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THE ROLE OF CORPORATE MEMORY IN THE MANAGEMENT OF ORGANIZATIONAL INNOVATION

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In the modern socio-economic conditions of the Russian Corporation they should work on new principles, the main of which is the mandatory implementation of the innovation. For its effective implementation the necessary institutional and other conditions should be created. However, innovative activity of an organization depends on the maintenance and development of competencies, which, in turn, need corporate memory, as a certain information base. This article describes the nature and content of corporate memory, presents its peculiarities and differences from other related concepts. Its sources from the organizational knowledge are given separately. Also the research examines the role and tasks of the corporate memory in the process of innovation of modern organizations in the face of intensifying competition.

Keywords: system, innovation, competence, organizational knowledge, corporate memory

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DYNAMICS AND BASIC DIRECTIONS OF THE FOREIGN AND ENTRY TOURISM IN PSKOV REGION

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Several questions connected with the dynamics and basic directions of the international and inner Russian tourism and also the development of the tourist services in one of the Russian regions — Pskov region are covered in the article. The dynamics of the Pskov tourists' foreign tourism in the period from 2004 to 2012 was analyzed. The most popular destinations and the reasons of the country choice are identified. The foreign tourism was on the low rate before the crisis of the year 2009 but during 2010–2012 the foreign tourism of the Pskov citizens showed its maximum. The leaders in the number of Pskov tourists became the countries which were mostly chosen by the Russians for several years. Among these countries are: Turkey, Egypt and Greece. The analysis of entry of foreign tourists and Russian tourists (from other regions) to Pskov region was carried out. The dynamics of the entry of the foreign tourists was influenced by the economic crisis of 2009 after which the gradual recovery of the entry tourism began. Also Russian regions tourists from which choose Pskov region as a resting-place more often were identified.

The scientific originality of the research is defined by the results of the survey that was held in summer of a year 2014 among the guests of Pskov and was focused on the development of tourism in Pskov region. 120 people were asked, among them were Russian and foreign tourists. In the result of the survey the most visited regions of Pskov region were defined. Also the most visited sights of Pskov were identified. The survey also included the evaluation of the condition of touristic services in the region. The results of the research are supposed to be used in the process of the development of touristic services organization in Pskov region.

Keywords: entry tourism, foreign tourism, Pskov region

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FEATURES OF THE PROMOTIONAL ACTIVITIES OF TOURISM ENTERPRISES OF THE NIZHNY NOVGOROD REGION

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The article examines the questions of the promotional activities of tourist enterprises in Russia. The authors proceed from the fact that as a result of massive bankruptcies of well-known tour operators and complication of the general economic situation in the country, many tourist companies lose their customers. The situation in the tourist market adversely affected the trust of customers, and now to win it is even more difficult. Under these conditions, the task of maintaining existing consumers and attracting new ones of tourism enterprises is becoming urgent more than ever. According to the authors, the main way to solve this problem is an advertisement. The article reveals peculiarities of the use of different types of advertising of big and small tourism enterprises. The methodological basis of the paper is the results of promotional activities research of tourism enterprises in Nizhny Novgorod. Competition in the sphere of tourism, including the Nizhny Novgorod market is very high. The study shows that small tourist enterprises do not have sufficient financial means to invest in advertising in the media; their best advertisement is the established relationships with customers and high quality service. At the same time major tourist enterprises that have greater financial possibilities for their promotion, use the most common means of advertising, paying little attention to the new forms and trends in the advertising industry. The results allow the authors to identify ways to promote the services of tourist enterprises at the present stage, especially in the Internet.

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THE DEVELOPMENT OF CARAVANNING IN THE REGION: PROBLEMS OF MODELING

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The article examines the problems of modeling development of caravanning in the region. The objective of the problem is the disclosure of key inconsistencies between the use of program-target method of management and the actual development of caravanning. The authors based on the consideration of the essence of the process of modeling propose the modeling approach for the development of caravanning in the region and auto-tourism clusters formed within. This approach is based on the use of economic modeling techniques through the formation of a set of criteria and indicators characterizing the resulting indicators and the processes of interaction of elements of trailering. They propose the system of modeled parameters of regional trailering to be formed on the basis of a strategic tool becoming more and more popular today — a balanced scorecard (BSC). The authors proposed a corresponding matrix containing three blocks of parameters of BSC and groups corresponding to each cell of the matrix of indicators, criteria and parameters. The paper notes that this matrix can be adapted to the modeling of auto-tourism cluster. In addition, the article considers the problem of the need for government intervention and feasibility of it in the development of caravanning clusters and cluster policy effectiveness. Article Submissions are based on scientific-theoretical and practical studies of trailering and related problems of modeling these processes. Problems of quality programming trailering study are based on failure models and the limited options that you can lay in each specific model. This situation necessitates the development of several models describing the same object from different angles. Since the processes of programming and simulation are closely linked, the problem, set in the article, is particularly relevant.

Keywords: modeling, development of caravanning, region, management by objectives, index, criteria, indicators, tourism

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IMPROVING THE LIFE CYCLE OF INFORMATION SYSTEMS FOR SMALL AND MEDIUM BUSINESS

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The article represents an analysis of main integrative approaches, extended technologies and several possible techniques, which enable a detection of a range of problems in the area of establishment of the life cycle of information systems for small and medium-sized business. The central aspects touched upon are design of information systems, their orientation, which was established as the result of development of the current informational sphere. Moreover, the article dwells on the methodological problems of IS construction, outlines future development of present-day and advanced tendencies of IT development in small and middle-sized business.

An important role in design of an information system is assigned to an efficient conceptual model.

The methodology represented herein is based upon an iterated spiral model of the life cycle of an information system. The essential feature of this model is the following: embracing all stages of the life cycle of the information system it puts a focus on support of the initial stages of designing of the information system; these stages carry the main task of developing the demands to the IS, which should exactly correspond the tasks and objectives of the organization.

Design of the information system amounts to establishment and gradual transformation of consistent models at all the stages of the life cycle. The character of the processes performed and work management in the represented model of the life cycle are based on the informational engineering approach.

Implementation of the represented technique is based mainly upon a body of coordinate management tools, which provide an advanced automation level of all processes performed in accordance with the techniques during the whole life cycle of the information system.

Keywords: *life cycle, information system, information technology, design stages, small and medium-sized business, IS modeling techniques, IS models, standards, model, design, business process*

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METHODOLOGICAL ASPECTS OF RISK AND STRATEGIC BENEFITS OF TOURISM DEVELOPMENT ASSESSMENT IN MUNICIPALITIES

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The article examines the questions of informational and methodological support of the assessment procedures and analysis of the benefits and risks of tourism development at the municipal level. There was proposed a method for evaluating the complex risk of tourism industry in the settlements of the municipality on the basis of expert procedures. Expert data on four aspects of the existence of risks and strategic benefits in the settlements was described on the example of one of the districts of the Moscow region: the first aspect is motivational characteristics of the local population and local leaders; human resources and opportunities for training of tourism personnel, infrastructure indicators of the tourism industry, regulatory support for the management of the tourist industry; the second one is environmental factors that affect tourism and recreational activities, and opportunities of the health care system for servicing tourists; the third aspect is municipal factors associated with the development of roads and transport, territorial disparities in the level and quality of life of the population, the costs of tourism infrastructure; and the fourth one is the possibility of development of settlements in connection with the development of their tourism potential, interregional ties and geographical position. Quantitative indicators for the complex potential benefits and risks of comprehensive development of tourism were introduced, grounded and experimentally tested on the example of settlements in the studied area. The analysis of the qualitative opinions of experts about the benefits and risks in the settlements of the district was made as an additional argument of summary quantitative findings. This allowed a more detailed dive into the problems of specific territories and their specialties of the development in tourism activities.

Keywords: tourism, tourism infrastructure, municipality, integrated risk, assessment methodology, expert information

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ORIGINS AND EXPANSION OF MORTGAGE CRISIS

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The article reviews origins and expansion of mortgage crisis. The latter financial crisis found out to be unique as to losses, scale of recession, global coverage. Although the crisis had financial origins it becomes truly crisis of the global economy. The paper covers the following reasons and origins of the crisis: risk assessment problems in banks, underestimation of credit risk, realty owner failed to pay mortgage payments, the regulator failed to sustain interbank credit market. The possibilities of the new mortgage crisis pointed out in the paper.

Keywords: mortgage crisis, financial crisis, bubble, real estate, global economy

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SOVIET SPREADING OF THE CINEMA AND FILM DISTRIBUTION DURING THE SECOND HALF OF THE 1940-IES. «TROPHY MOVIES» AS THE SALVATION OF THE FILM INDUSTRY IN THE PERIOD OF «MALOKARTINYE»

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The article discusses the recovery process of the destroyed film industry during one of the most difficult periods — the post-war years. During the years of the great Patriotic war The Soviet urban chain lost more than 500 cinemas, located in major cities and industrial centers. Rural cinema network lost almost half of the cinemas (about 7000). The construction of new urban cinemas was carried out very poorly in the early postwar years; for 5 years only 77 theaters had been built. The film distribution, as spreading of the cinema, developed very slowly in the postwar years. In addition to purely economic problems, in these years our film faced difficulties of a different nature. Films shown on the Soviet cinemas were forcibly shifted in the direction of ideological and political propaganda that led to a narrowing of the genre and thematic range of the Soviet cinema. The results of the work of the film industry itself were also affected with the consequences of policy “malokartinye» the authorship of which is attributed to Stalin. The essence of it was a controversial idea: to spend on movies less money, but earn more. As a result the movie industry was in a very difficult position. In 1947 it was decided to release in USSR a lot of foreign films, announced «trophy». These films caused a lot of criticism on the part of Agitprop, and in fact, saved the Soviet film distribution in the late 1940s — early 1950s. Fascination with foreign «innovations» was inevitable: the decline of the Soviet film industry didn't allow satisfying the screen with new Soviet films, and nobody reduced plan profits from film distribution to the Ministry of cinematography. A great help in further raising the income of film distribution was the expansion of old Soviet films. In addition, cinema directors took a rather ingenious attempt of the extension of the films shown on cinemas at the expense of shooting on film theatrical productions.

Keywords: *film distribution, cinema network, spreading of the cinema, «great style», «malokartinye», «trophy movies», Agitprop [agitation and propaganda]*

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TIME AND IMAGE OF PHAEDRA IN THE WORKS "HIPPOLYTUS" BY EURIPIDES, "PHAEDRA" BY JEAN RACINE AND IN THE LYRICS BY MARINA TSVETAEVA

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The article tells about the transformation of a wandering ancient story about the passion of a mother to her stepson, shows how each era brings about changes in the depiction of the heroine, set in a boundary situation between happiness and duty. In the tragedy of Euripides "Hippolytus" the main character is the king's son, and Phaedra is a performer of the will of the goddess Cypris. Without knowing, Hippolytus violated ethics law that prescribed to honor equally all the gods and goddesses: he loved to worship the goddess of the hunt Artemis and didn't bring enough victims to Aphrodite. According to the mythological sources, the election of Phaedra as the instrument of revenge can be explained by the fact that Phaedra carries the burden of a tragic guilt for her grandfather, who told Hephaestus about the affair between Aphrodite and Ares. Euripides describes the suffering of Phaedra. His character brings her life as a gift to the children. The tragedy of the debt victory is displayed brighter by the Greek author than by the French one. But the image of Phaedra, made by Jean Racine, is nobler than it was made by Euripides. The heroine of Euripides sacrifices herself for the sake of duty and commits suicide, but makes a low act, leaving a note that slanders Hippolytus, but the queen by Racine, dying, emphasizes the innocence of her stepson. The stepson's attitude to the passion of his stepmother changes too. For Hippolytus by Euripides the passion of Phaedra is the evidence of low-lying nature of women, for Hippolytus by Jean Racine it is the touching continuation of conjugal love at first, and then, when Phaedra separates him in her mind from the father, and emphasizes that loves Hippolytus, it is a horrible discover, but not the reason for the generalization, reasoning and discrimination against all women. The continuation of the incarnation of vagrant story about Phaedra we see in the poetry of Marina Tsvetaeva in the tragedy "Phaedra". Tsvetaeva simplifies antique tragedy, removing the problem of choosing between happiness and duty, but in the poem she returns to the tragic beginning of it, highlighting the theme of the sublime punishments with passion that is emphasized in the interpretation of R. Viktyuk, who created a cinema play "Passion about Phaedra in four dreams of Roman Viktyuk" on the basis of Tsvetaeva's texts.

Keywords: *Phaedra, Hippolytus, Aphrodite, fatal fault, choice, passion, duty, punishment, sublime, tragedy, time*

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