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## **METHODS OF CONDUCTING A SERVICE AUDIT AT THE REGIONAL LEVEL**

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This article continues the series of publications of authors, in which they presented a description of the conceptual basis of auditing service, its methodological foundations, recommendations for the standardization and separate objects and processes. The article presents the description of a new approach to the application of the concept and methodology service audit. Previously the audit service was viewed solely as a method of monitoring the adequacy, service quality and its conformity with the needs of the target consumer groups, designed for individual enterprises and their associations. Developing the service audit issues, the authors propose opportunities in research at the meso-level (at the regional level). Methodology service audit was used in the project to study service within the boundaries of one of the tourist destinations in Russia. The difference is in the fact that the method of service audits, including secret shopper method, was applied to a diverse set of objects constituting the regional tourism infrastructure. This methodological tool was the same for all objects, which required a determination common to a variety of enterprises of the conditions and elements of service of tourists. This approach allowed creating a unified database of the obtained primary information, and later conducting a comparative study. The article presents some results of using the service audit methods, data and conclusions regarding the completeness and quality of the tourism service destination, obtained with its help. The results of the service audit of the regional tourism infrastructure describe the quality of service in such elements of the tourist infrastructure, as hotels and other accommodation facilities, catering facilities, objects and means of entertainment, objects of cognitive, business, medical, sports and other purposes. The authors also presented a brief description of the methodology of used approach. Experience showed that such a project has all the advantages of using the method of mystery shopping, including relatively low cost, the shortening of studies, etc. the Conclusions resulting from the project were of interest to investors and regional tourism administrations.

**Keywords:** mystery shopper method, tourism infrastructure, service audit, destination

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## **SOCIAL AND CULTURAL DETERMINANTS OF SELF-REALIZATION IN TODAY'S SERVICE**

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In article through the prism of social and cultural approaches to human personality and human activities, authors examine the nature of self-realization of the individual. The authors defend an original theory of the determination-producing abilities cultural derivatives. On the other hand, the person, as shown in the article is the major determinant of the productive forces of society. The authors of the article rehabilitate in a certain sense the Marxist approach to the relation of individual and society, where the ability of the human is the product of work alienated from the worker; this product can be considered in the context of the categories of "service", "product of social production" and so on. The article shows the conjugation of the three spectrums of solving the problems of human abilities; they are using the methodology of socio-cultural approach, using the perspective of philosophical anthropology, in the categorical field of psychological discourse. It's provided by a person who acts simultaneously as an object and as a subject of social relationships, as a result, active life position, a certain strategy of behavior, a tendency to a kind of unique activities have great value towards socialization. The importance of such consideration is connected, on the one hand, with the need of "translating" philosophical problems of psychology and management in the modern language services sector, on the other hand with need to determine conditions for self-realization, and other spiritual factors of human existence in the modern capitalist production. Following consideration of the accompanying considered problem issues (psychological culture, professional development, optimization services and others.); the authors conclude that the social and cultural determination of personality self-actualization creates a dynamic variety of life strategies prejudicing a persons' ability to realize adequately them in the market in the post-capitalist socio-economic formation.

Keywords: personality self-actualization, psychological culture, service culture, socialization, mutual determination of personality and society

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## **“LIVE HISTORY” OF TOURIST ROUTES**

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The study focuses on such lines of modern understanding of history as the creation of "living history" in the modern Museum complexes, recreation of past historical events in documentary maximum proximity to the time of their occurrence. This way of understanding history was inspired by many unresolved problems of the past interpretations and the author's opinions, and devoid of the human factor documents of the archives, which failed to rise to objective conclusions. Time raised the question about the basis of psychological factor for the interpretation of historical events. The object of the research was the study of local history, ethnographic museums, which stimulate visitors in special units or in Museum complexes and, of course, researchers to model the life of the historical past [4]. The doors of the museums open; the story goes into the current life, but certainly in a confined space. They develop new research areas as historical tourism that supports political culture, on the one hand, and historical psychology, working directly on the quality of historical research, and the penetration into the human factor in the historical process on the other hand. The difference between historical tourism from the traditional Ethnography is that Ethnography adheres to the locality of the historical information, which is specific to the region. Moreover, historic tourism builds ties that are committed to the integrity of national history. Of course, along with the tourist places of historical content there is historical re-enactment animation and drama, and the transitional that are increasingly popular now days; "bridge" to the reconstruction of historical events is panoramic complexes, which are also included in tourist routes. The relevance of the stated themes of the study is that the political culture of the Russians (and it is based primarily on historical knowledge) must not be focused only on bookish knowledge of history, but also on the history in action – here is tourism of the historical themes and dramatization of historical events.

**Keywords:** history, Fatherland, understanding of history, human factors, reconstruction of history, the pursuit of the truth, actuality, archive, tourist routes, modeling history

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## METHODOLOGICAL ISSUES OF EVALUATION AND RATING OF TERRITORIES FOR THE DEVELOPMENT OF RURAL TOURISM

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To date, there are developed methodological tools for the training of managerial decisions on development of rural tourism at both the Federal and regional levels. Existing estimates of the development of rural tourism, definition and characteristics of its potential contribution to the development of tourism in General, predictive estimates have mainly an expert nature. At the same time, scientific and methodological justification of the choice of the leading regions for the development of rural tourism are poorly developed. In the present article the author examines the methodological issues of evaluation and rating of territories for the development of rural tourism. The results can be used by entrepreneurs and regional tourist administrations with the justification of decisions in tourism specialization areas, as well as tourism zoning and division into districts in general. The author picks out three methodological stages: assessing potential for development of rural tourism, definition of priority species and subspecies of rural tourism, identification of priority areas for the development of rural tourism.

Keywords: rural tourism, methodology, assessment, rating, territory

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## **ACTUAL PROBLEMS OF DEVELOPMENT OF TOURISM INFRASTRUCTURE OF ARMENIA AND RUSSIA**

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The article describes the main provisions of the report of the rector of Russian State University of Tourism and Service, A. A. Fedulin on the Fourth Russian-Armenian interregional forum. The article reveals the vision of prospects of development of tourist infrastructure as promising areas of cooperation between the Russian Federation and the Republic of Armenia. Tourism is a tool for exploring historical, cultural and spiritual heritage of the Republic of Armenia, which awakens high tourist interest. Tourism is an integral element of Russian-Armenian trade-economic and humanitarian cooperation. The author proposes solutions for the strengthening of tourist exchanges between the countries and takes into account the current social and economic conditions and development trends of tourist flow. Also he makes the proposals to build a unified tourism space between the Russian Federation and the Republic of Armenia in the framework of the provisions of the strategy of development of cooperation of States-participants of CIS in the field of tourism for the period up to 2020. There are presented perspectives of expansion of the tourist flow of Russians in the Republic of Armenia in the result of the work on simplification of tourist formalities. The author gives the estimation of the factors limiting accessibility of the tourist product of the Republic of Armenia. As the result, there are proposals on integration in tourism information space of Russia and the promotion of tourism potential of the Republic of Armenia. In this regard, he makes the hypothesis about expediency of use of various channels and ways to increase awareness of tourism products and brands of the Republic of Armenia in Russia. Based on the experience of scientific-research developments of the University, the author shows the possible areas of cooperation, including conducting joint projects on development of tourist complex of the Republic of Armenia, as well as in the field of training and retraining of personnel for tourist industry and infrastructure.

**Keywords:** tourism, cooperation, infrastructure, tourist flow, project, Russian Federation, Republic of Armenia

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## **IDENTIFICATION OF FEATURES OF DEMAND FOR TOURIST PRODUCTS AND SERVICES OF THE KLIN MUNICIPAL DISTRICT OF THE MOSCOW REGION**

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The article is a result of the study "Marketing, organizational and economic evaluation of tourism resources of the Klin municipal district", implemented by the creative team of Russian state University of tourism and service in 2015. Among the major research areas were identified: quantitative assessment of the tourist flow on the objects of the Klin municipal area, qualitative assessment of the tourist flow on the objects of the Klin municipal district, assessment of the possibility and expediency of use of resources of the Klin municipal district of various types, in developing the strategy the development of tourism, formation of tourism products and programs that mitigate the effects of seasonality, as well as stimulating entrepreneurial initiative and generate unique value proposition to consumers, risk assessment and identification of strategic benefits promising tourist and recreational development of the Klin municipal district. In the article the author interprets the research material in terms of characteristics of the target consumer groups of tourism products of the Klin municipal area, the characteristics of their consumer behavior and preferences in the sphere of tourism. The main research methods were routing intelligence, audit and certification of tourist and information resources of the municipal district, questioning real consumers of tourist services, case interviewing of authorized representatives of the anchor tourist attractions of the Klin municipal district. To study the opinions of real consumers of tourist services, the author uses the method of questioning at the place of tourist-excursion service; the sample is formed by the main body that requires involvement in the study of all the incoming flow of visitors to tourist object in a certain period, in this case during the opening hours of visiting sites and displaying.

Keywords: questionnaire, interviewing, tour product and services, demand, target group, consumer behavior, consumer preferences

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## **HISTORICAL BASIS AND STRATEGIC DESIGN PROSPECTS OF THE MUNICIPAL TOURISM PRODUCT IN THE KEMEROVO REGION (ON THE EXAMPLE OF CHEBULINSKY MUNICIPAL DISTRICT)**

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In accordance with the strategy of the tourism cluster development of Kuzbass which aim is to promote domestic tourism product and expand the range of tourist services, the authors discuss the directions of development of municipal Chebulinsky district as a tourist destination, focusing on its unique historical, cultural and natural heritage. The authors explain the techniques and methods of museumification, reconstruction and updating of historical and cultural heritage with specific examples. They pay special attention to ethnographic heritage of the area, extent of its knowledge and its possible application in modern social and cultural environment, the formation of the tourist product based on it. Authors note that scientists carried out very little the ethnographic studies on the territory of municipal Chebulinsky district of the Kemerovo region, but ritual traditions of the areas are original and unique. The authors pay attention to the fact that the contemporary museumification of historical and cultural heritage requires an integrated approach: the safeguarding of the intangible cultural heritage is no less important than the preservation of material objects. Important components of material culture that can be the objects of museumification or reconstruction are the immovable objects of historical and cultural heritage: residential and commercial buildings, religious buildings. Giving specific examples of objects, the authors see opportunities for the development of religious tourism in the area. In addition, the authors emphasize the promotion of information about tourist and recreational cluster in the information space. Summing up, the authors pay attention to the fact that the project-innovative development of a tourist destination to Chebulinsky municipal district of the Kemerovo region is feasible through the organization of special events. For these events, it is necessary to create a complex of integrated projects, which is socially significant for the region strategic.

Keywords: tourist-recreation cluster, domestic tourism, historical and cultural heritage, museumification, informative and communicative technologies

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## **NEW CALLS TO THE MODERN COMPANIES IN THE CONDITIONS OF INNOVATION ECONOMY**

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The article discusses the requirements for modern companies in the innovation economy. In particular, it noted the impact of globalization, technologizing and humanization in the development of modern organizations. The company in the changing economic conditions of forced to pay special attention to the vast number of factors, many of which are not production-economic or financial nature, and have, for example, political, culture and anthropological nature. So, it was marked by the need for new approaches to working with employees inside the companies due to the fact that the value of each of them has been steadily increasing as growing and competition for professionals with broad competencies. Consider the category of corporate or organizational knowledge as a basis for competitive advantage of organizations. In particular, the article noted that in spite of the total implementation of information technology and automation of the various activities, human resources and human capital are basic and the main source of knowledge and information necessary for effective company operations. For this reason special significance various forms of motivation and stimulation of creativity, initiative, generating ideas and other areas of innovation. In this regard, the article separately noted the particular importance of creativity as the most important economic activity within the company for the production and use of knowledge and innovation. The article describes the characteristics of the process of knowledge management, including conservation and use. The aims and objectives of knowledge management in the framework of increasing innovation activity of enterprises in modern conditions of growing competition and constantly changing market conditions.

Keywords: innovation economy, innovations, competitive advantages, knowledge management, creativity, organization

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## TECHNICAL BASE OF SOVIET CINEMA IN THE PERIOD OF “STAGNATION”

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The article is devoted to such technical aspects of Soviet cinema as cinema spreading, film, movie taking and film equipment. We consider the activities of NIKFI [National Research film and photo institute] in the 1970s. One of the major problems in cinema spreading is a deep-rooted lag of the cinema network from the audience needs. There was not only few cinemas, but also there was less technical equipment which often left much to be desired. In addition, large one-hall cinemas, which always prevailed in the USSR, significantly narrowed the choice of repertoire. In the late 1970's - early 1980's in the Soviet Union there was dramatically reduced cinema building, while the number of urban residents continued to grow. Status of rural cinema network also left much to be desired: it was often increased at the expense of the reorganization of rooms poorly adapted for this purpose into cinemas. The technical base of the Soviet film industry has always been its Achilles heel. In our country, there was always a certain gap between the level of scientific research and their practical realization. The reason is that all the forces were at the defense industry. A huge number of people (even in "peaceful" factories there were often secret workshops) employs on the "defense industry". So in many fields we had advanced science (because the "defense industry" science always moves forward) and backward production. The perversity of this approach negatively affected the efficiency of NIKFI. Laboratories operating according to the plans approved by Institute of State cinema were busy with works which were not directly related to the cinematography; as the result, every year the Soviet Cinema equipment remained more and more behind the world standards, equipment dilapidated and were gradually replaced by foreign novelties. Especially serious lag observed in a number of areas cinema techniques: in the projection, the developing and copying equipment, new types of imaging optics, carrier transport. The most difficult situation was in the production and development of new varieties of film. In the late 1970s and early 1980s the problem of the quality laid on the problem of the quantity. Soviet film industry began to have trouble with positive film, which resulted in a forced reduction in circulation of new films.

Keywords: Soviet cinematography, film industry, spreading of the cinema, "stagnation", cinema technique, film equipment, film, NIKFI [National Research film and photo institute]

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## **“INTERNAL LOGIC OF POULTRY MARKET [PTICHKA] OF KRASNY OKTYABR”: FLEA MARKET AS A CULTURAL PHENOMENON**

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Using microubanism as a combination of approaches to the study of the city's cultural environment at the micro level, the author examines the totality of the relations of this phenomenon of modern culture, as the popularity of flea markets, such universals of human existence, work, play, sharing, childhood. It is shown that the proliferation of flea markets in the culture of developed countries can be considered as part of the processes of aestheticization and the gamification of life, on the one hand, and puerilely culture - on the other. The article presents the description of Volgograd flea market, its social structure, and place in the urban space, the nature of communication and its inherent "atmosphere". In the framework of the project for the study of the anthropology of things in regional culture, the author describes characteristics of relations to things at a flea market. From this point of view, the paper introduces a typology of buyers and sellers. In the article, they ask the question on necessity of the exploring of the relationship of human economic behavior with other internal properties, and social-cultural qualities consideration from the point of view of culture philosophy. The specificity of the Volgograd flea market as a form of confrontation between the global and private, social and intimate is that the city is still not ready to allocate and equip a special place for this new form of leisure and social interaction. The main thing that makes the flea market the person is able to set free a child beginning and at the same time to protest against fashion on disposable items, disposable linear relationship and the certainty of a status-situational communication. This movement of will and thoughts received the terminological designation culture "puerility". The article is criticism of the approach that represents the phenomenon of the flea market as a "city scene", and argues that the approach can be seen as a consequence of the process of "showisation" of contemporary culture, understood as civilizational tendency, broadcasted by media, to see the performance first of all in every phenomenon of life. Moreover, the flea market includes the performance elements of everyday life and aestheticization of life, it is not still limited to the performance of the "urban scene".

Keywords: flea market, cultural and anthropological specificity, economic behavior, global exchange, public and private, culture puerility

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## **THE PROJECT "NATIONAL CENTER OF RESTORATION OF MUSICAL INSTRUMENTS" IN THE CONTEXT OF PRESERVATION OF MATERIAL HERITAGE OF MUSICAL CULTURE**

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The article discusses the functioning of organizations and the increasing social and economic significance of the results of activity of economic entities in the sphere of culture. In this case, the orientation of the management of cultural institutions is in the direction of higher levels of economic activity, utility and profitability. In this regard, there is the question about the effectiveness of the institutions of culture not only in economic but also in social sphere. The need for the implementation of the project "national centre of restoration of musical instruments" as a scientific-educational center is proved by the fact that the budgetary allocation for its creation and development will support the unique mission of the center for the broadcast world tradition of preserving material heritage of musical culture. On the other hand, it will contribute to a social result, which is expressed in the effectiveness of the protection events of the musical objects of cultural heritage. A separate issue is the preservation of cultural heritage, including tangible objects and music culture through a series of government support measures. However, in recent years, there is a tendency to stagnation in the share of expenditure on culture. The article presents the planned expenditures of the budgetary system, which is planned spending on culture be left at 0.5% of GDP. On the other hand, financing of applied scientific research in the field of culture has increased. This decision is connected with the growing social and economic significance of the results of activity of economic entities in the sphere of culture in the direction of higher levels of economic activity, utility and profitability. The feasibility of the implementation of the project "national centre of restoration of musical instruments" as a scientific-educational center is to broadcast the world's traditions of preservation of material heritage of musical culture and assist in attracting private investment in projects and activities for restoration and examination of objects of musical culture.

Keywords: Russian Federation, cultural heritage, government support, government funding, security and accessibility, social impact, share of expenditure, tangible musical culture, state centre for restoration of musical instruments, high school

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## **CATEGORICAL ANALYSIS OF CULTURE, IT'S NATIONAL AND COMMON TO ALL MANKIND ASPECTS**

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The subject of the article is correlation and interdependence of national and common to all mankind culture in light of modern crisis of multiculturalism conception. The article states the difficulty of processes in global society, which connected with the lack of common to all mankind culture acknowledgement. The goal of the research is by means of analysis of different conceptions of culture to prove the necessity of common to all mankind system of values which provide survival in international environment. The main conclusion is - only the choice of common to all mankind values is able to lead the world to non-conflict collaboration.

**Keywords:** culture, civilization, multiculturalism, assimilation model, acculturation, nation identity, cultural types conception, Nazism

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