problem of risk] // Turizm i rekreatsiia: fundamental'nye i prikladnye issledovaniia. Proceedings of the Mezhdunarodnoi nauchno-prakticheskoi konferentsii. M.: Izd-vo MGU im. M.V. Lomonosova, 2007. pp. 329–334.
5. **Minaev V.A., Faddeev A.O.** Geoekologicheskaiia bezopasnost' rekreatsionnykh zon [Geoecological safety of recreational areas] // Proceedings of the mezhregional'noi nauchno-prakticheskoi konferentsii «Turizm: menedzhment i mezhkul'turnye kommunikatsii». Astrakhan', RMAT, 2006.

6. *Minaev V.A., Faddeev A.O.* Geoekologicheskie riski rekreatsionnykh zon Baikalskogo regiona [Geoeological risks of recreational zones of the Baikal region] // Nauchnye, obrazovatel'nye i regional'nye problemy v turizme. Proceedings of the Mezhdunarodnogo foruma «Turizm: nauka i obrazovanie», 19 21 aprilia 2007 g. M.: RIB «Turist», 2007.
7. *Minaev V.A., Faddeev A.O.* Matematicheskie metody i modeli v geoekologicheskom raionirovanii rekreatsionnykh territorii [Mathematical methods and models in geoeological zoning of recreation areas] // Matematicheskie metody i informatsionnye tekhnologii v sovremennom obshchestve. {proceedings of the regional'noi nauchno-prakticheskoi konferentsii / Ed. A.O. Faddeev. 2007. pp. 111–117.
8. *Minaev V.A., Trubnikov B.N., Chudnovskii L.S.* Seismicheskaiia aktivnost' kak vozmozhnyi faktor, vyzvaiushchii anomal'noe povedenie biologicheskikh sistem i obostrenie kriminal'noi obstanovki [Seismic activity as a possible factor causing the anomalous behavior of biological systems and aggravation of criminal conditions] // Informatsionnye tekhnologii i komp'yuternye modeli v deiatel'nosti organov vnutrennikh del. M.: Akademiia MVD RF, 1996.
9. *Minaev V.A., Faddeev A.O., Danilov R.M.* Matematicheskoe modelirovanie riskov geodinamicheskogo proiskhozhdeniia [Mathematical modeling of the risks of geodynamic origin] // Spetstekhnika i sviaz'. 2011. № 1. pp. 48–52.
10. *Minaev V.A., Faddeev A.O.* «Medlennye» katastrofy, zdorov'e i bezopasnost' naseleniia [«Slow» disaster, public health and safety] // Proceedings of the XXV nauchno-tekhnicheskoi konferentsii «Sistemy bezopasnosti» – SB-2006. M.: Akademiia GPS MChS RF, 2006.
11. *Minaev V.A., Faddeev A.O.* Problema «medlennykh» katastrof [The problem of «slow» disasters]. Proceedings of the XXV nauchno-tekhnicheskoi konferentsii «Sistemy bezopasnosti» – SB-2006. M.: Akademiia GPS MChS RF, 2006.
12. *Minaev V.A., Faddeev A.O. Opolzni, osedaniia, karstovye iavleniia kak proiavleniia «medlennykh» katastrof* [Landslides, subsidence, karst phenomena as manifestations of the 'slow' disaster]. Proceedings of the XXV nauchno-tekhnicheskoi konferentsii «Sistemy bezopasnosti» – SB-2006. M.: Akademiia GPS MChS RF, 2006.
13. *Minaev V.A., Faddeev A.O., Danilov R.M., Abramova A.V., Pavlova S.A.* Matematicheskoe modelirovanie seismicheskikh riskov [Mathematical modeling of seismic risk] // Spetstekhnika i sviaz'. 2013. № 5. pp. 58–63.
14. *Minaev V.A., Faddeev A.O., Pavlova S.A., Abramova A.V.* Obobshchennaia veroiatnostnaia model' otsenki geodinamicheskoi ustoichivosti srede territorial'nykh prirodno-tekhnicheskikh sistem [Generalized probability assessment model of geodynamic stability of territorial environment of natural-technical systems] // Vestnik Rossiiskogo novogo universiteta. 2013. № 4. pp. 12 18.
15. *Minaev V.A., Faddeev A.O.* Modelirovanie geoekologicheskikh riskov i otsenka geoekologicheskoi bezopasnosti na rekreatsionnykh territoriiakh [Modeling of and evaluation of geo-ecological risks of geo-ecological safety in recreational areas] // Problemy upravleniia riskami v tekhnosfere, 2008. № 4. pp. 55–62.
16. *Minaev V.A., Faddeev A.O.* Matematicheskie metody i modeli v geoekologicheskom raionirovanii rekreatsionnykh territorii [Mathematical methods and models in geoeological zoning of recreation areas] // Matematicheskie metody i informatsionnye tekhnologii v sovremennom obshchestve: Proceedings of the regional'noi nauchno-prakticheskoi konferentsii / Ed. A.O. Faddeev, 2007. pp. 111–117.
17. *Minaev V.A., Faddeev A.O.* Otsenki geoekologicheskikh riskov. Modelirovanie bezopasnosti turistsko-rekreatsionnykh territorii [Estimates of geo-ecological risks. Modeling of security of tourist and recreational areas]. M.: Finansy i statistika, INFRA-M, 2009. 370 p.
18. *Minaev V.A., Pavlova S.A., Faddeev A.O.* Otsenka seismicheskikh riskov na osnove kompleksnoi matematicheskoi modeli [Evaluation of seismic risks based on complex mathematical models] // Vestnik Sankt-Peterburgskogo universiteta Gosudarstvennoi protivopozharnoi sluzhby MChS Rossii: nauchno-analiticheskii zhurnal. 2014. № 1. pp. 59- 66.
19. *Minaev V.A., Faddeev A.O., Abramova A.V.* Razlomno-uzlovaia tektonicheskaiia model' otsenki geodinamicheskoi ustoichivosti territorial'nykh system [Fault-nodal tectonic model assessment of geodynamic stability of territorial systems] // Problemy upravleniia riskami v tekhnosfere. 2014. № 1 (29). pp. 90–99.
20. *Minaev V.A.* Turizm i sistemnaia bezopasnost' [Tourism and system security] // Turizm i rekreatsiia: fundamental'nye i prikladnye issledovaniia. Proceedings of the Mezhdunarodnoi nauchno-prakticheskoi konferentsii. MGU im. M.V. Lomonosova, geograficheskii fakul'tet, Moskva, 27–28 aprilia 2006 g. M.: RIB «Turizm», 2006.

THE CURRENT STATE AND DEVELOPMENT TRENDS OF THE TOURISM AND HOSPITALITY INDUSTRY IN UZBEKISTAN

Narziev Mirfayz Mahmudzhonovich, Lecturer of the Department of Economic Theory and tourism, narziev86@mail.ru, Bukhara State University, Bukhara, Uzbekistan,

Babakulov Abdullah Dilshodovich, student of the Department of Business Technologies in Tourism and Hospitality, samsung.9900@mail.ru, Russian State University of Tourism and Service, Moscow, Russian Federation

Ermakov Aleksandr Stanislavovich, PhD (Cand. Sc.) in Technics, Associate Professor at the Department of Business Technologies in Tourism and Hospitality, TKEI2011@yandex.ru,

The current state of the tourism industry is considered in terms of statistical data on the state of the industry, the availability of resources and tourism businesses of the tourism and hospitality industry and tourism flows from the CIS countries and far abroad. A variety of tourist resources, with particular attention from the country's leadership to the development of the tourism industry, a comprehensive approach to ensure its stable trends are confirmed by improving the industry. The tourism industry has a steady growth of economic indicators. The country has created new tourism products in the direction of the development of pilgrimage tourism. Produced is restoration of archaeological and architectural sites. A special place is given to the creation of a tourist route "Golden Ring" in Uzbekistan with visiting ancient cities: Bukhara, Samarkand, Khiva and others. Analysis of the industry also points to the lack of awareness of potential consumers of tourist services in Russia. The role of the tourism and hospitality industry is important for the formation of traditionally friendly relations between Russia and Uzbekistan among the older generations for young people who grew up in the former Soviet Union.

Keywords: tourism, hospitality, development trends, statistics, tourist resources, tourist sites

References

1. Al'meev R. Rodina Sultana khadisa Imam al'-Bukhari [The birthplace of Sultan hadith Imam al-Bukhari]. URL: http://www.idmedina.ru/books/history_culture/minaret/25-26/11-robert-almeev.htm [Accessed November 14, 2014].
2. Gul'chiev E. Samyi drevnii Koran v tashkentskom komplekse «Khazrati Imam» [The oldest Koran in Tashkent complex "Hazrat Imam"] . URL: <http://www.trend.az/life/tourism/2131072.html> [Accessed November 14, 2014].
3. Zolotoe kol'tso Uzbekistana [Golden Ring of Uzbekistan] URL: <http://www.uzbektourism.uz/index.php/ru/novosti-turizma-uzbekistan/1009-krepost-ulli-xovli-prevratilas-v-sovremennyj-tsentr-turizma> [Accessed November 14, 2014].
4. Iskhakov R. Bukhara – rodina velikogo lekaria Avitsenny [Bukhara - the birthplace of the great physician Avicenna] URL: <http://vx.uz/bukhara/znakomstvo-s-istoriej-vostochnoj-mediciny-v-muzee-avicenny.html> [Accessed November 14, 2014].
5. Kul'tura regionov Rossii: Uchebnoe posobie dlia vuzov po spetsial'nostiam «Servis», «Turizm», «Sotsial'no-kul'turnyi servis i turizm» [Culture of Russian Regions: University textbook in the field "Service", "Tourism", "Socio-cultural service and tourism"] / A.A. Fedulin i dr. M.: Dialog kul'tur, 2013. 878 p.
6. Observatoriia Ulugbeka [Observatory of Ulugbek] URL: <http://samcity.uz/mycity/sights/72-observatoriya-ulugbeka> (data obrashcheniia: 14.11.2014) [Accessed November 14, 2014].
7. Palomnichestva v 7 Sviatykh Pirov Bukhary [Pilgrimage in the 7 Holy Feasts of Bukhara]. URL:<http://sambuh.ru/blog/3001.html> [Accessed November 14, 2014].
8. Sirazhdinov S.Kh., Matvievskaia G.P. Khorezm – rodina velikogo matematika Al'-Khorezmi [Khorezm - the birthplace of the great mathematician Al-Khwarizmi] URL: <http://www.vostlit.info/Texts/Dokumenty/Arabien/IX/Choresmi/pred.phtml?id=5299> [Accessed November 14, 2014].
9. Turisticheskie marshruty po krepostnym vorotam starinnykh gorodov [Tourist visits of the fortress gate of ancient cities]. URL: http://openuzbekistan.com/ru/about_uzbekistan/cities [Accessed November 14, 2014].

MANAGING A SANATORIUM AND RESORT ENTERPRISE IN THE MARKET ECONOMY

Prokhorova Olga Viktorovna, oliyababy@mail.ru, PhD student, Crimean Federal University named after VI Vernadsky, Simferopol, Republic of Crimea, Russian Federation,

Krasnova Olga Nikolaevna, PhD (Cand. Sc.) in Politics, olgargutis@rambler.ru, Russian State University of Tourism and Service, Moscow, Russian Federation

The aim of the article is to determine the characteristics of management of spa facilities. The urgency of this problem stems from the fact that over the past quarter-century historical period of market relations the potential of the spa treatment, rehabilitation and recreation in Russia decreased in four times. To a certain extent this is due to the lack of entrepreneurial activities. It is proved that every enterprise of the sanatorium sphere should operate two separate, but organically interrelated management tools: a) the mechanism for managing the treatment, which is impossible without the second tool; b) a mechanism for business, creating conditions for effective treatment and rest. We consider that the results of spa businesses are two products: the first - in the form of creating conditions for rest and treatment. This product is sold in the form of vouchers, the value of which compensates for the cost of the enterprise to carry out treatment, and creating conditions for rest and allow a profit. Consumers of spa services as a result of rehabilitation and treatment restore and are involved in the manufacture of a product of society, therefore, the result of the treatment can be expressed in the form of a certain percentage of growth of the human capital of the country. Features of the mechanism of entrepreneurship in the health resort company is not the product (as a set of conditions for treatment and rest, and the system of health services) delivered to the consumer, but on the contrary, consumer services to the product. Presented are three goals of the process of creating these two products by sanatorium enterprises. From the facilities management of spa businesses highlighted is its foundation mechanism - organizational and economic. It is a set of organizational structures, concrete forms and methods of management tools and instruments, as well as the organic unity of production, financial, social, technological and economic relations, legal forms, affecting business entities of sanatorium branch in order to create conditions for qualified rehabilitation of recreants with continuous improvement of medical base, hotel services and providing a comfortable stay for guests.

Keywords: business, spa service, entrepreneurial product, medical product, organizational and economic mechanism

References

1. **Busygin A.V.** Predprinimatel'stvo [Entrepreneurship]. M.: INFRA-M, 1997. 607 p.
2. **Gins G.K.** Predprinimatel' [The entrepreneur]. M. Ekonomika, 1992. p.19.
3. **Zikirova Sh. S.** Gosregulirovanie v sisteme sanatorno-kurortnykh uslug, problemy i per-spektivy gosudarstvennogo regulirovaniia sanatorno-kurortnogo kompleksa [State regulation in the spa services,

- problems and prospects of state regulation of spa complex] // Rossiiskoe predprinimatel'stvo. – 2011. № 2. Vyp. 1 (177). pp. 140–144.
4. **Kabak O.G.** Formirovanie organizatsionno-ekonomicheskogo mekhanizma upravleniia sana-torno-kurortnymi i turistskimi predpriiatiami [Formation of the organizational-economic mechanism of management of health resorts and tourist enterprises]. PhD thesis. SPb., 1998. 16 s.
 5. **Kir'iaikov A.G.** Osnovy innovatsionnogo predprinimatel'stva [Basics of innovative entrepreneurship]. Rostov n/D.: Feniks, 2002. 160 p.
 6. **Kortunov V.V.** Ratsional'noe i irratsional'noe v evoliutsii kul'turno-istoricheskikh tipov mirovozzreniia [Rational and irrational in the evolution of cultural-historical types of world]. PhD thesis / Gos. in-t iskusstvovznaniia. M., 1999.
 7. **Kortunov V.V., Sheleketa V.O.** K voprosu o filosofsko-kul'turologicheskom obosnovanii gumanitarnoi ekspertizy sotsial'no-politicheskikh protsessov [On the question of philosophical-cultural substantiation of humanitarian examination of socio-political processes] // Servis plus [SERVICE plus]. 2014. T. 8. # 4. pp. 9–14.
 8. **Magomedov M. A.** Sotsial'no-ekonomicheskie osnovy razvitiia sanatorno-kurortnogo kom-pleksa regiona [Socio-economic bases of development of sanatorium complex in the region]. PhD thesis. M.: MGU im. M.V. Lomonosova, 2007. 18 p.
 9. **Makarova O.A.** Adaptatsiia organizatsionno-ekonomicheskogo mekhanizma upravleniia turist-skim predpriatiem k usloviim krizisnoi ekonomiki [Adaptation of the organizational and economic mechanism of management tourism enterprises to crisis economy] // Kul'tura narodov Prichernomor'ia. 2011. № 215. pp. 92–96.
 10. **Ostapenko E.A., Latysheva L.A.** Investitsionnaia deiatel'nost' v sanatorno-kurortnom biz-nese. Monografiia [Investment activity in the health resort business. monograph]. Stavropol', 2009. 190 p.
 11. **Popova V.V.** Arkhitektonika organizatsiino-ekonomichnogo mekhanizmu upravlinnia rozvitkom natsional'noi makrosistemi [Architectonics of organizational and economic mechanism of development of national macrosystem] // Derzhava ta region. Seriia «Ekonomika ta pidpriemnitstvo». 2007. № 4. pp. 204–208.
 12. **Raizberg B.A., Lozovskii L.Sh., Starodubtseva E.B.** Sovremennyi ekonomicheskii slovar' [Modern Dictionary of Economics]. M.: Infra-M, 2011. 512 p.
 13. **Snagovskii T.Iu.** Formirovanie organizatsionno-ekonomicheskogo mekhanizma upravleniia ustoichivym razvitiem sanatorno-kurortnykh organizatsii [Formation of the organizational-economic mechanism of management sustainable development of sanatorium organizations] PhD thesis / Sochinskii nauchno-issledovatel'skii tsentr RAN. Sochi, 2009. 18 p.
 14. **Stoliarenko A. V.** Struktura organizatsionno-ekonomicheskogo mekhanizma funktsionirova-niia sanatorno-kurortnogo predpriatiia [The structure of the organizational-economic mechanism of functioning of sanatorium businesses] // Biznesinform. 2013. № 1. pp. 235–242.
 15. **Khaiek F.A.** Obschestvo svobodnykh [Free society]: Per. s angl. M.: 1990. 309 p.
 16. **Khosting A.** Kurs predprinimatel'stva [The course of entrepreneurship]. M.: Mezhdunarodnye otnosheniia, 1993. 352 p.
 17. **Shumpeter I.A.** Teoriia ekonomicheskogo razvitiia: Issledovanie predprinimatel'skoi pribyli, kapitala, kredita, protsenta i tsikla kon»iunktury [Theory of Economic Development: A Study of business profits, capital, credit, interest and cycle conditions]. M., 1982.
 18. **Kortunov V.** Modernization Of Russia In The Context Of Cultural Experience Of The East And West // Middle East Journal of Scientific Research. 2013. T. 14. № 1. C. 41–46.
 19. **Krasnova O.N.** Problems of social cohesion development. Middle East Journal of Scientific Research. 2014. T. 19. № 3.
 20. **Mises L.** von. Human Action: A Treatise on Economics. New Haven, 1949.
 21. **Ronstadt Robert C.** Entrepreneurship. Dover., Mass., Lord Publishing Co., 1984. P. 28.

PROSPECTS OF THE DEVELOPMENT OF THE CRIMEA AS A TOURIST REGION

Sanin Alexander Yurievich, PhD (Cand. Sc.) in Geography, Eather86@mail.ru, Moscow State University named after M.V. Lomonosov, Moscow, Russian Federation,

Krasnova Olga Nikolaevna, PhD (Cand. Sc.) in Politics, olgargutis@rambler.ru, Russian State University of Tourism and Service, Moscow, Russian Federation

The leading type of nature use in Crimea is recreation. In this article, the peninsula is considered as a tourist region, identified are its strengths and weaknesses, opportunities for its development and threats it is facing. Many of them are associated with joining the peninsula to Russia in March 2014 and a variety of consequences of this event. During the last year significantly decreased the number of tourists and accessibility of the peninsula, which dramatically increases the urgency of the construction of a transport crossing in Kerch. The article provides recommendations for the development of new types of tourism, which, along with the improvement of relations with Ukraine and the transport passage allow to increase the number of tourists. This is important both for the economy of the Crimea as a whole, and for the majority of its inhabitants. The paper also proposes to carry out a redistribution of tourist flows and to actively pursue the advertising campaign of the Crimea as a tourist region in the information space of the Russian Federation. It can be used by patriotic sentiments that have taken place in the country after joining the Crimea. The popularity of the peninsula could rise as a result of the depreciation of the Russian ruble, which significantly changes the situation on the market of tourist services. It is proposed to consider the coast of the Crimea as a set of natural and natural-social system that provides new opportunities for environmental management in the coastal zone. In particular, this approach allows identifying the most important tourist potential areas of the territory, as well as spatial boundaries of human impact. In recent years, the share of organized tourist sharply increased and the geography of tourism greatly changed. It should be remembered that for Crimean are important both organized and unorganized holidaymakers.

Keywords: *Crimea, shore, recreation, tourist flow, types of tourism, transport*

References

1. **Bredikhin A.V.** Рекреационно-геоморфологические системы [Recreation and geomorphological systems], Smolensk: Oikumena, 2010. 328 p.
2. **Dolotov V.V., Ivanov V.A.** Povyshenie rekreatsionnogo potentsiala Ukrainy: kadastrovaia otsenka pliazhei Kryma [Increasing the recreational potential of Ukraine: cadastral assessment of Crimea's beaches]. Sevastopol': Izd-vo MGI NANU, 2007. 150 p.
3. **Efimova L.V.** Aksiologicheskie problemy SMI [Axiological media problems] // Servis plus. 2014. T. 8. № 2.

4. **Ignatov E.I., Orlova M.S., Sanin A.Iu.** Beregovye morfosistemy Kryma [Coastal morphological systems of Crimea]. Sevastopol': NPTs «EKOSI-Gidrofizika», 2014. 267 p.
5. **Gnatov E.I.** Beregovye morfosistemy [Coastal morphological systems] // *Ekologicheskaja bezopasnost' pribrezhnoi i shel'fovoi zon i kompleksnoe ispol'zovanie resursov shel'fa*. Sbornik nauch. trudov, Sevastopol', 2003, № 9. pp. 178–201.
6. **Ignatov E.I., Chistov S.V., Ivanov V.A.** Proiskhozhdenie, istoriia razvitiia i dinamika kosy Tuzly [The origin, history and dynamics of Tuzla]. // *Ekologicheskaja bezopasnost' pribrezhnoi i shel'fovoi zon i kompleksnoe ispol'zovanie resursov shel'fa*: Sb. nauch. tr. NAN Ukrainy, MGI, OF In-BIUM. Sevastopol', 2004. № 10. pp. 198–206.
7. **Kortunov V.V.** Imitatsiia zdravogo smysla. Oчерki po teorii mirovoi kul'tury [Imitation of common sense. Essays on the Theory of World Culture]. M., 2001.
8. **Kortunov V.V.** Begstvo ot real'nosti ili oborotnaia storona telekommunikatsionnykh tekhnologii [Escape from reality or the downside of telecommunication technologies]. M., 2003.
9. **Pavlenok P.D., Kharitonova T.V., Krivosheeva T.M., Anikeeva O.A., Mitiurnikova L.A., Shemenova O.V., Mozgovaia T.M., Krasnova O.N., Fodoria A.Iu., Pogrebova E.S.** Kachestvo zhizni naseleniia sovremennoi Rossii v kontekste sotsial'nogo gosudarstva [The quality of life of the population of modern Russia in the context of the welfare state]. Research report (Federal'noe agentstvo po obrazovaniiu). M., 2010.
10. **Patiichuk I.O.** Fiziko-geograficheskie osobennosti i geoekologicheskoe sostoianie prirodnoi sredy poluostrova Krym [Physical geographic features and geo-ecological state of the environment of the peninsula of Crimea]. PhD abstract. M.: Izd-vo MGU, 2011. 27 p.
11. **Prygunova I.L.** Rekreatsionnye territorii v strukture ekologicheskogo karkasa Kryma [Recreational area in the structure of ecological frame of Crimea]. PhD abstract. M.: Izd-vo MGU, 2005. 28s.
12. **Stoliarov D.Iu., Kortunov V.V.** Kul'turologiia [Cultural Studies]. M., 1998.
13. **Shuiskii Iu.D., Vykhovanets G.V.** Ekzogennye protsessy razvitiia akumulativnykh beregov v severo-zapadnoi chasti Chernogo moria [Exogenous processes of accumulative coasts in the north-western part of the Black Sea]. M.: Nedra, 1989. 198 p.
14. **Cnorley R.J.** Geomorphology and general Systems theory.// U.S. Geol. Survey Prof. Paper. 1962.Vol/500. B. P. 45–55.
15. **Cowell, P. J., and Thom, B.G.,** 1994. Morphodynamics of coastal evolution //In Carter, R.W.G., and Woodroffe, CD. (eds.), Coastal Evolution. Cambridge: Cambridge University Press, pp. 33–86.
16. **Krasnova O.N.** Problems of social cohesion development. Middle East Journal of Scientific Research. 2014. T. 19. № 3.
17. **Michal Vanek, Milan Mikolas,** Kateřina Tváková Evaluation methods of SWOT analysis // Geo Science Engineering Volume LVIII (2012), p. 23–31.

THE CUSTOMER WITH SPECIAL NEEDS IN TOURIST SERVICES

Sigida Evgeny Antonovich, PhD (Dr. Sc.) in Medicine, Professor of the department of philosophy and social sciences and the humanities, redkollegiamgus@mail.ru, Russian State University of Tourism and Service, Moscow, Russian Federation,

Baklagina Natalia Yurievna, Senior Lecturer of the department of philosophy and social sciences and the humanities, Russian State University of Tourism and Service, Moscow, Russian Federation,

Lukyanova Inna Evgenievna, PhD (Dr. Sc.) in Medicine, Professor of the department of social medicine and social work, Moscow State Medical and Dental University named after A.I. Yevdokimov, Moscow, Russian Federation,

Kireenkova Zoya Alexandrovna, Senior Lecturer of the department of philosophy and social sciences and the humanities, Russian State University of Tourism and Service, Moscow, Russian Federation

In modern society, tourism is of great socio-cultural importance of forming new behavior algorithms of various categories of the population. The flow of tourists increases, more people appear with disabilities who remain limited mobility due to the presence of numerous social barriers that need to be adaptive conditions of consumption of tourist services in the framework of tourism, accessible to all. Involvement of disabled people in the tourism industry remains an unsolved problem. Persons with special needs in tourist services are among the switched off from society. Issues related to the provision of tourist services are resolved not to the full extent without the conditions for such activities. Information about opportunities for persons with disabilities in Russian is very limited. Use of tourism in the system of social protection remains the least affordable and little studied. At the same time, tourists with special needs in the travel services are potential customers for businesses, they can participate in the economic development, to make a profit. We believe that to a certain degree this is connected with insufficient development of theoretical and conceptual issues of adaptive tourism, which affects in particular the question of society's attitude to such concepts as "human health" and "disability". Considering tourism as a complex adaptive relationship, social, psychological, medical, sports and recreation and other measures which are included in the content of tourism activities in providing tourism services for persons with special needs, the priority is allocated in a specific form of psychosocial work at all levels of the tourism industry. Adaptive tourism is focused on the study and implementation of subject-subject relationship that accompany the promotion tour. And it's not only the elimination of barriers to the movement of the mechanical traveling. The question is about a particular way of working with people with special needs in tourist services. Lack of attention to categories of people requiring special conditions in

tourism, underdevelopment of appropriate infrastructure reduce the motivation for learning by those who in their professional activities would like to have specific tourist services to persons with disabilities. Adaptive tourism is based, on the one hand, on the general theory and methodology of social work, and on the other - on the technology of the organization of tourist activity and the concept of adaptive physical training (adaptive physical education, adaptive sports, adaptive motor recreation). Our research has allowed developing the scientific and theoretical basis of the concept of model-specific tourism activities and offers a training profile for psychosocial workers capable of organizational and managerial activities with persons with special needs in tourist services.

Keywords: *disability, special needs, tourist services, adaptive tourism*

References

1. **Luk'ianova I.E., Sukhanov V.G.** Reabilitatsionnaia pomoshch' litsam s ogranicheniiami zhiznediel'nosti: Monografiia [Rehabilitation assistance to individuals with disabilities: Monograph]. M.: Nauka, 2007. 240 p.
2. **Sakharchuk E.S.** Sotsial'nye posledstviia razvitiia turizma: Monografiia [The social consequences of tourism development: Monograph]. M.: FGOUVPO «RGUTiS», 2009. 75 p.
3. **Sigida E.A.** Psikhologo-pedagogicheskaia paradigma professional'nogo obrazovaniia spetsialistov servisa i turizma: Monografiia [Psycho-pedagogical paradigm of vocational training specialists of service and tourism: Monograph]. M.: FGOUVPO «RGUTiS». 2009. 159 p.
4. **Baklagina N.Iu.** Sanatarno-kurortnye uslugi. Tekhnologii i metody ozdorovitel'nogo servisa [Sanatorium and resort services. Technologies and methods of health service]: Textbook / Ed. prof. Sigida E.A. M.: INFRA-M, 2010. 190 p.
5. **Sigida E.A., Luk'ianova I.E.** Adaptivnyi turizm – sotsial'noe napravlenie razvitie turistskikh uslug [Adaptive tourism - social direction of development of tourist services] // Vestnik Assotsiatsii vuzov turizma i servisa. 2011. № 4. pp. 38–43.
6. **Bavel'skii A.D., Zorina G.I., Ruchin A.A.** Bezbar'ernyi turizm v Moskve [Barrier-free tourism in Moscow]: Textbook. M.: Logos, 2011.
7. **Sigida E.A., Luk'ianova I.E.** Teoriia i metodologiia praktiki mediko-sotsial'noi raboty: Monografiia [Theory and Methodology of practice of medical and social work: Monograph]. M.: INFRA-M, 2013. p. 250.
8. **Sigida E.A., Luk'ianova I.E.** Invalidnost' i turizm: potrebnost' i dostupnost'. Monografiia [Disability and tourism: the need and availability. monograph]. M.: INFRA-M, 2015. 106 s. (Nauchnaia mysl').
9. **Sigida E.A., Lukyanova I.E., Baklagina N. Y., Starygina A.M.** Adaptive Tourism. Adaptive Tourism. Prospects for Development. World Applied Sciences Journal 30 (Management, Economics, Technology & Tourism): 62–63, 2014.

SENSORY AND AESTHETIC MECHANISMS OF CONSTRUCTION OF AN ADVERTISING AND MARKETING IMAGE

Efimova Lyudmila Vladimirovna, Lecturer, PhD student at the Department of
Philosophy and Social Sciences and the Humanities, 11elv@mail.ru,

Russian State University of Tourism and Service, Moscow, Russian Federation

In today's world, the basic needs of people are met. But there are a few ways to attract potential customers to products. One of them is a minor satisfaction of aesthetic needs. An important factor in the purchase decision is aesthetic preference. When properly developed firm style is guaranteed to receive regular customers, therefore, it occupies a niche in the market. It is therefore important for the company to develop its corporate identity and continue stimulating potential customers to buy and hold them near. Through style consumer awareness about a particular brand is achieved, formed are emotional and intellectual associations. Style is the hallmark of goods and services, it helps the consumer to classify products to specific categories. It also allows categorizing items within the product line and brings the elements of the marketing mix to the needs of the target market. The article proves that the basis of the commercial chain "form - product - the company" is repeatable. It is with the help of the form it becomes an attribute of corporate identity. Therefore, the aesthetic element should always be used to improve the system through corporate communications. As practice shows, sometimes even a little functional form of an object can be invaluable in terms of aesthetics, becoming part of the brand image.

Keywords: aesthetics, advertising, marketing, perception, form

References

1. **Al'tshuller Igor'**. Strategii i marketing: dve storony odnoi medali, ili Prosto o slozhnom [Strategy and marketing: two sides of the same coin, or simply about the complex]. M.: Delo, 2010.
2. **Bernd Shmit, Aleks Simonson**. Estetika marketinga: Strategiiia menedzhmenta, sozdaniia brenda i imidzha kompanii [Marketing Aesthetics: Management strategy, branding and image of the company]. M.: AST, Tranzitkniga, 2005.
3. **Efimova L.V.** Semiotika kak znakovaia sistema kostiua [Semiotics as a sign system for suit] // Servis plus. 2012. № 4.
4. **Kob'ell K.** Iskrennii servis [Sincere service]. M.: Al'pina. Biznes buks, 2009.
5. **Kortunov V.V.** «Tretii» put' poznaniia»: religiia i iskusstvokak sotsiokul'turnye formy russkogo mirovozzreniia [«Third» way of knowing «: religion and art as a form of Russian socio-cultural worldview] // Etnosotsium i mezhnatsional'naia kul'tura. 2013. № 10 (64).
6. **Kortunov V.V.** Chelovek mezhdru real'nost'iu i kiberprostranstvom [People between reality and cyberspace] // Sovremennye issledovaniia sotsial'nykh problem (elektronnyi nauchnyi zhurnal). 2013. № 1 (21).
7. **Kotler F., Kartadzhaiia Kh., Setiavan A.** Marketing 3.0: ot produktov k potrebiteliu i dalee – k chelovecheskoi dushe [Marketing 3.0: From Products to customers, and further - to the human soul]. M.: Eksmo, 2011.
8. **Mur Dzh.** Vtoraia kosmicheskaia. Iskusstvo upravleniia i strategii budushchego [The art of management and strategies for the future]. M.: Mann, Ivanov i Ferber. 2012.
9. **Resnianskii S.I., Efimova L.V.** Esteticheskii vkus, ili osobennosti russkogo kostiua [Aesthetic taste, and features of Russian costume] // Servis v Rossii i za rubezhom. 2012. № 4 (31).
10. **Efimova L.V., Kortunov V.V.** Aesthetic features of the Russian national costume. Middle East Journal of Scientific Research. 2013. T. 16. № 12.
11. **Kortunov V.** Modernization of Russia in the context of cultural experience of the East and West. Middle East Journal of Scientific Research. 2013. T. 14. № 1.
12. **Kortunov V.** Sophian world vision. Middle East Journal of Scientific Research. 2013. T. 14. № 7.

AN ESSAY ON THE HISTORY AND HERMENEUTICS OF NAṢĪḤAT AL-MULŪK BY GHAZĀLĪ, ABU ḤAMID MUḤAMMAD IBN MUḤAMMAD AL-TŪSĪ

Konurbaev Marklen Erikovich, PhD (Dr. Sc.) in Philology, Professor of Moscow State University named after M.V. Lomonosov, marklen@konurbaev.ru,

Konurbaev Salavat Marklenovich, Graduate of the Institute of Asia and Africa of the Moscow State University named after M.V. Lomonosov, Orientalist, salavat@konurbaev.ru,
Moscow, Russian Federation

A hermeneutic analysis of the Oriental Philosophers' writings is invariably a matter of great challenge and difficulty. It is always full of allegory and literary divagations which intersperse a smooth flow of argumentation. This paper is written by Marklen Konurbaev, Professor of Literature at Moscow State University and his son Salavat, a student of Arabic Philosophy. The paper consists of four parts and attempts to reveal the hidden message of a famous extract from the renowned book Ihya Ulum Al Din by a Persian philosopher Ghazālī, Abu Ḥamid Muḥammad Ibn Muḥammad Al-Tūsī, devoted to the analysis of the notion of "fairness" in the doings of a ruler. The hermeneutic analysis was performed based on the methodology propounded by Roland Gérard Barthes – a French literary theorist, philosopher, linguist and critic. This is the first ever attempt to put together the methodological efforts of a Western scholar and profoundly oriental piece of philosophy. Results of the hermeneutic study are stunning and elucidating. The paper could be recommended to the students of literature and philosophy at universities and colleges.

Keywords: hermeneutics, falsafa, Ghazzali, Gazali, Roland Barthes, semantics, islam, interpretation, Ihya, semiotics, culture, oriental culture

References

1. Abu Khamid Mukhammad al'-Gazali at-Tusi. Nastavlenie praviteliam i drugie sochineniia. Per. s arabskogo [Admonition governors and other works. Trans. Arabic]. M., 2004. 302 p.
2. Abu Khamid Mukhammad al'-Gazali at-Tusi. At-Tibr al-Masbuk fi nasikha al-muliuk // Per. s persidskogo na arabskii: anonym [Abu Hamid Muhammad al-Ghazali, al-Tusi. Al-al-Tiber Masbuk nasiha fi al-muluk // Trans. from Persian into Arabic: anonymous] // Ed. Akhmad Shams at-Din. Beirut: Dar al-kitab al-'aliama, 1988, 132 sukhuḥ
3. Abu Khamid Mukhammad al'-Gazali at-Tusi. Elikzir schast'ia. Chast' 1–2. Per. s pers., vstup. st., komment. i ukaz. A. A. Khismatulina [The elixir of happiness. Part 1–2. Ed. A.A. Hismatulina]. SPb.: «Peterburgskoe Vos-tokovedenie», 2007. 466 p.
4. Abu Khamid Mukhammad al'-Gazali at-Tusi. Voskreshenii religioznykh nauk / Per. s arabskogo Nasyrov I.R. T.1, ch.1. [Resurrection of religious sciences / Per. Arabic Nasyrov IR Volume 1, Part 1.] M.: 2007. 584 p.

Bibliography

1. Abu Nasr Al'-Farabi. Politika [Politics] // Vostochnaia filologiya. Dushanbe, 1973. Vyp.2. pp. 102–178
2. Averintsev S.S. Filologiya [Philology] // Lingvisticheskii entsiklopedicheskii slovar' M.: «Sov. Entsiklopediya», 1990. pp. 544–545.
3. Al-Farabi Abu Nasr Mukhammad. Traktat o zhitel'akh dobrodetel'nogo goroda [Treatise on the inhabitants of a virtuous city] / Translation I.O. Mukhammeda, A.V. Sagdeeva // Al-Farabi. Filosofskie traktaty. Alma-Ata: Nauka, 1971. pp. 191–377.
4. Aristotel'. Etika [Ethics] / Translation Braginskaia N. M.: AST, 2010.
5. Baranov Kh.K. Bol'shoi arabsko-russkii slovar' [Large Arab-Russian Dictionary]. M.: Zhivoi Iazyk, 2006, 456 p.
6. Bart R. S/Z / Per. s fr. G.K. Kosikova i V.P. Murat; Pod red. G.K. Kosikova [S / Z / Trans. with fr. GK Kosikova and VP Murat; Ed. GK Kosikova]. M.: Akademicheskii Proekt, 2009. 373 p.
7. Batsieva S.M. Istoriko-sotsiologicheskii traktat Ibn Khalduna «Mukaddima.» [Historical and sociological treatise of Ibn Khaldun «Muqaddimah.»]: «Nauka»; Glav. red. vostochnoi lit-ry, 1965, 221 s.
8. Belkin M.V., Plakhotskaia O. Slovar' «Antichnye pisateli» [Dictionary «Ancient writers»]. SPb.: «Lan'», 1998.
9. Bol'shaia Sovetskaia Entsiklopediya [Great Soviet Encyclopedia] – M.: «Sovetskaia entsiklopediya», 1969–1978/
10. Gabitova R.M. «Universal'naia» germenevtika Fridrikha Shleiermakhera [«Universal» Friedrich Schleiermacher hermeneutics «] // Ger-menevtika: istoriia i sovremennost'. – M.: «Mysl'», 1985. pp. 61–97
11. Ignatenko A.A. Poznat' Nepoznavaemoe [to know the unknowable] (al'-Gazali o ratsional'nom poznanii) / Srednevekovaiia arabskaia filosofiya. Problemy i resheniia. M.: Vostochnaia literatura, 1998. pp. 175–210.
12. Ignatenko A.A. V poiskakh schast'ia: (Obshchestvenno –politicheskie vozzreniia arabo-islamskikh filosofov srednevekov'ia) [In Pursuit of Happiness (Public-policy views of the Arab-Islamic philosophers of the Middle Ages)]. – M.: «Mysl'», 1989. – 254 p.
13. Ignatenko A.A. Kak zhit' i vlastvovat' [How to live and rule]. M.: Progress, 1994, 348 p.
14. Ignatenko A.A. Obman v kontekste arabo-islamskoi kul'tury srednevekov'ia (po materialam «kniash'ikh zertsal») [Cheating in the context of the Arab-Islamic culture of the Middle Ages (based on «Knyazhye Mirror»)]. // Odissei. Chelovek v istorii. 1993. Obraz «drugogo» v kul'ture. M.: «Nauka», 1994.
15. Ignatenko A.A. Problemy etiki v «kniash'ikh zertsalakh» [Problems of ethics «Knyazhye Zertsalov»] // Bogchelovek-obshchestvo v v traditsionnykh kul'turakh Vostoka. M.: Vostochnaia literatura, 1993. pp. 178–199.
16. Kerimov G.M. Al'-Gazali: religiozno-filosofskie vzgliady [Al-Ghazali: religious and philosophical views] // Kerimov G.M. Al' Gazali i sufizm. Baku, 1969. pp.71–100/
17. Kirabaev N. S. Filosofiya vlasti: al-Mavardi i al'-Gazali [Philosophy of power: al-Mawardi and al-Ghazali] // Sravnitel'naia filosofiya. Moral'naia filosofiya v kontekste mnogoobraznaia kul'tur. M., 2004.
18. Kirabaev N.S. Sotnoshenie vlasti i avtoriteta v politicheskom uchenii al' Gazali [The ratio of power and authority in the political doctrine of al Ghazali] // Chelovek kak filosofskaia problema: Vostok – Zapad. M., 1991
19. Kirabaev N.S. Sotsial'naia filosofiya musul'manskogo Vostoka [The social philosophy of the Muslim East]. M.: UDN, 1987.
20. Kirabaev N.S. Teoriia gosudarstva v musul'manskom pravovedenii [The theory of the state in Muslim jurisprudence] //Klassicheskii islam. Traditsionnye nauki i filosofiya. M.: 1988, pp. 9–47.
21. Konurbaev M.E. Bibliia Korolia Iakova v lingvopoeticheskom osveshchenii [King James Bible in the light of linguistic poetry]: Textbook. M.: Dialog-MGU, 1998.
22. Konurbaev M.E. Bibliia korolia Iakova: literaturnyi plagiat, politicheskii ma-nifest ili bibliograficheskoe otkrytie? [King James Bible: literary plagiarism, political manifesto or bibliographic discovery?] // Bibliia korolia Iakova: 1611 – 2011. Kul'turnoe i iazykovoe nasledie / Ed. d-r filol. nauk E.B. Iakovenko. Moskva: BukiVedi, 2013. pp. 75–86.
23. Konurbaev M.E. Stil' i tembr teksta. Moskva: MAKS-PRESS, 2001. Moskva: MAKS-Press, 2001.
24. Konurbaev M.E. Tembral'naia organizatsiia angliiskoi rechi (na materiale Biblii Korolia Iakova) [Timbre

25. Konurbaev M.E., Konurbaev S.M. Istoriko-germenevticheskii ocherk filosofii «Fal'safa» na primere «kniazh'ikh zertsal» («nasikhat al' muliuk») Abu-Khamida Mukhammada al'-Gazali al-Tusi: istoriia i metodologiiia [Historical-hermeneutical philosophy essay «Falsafa» an example «Knyazhye Mirror» («al Nasihat muluk») Abu Hamid Muhammad al-Ghazali, al-Tusi: history and methodology]. // Servis Plus, 2014, T. 8, № 3.
26. Makiavelli N. Gosudar' [Emperor]. // Per. Murav'eva G. M.: Planeta, 1990.
27. Shleiermakher F. Germenevtika. Perevod s nemetskogo A.L. Vol'skogo. Nauchnyi redaktor N.O. Guchinskaia [Hermeneutics. Translated from the German A.L. Volskogo. Scientific editor N.O. Guchinskaya]. SPb.: «Evropeiski Dom». 2004. 242 p.
28. Binder L. Al-Ghazzali's Theory of Islamic Government. Muslim World, 45, 1955, pp. 229–241.
29. Bruce B. Lawrence. Ibn Khaldun and Islamic ideology. Leiden : E.J. Brill, 1984. 136 p.
30. Crone Patricia. Did al-Ghazali write a Mirror for Princes? On the Authorship of Nasihat al-Muluk // Jerusalem Studies of Arabic and Islam, 10, 1987, pp. 167–197.
31. Fuad Baali. Society, State, and Urbanism: Ibn Khaldun's Sociological Thought. USA: SUNY Press, 1988, 175 p.
32. Hillenbrand C. A little-known Mirror for Princes of al-Ghazali // Festschrift f r Gerhard Endress, Leuven, 2004, pp. 591-99.
33. Hillenbrand C. Islamic Orthodoxy or Realpolitik? Al-Ghazali's Views on Government // Journal of Persian Studies, 1988. pp. 81–94
34. Lambton, Ann K. S.. The Theory of Kingship in the Nasihat-ul-Muluk of Ghazali // The Islamic Quarterly, 1, 1954, pp. 47–55.
35. Muḥsin S. Mahdi. Alfarabi and the Foundation of Islamic Political Philosophy. – London: University of Chicago Press, 2001, 264 p.
36. Peters F.E. Aristotle and the Arabs: the Aristotelian Traditions in Islam. N.Y. L.: Luzac, 1968.
37. Sherwani, H. K. El-Ghazali on the Theory and Practice of Politics // Islamic Culture, 9, 1935, pp. 450–74.

THE PEASANT FAMILY OF MOSCOW REGION DURING THE PATRIOTIC WAR OF 1812: NUMBERS, COMPOSITION, AND STRUCTURE

Prokhorov Mikhail Fedorovich, PhD (Dr. Sc.) in History, Professor, 2210.mfp@mail.ru,

Russian State University of Tourism and Service, Moscow, Russian Federation

The article presents a demographic analysis of a peasant family in a village near Moscow land in the period of the War of 1812. The subject hardly has been studied in the historical literature. Source base of this study were the documents extracted from the funds of the Central Historical Archive in Moscow. Statistical processing was performed for massive public documents and records of the church: revision lists, confessional and metric sheets (books). In them there is the nominal composition of residents of the yard, their age, family relationship. The object of the study was medium and large landed estates of Moscow and Zvenigorod district - the village of Fili and Mazilovo A.L. and D.L. Naryshkin and Selco Zakharovo of H.I. Kozlova. All three of the villages for nearly two months were occupied by French troops. On the basis of a systematic scientific approach addressed are issues such as the population of the yard, the composition and structure of the family, its human resources and typology, the moral values of the peasants in the extreme conditions of life. These issues are analyzed by comparing the key demographic indicators as the pre-war and post-war periods. These data indicate a deep demographic crisis peasant family near Moscow after the war of 1812, sharply increased mortality, reduced working capacity, the number of widows, widowers, orphans, deserted courtyards. According to the documents, only the preservation of spiritual and moral traditions, mutual aid, charity-related debt, aid from the rural world, the state and landowners have allowed farmers to survive and keep many families. But restoring the normal functioning of rural families in these settlements occurs only in the second half of the 20-s and early 30-s of 19 century. The results can be used in the formation of information base of research on Russian history and historical demography.

Keywords: peasants, population, family composition, structure, typology, labor, extreme conditions

References

1. **Aleksandrov V.A.** Tipologiya russkoi krest'ianskoi sem'i v epokhu feodalizma [Typology of Russian peasant family in the era of feudalism] // Istoriiia SSSR. 1981. № 3.
2. **Anri L., Blum A.** Metodika analiza v istoricheskoi demografii [The method of analysis in historical demography]. Per. s frants. M., 1997.
3. **Boldina E.G.** Sostoianie Zvenigorodskogo uezda posle osvobozhdeniia ot nepriatel'ia v 1812 g. [State of Zvenigorod district after the liberation from the enemy in 1812] // K 200-letiiu pobedy Rossii v Otechestvennoi voine 1812 goda. B. Viazemy – Melikhovo. 2013.
4. **Mironov B.N.** Sotsial'naia istoriia Rossii perioda imperii (KhVIII – nachalo KhKh v.): Genesis lichnosti, demokraticeskoi sem'i, grazhdanskogo obshchestva i pravovogo gosudarstva T. 1, 2. [Social History of Russian Empire period (XVIII – beginning of XX century.): Genesis of personality, democratic family, civil society and the rule of law. T. 1, 2.]. SPb.: Dm. Bulavin, 2003.
5. **Prokof'eva A.Iu.** Rossiiskaia sem'ia KhVIII–KhIKh vv.: analiz istoriografii [Russian family XVIII–XIX centuries.: analysis of historiography] // Rossiiskaia istoriia. 2011. № 4.
6. **Prokhorov M.F.** Krest'iane-ratniki 1812 g. iz podmoskovnoi Filevsko-Kuntsevskoi votchiny Naryshkinykh

- [Peasant Warriors in 1812 from Moscow Filevsko-Kuntsevsky fiefdoms Naryshkins] // 1812 g.. Liudi i sobytia velikoi epokhi. M., 2013.
7. **Prokhorov M.F.** Krest'ianskaia sem'ia sel'tsa Zakharovo Zvenigorodskogo uезда v Otechestvennoi voine 1812 goda [Peasant Family hamlet Zakharovo Zvenigorod district in the Patriotic War of 1812] // A.S. Pushkin v Moskve i Podmoskov'e. B. Viazemy, 2014.
 8. Rossiiskaia akademiia nauk. Razdel: fundamental'nye issledovaniia. Plan fundamental'nykh issledovaniia Rossiiskoi akademii nauk na period do 2025 goda [Russian Academy of Sciences. Section: basic research. Plan for Basic Research of the Russian Academy of Sciences for the period up to 2025] // ras.ru. (data obrashcheniia: 20.04.2015) [Accessed April 20, 2015].
 9. **Skott Dzheims S.** Moral'naia ekonomika krest'ianstva. Vosstanie i vyzhivanie v Iugo-Vostochnoi Azii [Moral economy of the peasantry. The uprising and survival in South-East Asia] // Otechestvennaia istoriia. 1992. T. 5.
 10. **Fedorov V.N.** Ratniki 1812 g. iz sela Shevardino // Voprosy istorii. 2003. № 1 [Warriors in 1812 from the village Shevardino].
 11. **Shveikovskaia E.N.** Russkii krest'ianin doma i mire: severnaia derevnia kontsa KhVI – nachala KhVIII v. [Russian peasant house and the world: the northern end of the village of XVI – the beginning of the eighteenth century] M.: Indrik, 2012.
 12. **Khok S.L.** Krepostnoe pravo i sotsial'nyi kontrol' v Rossii. Petrovskoe, selo Tambovskoi gubernii [Serfdom and social control in Russia. Petrovskoye, the village of Tambov province]. M., 1993.
 13. TsIAM. F. 51. Op.8. №38. L. 63–69; №94. L. 182–189; №132. L. 1248–1310; №229. L. 89–96; F. 203. Op. 747. №826. L. 517–520; №831. L. 500–503; №877. L. 143–146; F. 2132. Op. 2. №77. L. 1–37; Ul'ianovskii A.I. Niania Pushkina. M. – L.; 1940. S. 99–102.
 14. TsIAM. F.16. Op.6. №236. L. 4–6; F. 383. Op.1. №189. L. 3–36; №190. L.27–28;
 15. 10. TsIAM. F.17. Op.1. №524. L.6; F.389. Op.3. №64. L.8; PSZ. 1-e izd. SPb., 1830. T.32. №25273, 25340, 25375, 25671.
 16. **Avdeev A., Blum A., Troitskaia I.** Seasonal factor in demography of Russian peasantry in the XIX-th century // European population conference. Helsinki. 2001.
 17. **Blum A., Troitskaia I and Avdeev A.** Family, marriage and social control in Russia. Three villages in Moscow region // Neven M and Carpon C (eds). Family structures, demography and population. A Comparison of societies in Asia and Europe. Liege. 2000.
 18. Brower Daniel and Lazzarini Edward (eds.). Russia's orient imperial Borderlands and peoples, 1700–1917. Bloomington: Indiana University Press, 1997.
 19. **Dixon S.** The modernization of Russia, 1676–1825. Cambridge University Press, 2006.
 20. Freeze G.L. Bringing Order to the Russian family marriage and divorce in Imperial Russia, 1760–1860 // The Journal of modern history, University of Chicago Press. 1990. Vol. 62. №4;
 21. **Hoch S.** Serfdom and social control in Russia: Petrovskoe, a village in Tambov. Chicago. 1986.
 22. **Moon D.** The Russian Peasants, 1600–1930. The World the Peasants Made. Longman. London and New York. 1999.

EXCURSION AS ONE OF THE METHODS OF INTERACTIVE LEARNING FOREIGN LANGUAGES IN UNIVERSITIES FOR TOURISM AND SERVICE

Kostovarova Valentina Vasilevna, Senior Lecturer at the Department of foreign languages, vtelezh-63@mail.ru,

Chudaykina Galina Mikhailovna, Senior Lecturer at the Department of foreign languages, galinachudaykina@rambler.ru,

Russian State University of Tourism and Service, Moscow, Russian Federation

The article is devoted to the introduction of innovative technologies in the learning process. The authors emphasize the fact that innovative teaching activities are an important component of the educational process. The authors note that this is the foundation on which to build a competitive institution in the education market. Innovative activities are related to both scientific and methodical work of teachers and to teaching and research and scientific practice of students. The purpose of innovation is a qualitative change in the personality of a student. This differs from the traditional education system and involves the use of interactive teaching methods. High-performance, implementing non-traditional forms of training, development and education of students are the following approaches: brainstorming workshops, project development, role-playing game, excursions. The paper examines in detail one of the methods of interactive learning foreign languages - excursion. The authors conclude that the use of this method is dictated by the specifics of training of future professionals who will work in the tourism and hospitality industry and it helps to transform foreign language from passive to active skill. Based on the analysis of joint activities it is established that there is an interaction of students with each other and the teacher, who becomes an equal partner and consultant. The task of the authors of this article is to determine the value of the excursion as one of the interactive methods of teaching foreign languages in high school, to familiarize the reader with the experience of the application of this method in the teaching of foreign languages at Russian State University of Tourism and Service.

Keywords: *communicative competence, innovation, competence approach, project methodology*

References

Gazilov M.G. Komparativnyi metod izucheniia vremennoi sistemy frantsuzskogo iazyka [Comparative method of studying the time of the French language] // Vestnik Assotsiatsii vuzov turizma i servisa. 2013. № 3 (26). pp. 53–56.

2. **Gozalova M.R.** Proektnaia deiatel'nost' kak odin iz metodov razvitiia kommunikativnoi kompetentsii [Project activities as a method of development of communicative competence] // Servis v Rossii i za rubezhom. 2014. T. 8. № 2. pp. 89–97.
3. **Gozalova M.R.** Razvitie sotsiokul'turnoi kompetentsii v protsesse obucheniia inostrannomu iazyku [The development of social competence in the process of learning a foreign language] // Vestnik Assotsiatsii vuzov turizma i servisa [Universities for Tourism and Service Association Bulletin]. 2013. № 4. pp. 49–52.
4. **Druchevskaia L.E.** Perspektivy sozdaniia i razvitiia regional'nogo turistskogo ob"ekta «Gorod masterov» v Moskovskom regione [Prospects for the creation and development of regional tourism project “City of Masters” in the Moscow region] // Servis v Rossii i za rubezhom [Service in Russia and Abroad]. 2014. № 2 (49). pp. 11–16.
5. **Emel'ianov B. V.** Ekskursovedenie [Excursion studies]. M.: Sovetskii sport, 2012..
6. **Kodzhaspirova G. M.** Pedagogika v skhemakh, tablitsakh i opornykh konspektakh: uchebnoe posobie dlia vuzov [Pedagogy in charts, tables and supporting notes: a manual for universities]. M.: Airis-press, 2010. 266 p.
7. **Nemov R.S.** Psikhologiya: Uchebnik dlia studentov vysshikh pedagogicheskikh uchebnykh zavedenii: V 3 kn. 4-e izd [Psychology: A Textbook for students of higher educational institutions: in 3 books. 4th ed]. M.: VLADOS, 2009. Kn. 1 i 2.
8. **Soluianova N.A.** Sposoby dostizheniia adekvatnosti perevoda intertekstual'nykh vkluchenii (na primere perevodov proizvedenii B. Akunina [Ways to achieve adequate translation of intertextual inclusions (for example, translations of Boris Akunin] // Vestnik MGOU. Ser.: Lingvistika. 2012. № 4. pp. 99–105.
9. **Atyeo H.C.** The excursion as a teaching technique. New York: AMS Press, 1972. p. 225.

CURRENT ISSUES OF RENOVATION OF COMMUNICATIVE CULTURE WITHIN INFORMATION SOCIETY

Paudyal Nadezda Yurievna, PhD (Cand. Sc.) in Philosophy, Associate Professor, Deputy Head of the department for scientific work;

Filindash Larisa Vasilevna, PhD (Cand. Sc.) in Philosophy, Associate Professor, Deputy Head of department for academic affairs, filindash@mail.ru,

State University of Management, Moscow, Russian Federation

The article is devoted to the renovation of the communicative culture within information society. The authors consider the problem of devaluation of verbal communication in terms of technical and technological revolution of the end of XX- beginning of XXI century. They justified the feasibility of using interactive educational technologies for the formation of the communicative potential, improving communication skills. Noteworthy the authors suggest a method to the game as a form of creative development of proactive information underlying the formation of skills of verbal interaction. The authors see advantages of the game in opportunities in displays of emotion of the participants, in the creation of the command of the atmosphere, in overcoming barriers to communication, self-actualization. The task of preserving the language considered in the general cultural context as a means of preserving the national identity and mentality with their inherent picture of the world. Talking about changing cultural studies' paradigms related to the computerization of modern society, it can be argued that it is the devaluation of the problem field of communicative values. As already mentioned, a very important fact is that the general use of information technology and the recognition of it as an absolute communication channel creates a risk of loss of traditional forms of communication with their ethical and etiquette standards, epistolary genre, rhetorical qualities of speech, appeal paper medium of information as a sign of culture . However, paradoxically, it is contrary to and at the same time thanks to the spread of technological form of communication (SMS, Skype and so on) that there has been a recent renovation of the classic communication channels, which is reflected in the creation of cycles of speech disciplines in the educational system at all levels.

Keywords: renovation, communicative culture, information society, interactive technology, expertise, gamification

References

1. **Anikeeva O. A., Krasnova O. N., Fodoria A.** Iu. Istoriia sotsial'noi raboty [History of Social Work]. M., 2009.
2. **Efimova L.V.** Aksiologicheskie problemy SMI [Axiological media problems] // Servis plus. 2014. T. 8. № 2.
3. **Zorina N.M.** Ispol'zovanie diskursivnykh matrits v formirovanii kommunikativnoi kompetentsii studentov [Using discursive matrices in formation of communicative competence of students] // Srednee professional'noe obrazovanie. 2010. № 1. pp. 30–33.
4. **Zorina N.M.** K voprosu o prezentatsii teorii diskursa v ramkakh rechevedcheskikh distsiplin [On the question of the presentation of the theory of discourse within speech disciplines] // Vestnik Assotsiatsii vuzov turizma i servisa. 2009. № 3. pp. 93–98.
5. **Zorina N.M.** K voprosu o sotsiolingvisticheskom podkhode k analizu sodержaniia kommunikativnoi kompetentsii [On the question of sociolinguistic approach to the analysis of the content of communicative competence] // Vestnik Assotsiatsii vuzov turizma i servisa. 2013. № 2 (25). pp. 33–36.
6. **Kireenkova Z.A.** Uchebnye navyki kak instrument i sredstvo razvitiia professional'noi kompetentsii [Study Skills as a tool and means of development of professional competence] // Vestnik Assotsiatsii vuzov turizma i servisa» 2011. № 3.

7. **Kortunov V.V.** Ratsional'noe i irratsional'noe v evoliutsii kul'turno-istoricheskikh tipov mirovozzreniia [Rational and irrational in the evolution of cultural and historical types of world view]. PhD thesis / Gosudarstvennyi institut iskusstvovedeniia. M., 1999.
8. **Kortunov V.V.** Begstvo ot real'nosti (ili oborotnaia storona telekommunikatsionnykh tekhnologii) [Escape from reality (or the reverse side of telecommunication technologies)]. M., 2003.
9. **Kortunov V.V.** Imitatsiia zdravogo smysla. Ocherki po teorii mirovoi kul'tury [Imitation of common sense. Essays on the Theory of World Culture]. M., 2001.
10. **Novikova N.G., Zorina N.M., Kortunov V.V.** Ispol'zovanie situatsionnykh zadach v obuchenii studentov sozdaniiu delovogo diskursa [Using the case studies in teaching students the creation of business discourse] // *Obrazovanie i obshchestvo*. 2014. T. 6. № 89. pp. 28–32.
11. **Pavlenok P.D., Kharitonova T.V., Krivosheeva T.M., Anikeeva O.A., Mitiurnikova L.A., Shemeneva O.V., Mozgovaia T.M., Krasnova O.N., Fodorina A.Iu., Pogrebova E.S.** Kachestvo zhizni naseleniia sovremennoi Rossii v kontekste sotsial'nogo gosudarstva [The quality of life of the population of modern Russia in the context of the welfare state]. Research report (Federal'noe agentstvo po obrazovaniiu). M., 2010.
12. **Paudial' N.Iu., Filindash L.V.** Aktual'nye usloviia uspehnogo servisa v muzee [Actual conditions of successful service in the museum]. // *Servis plus*. 2013. № 3. pp. 78–86.
13. **Paudial' N.Iu., Filindash L.V.** Spetsifika interaktivnoi formy biznes-obucheniia v sovremennoi obrazovatel'noi srede [The specifics of an online form of business training in modern educational environment]. // *Nauka i obrazovanie: problemy i perspektivy razvitiia*. Tambov. 2014. Ch. 1. pp. 94–99.
14. **Paudial' N.Iu., Filindash L.V.** Innovatsionnaia metodika formirovaniia kommunikativnogo liderstva: interaktivnye tekhnologii obucheniia [The innovative technique of formation of communicative leadership: interactive learning technologies] // *Vestnik RUDN. Seriia «Voprosy obrazovaniia: iazyk i spetsial'nost'»*. M.: RUDN. 2014. № 2. pp. 70–74.
15. **Pestereva N.M., Mazaeva N.P., Bavrina Iu.N., Vinogradova M.V., Gori L.K., Gubanova E.A., Dobriakova O.B., Iliukhina G.I., Kireenkova Z.A., Kovaleva N.I., Larionova A.A., Mukhortykh E.S., Mukhortykh N.S., Predbannikova O.I., Rivchun T.E., Smit N.L., Suslova I.A., Trubkin P.A., Shishkina I.A., Romanova V.N.** i dr. Modelirovanie professional'noi traektorii vypusknikov na osnove integratsii klassicheskogo i biznes-obrazovaniia [Modeling of career path of graduates based on the integration of classical and business education]. Research report (Federal'noe agentstvo po obrazovaniiu). M., 2008.
16. **Stoliarov D.Iu., Kortunov V.V.** Kul'turologiia [Cultural Studies]. M/, 1998.
17. **Tartynskikh V.V.** Kommunikativnaia kompetentnost' menedzhera kak instrument effektivnogo timbilinga [Communicative competence management as a tool for effective team building]. // *Vestnik universiteta*. M.: GUU. 2014. № 13.
18. **Krasnova O.N.** Problems of social cohesion development. *Middle East Journal of Scientific Research*. 2014. T. 19. № 3.
19. **Filindash L.V., Paudial' N.Iu.** Interaktivnye formy obucheniia v formirovanii kommunikativnykh navykov v obrazovatel'nykh uchrezhdeniiakh [Interactive forms of education in the formation of communicative skills in educational institutions]. // *Ritorika v kontekste obrazovaniia i kul'tury*. Riazan', 2015. pp. 263–269
20. **Cherkashina T.T., Morozova A.V.** Rol' i mesto dialogicheskoi kompetentnosti v innovatsionnoi modeli podgotovki bakalavrov – ekonomistov [The role and place of dialogue competence in the innovative model of bachelor – economists]. // *Ritorika v kontekste obrazovaniia i kul'tury*. Riazan', 2015. pp. 214–219.
21. **Cherkashina T.T., Tartynskikh V.V., Paudial' N.Iu., Filindash L.V., Morozova A.V.** Interaktivnye tekhnologii effektivnoi kommunikatsii. Uchebnoe posobie po kul'ture rechi, delovym kommunikatsiiam [Interactive technology for effective communication. Tutorial of speech, business communication]. M.: GUU, 2014. 210 p.
22. **Zorina N.M., Kortunov V.V.** The issues of methodology of a discourse-analysis in teaching of professional speech to the students of non-philological specialties. *Middle East Journal of Scientific Research*. 2014. T. 19. № 4. pp. 554–559.