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SERVICES IN THE FIELD OF SCIENTIFIC SERVICE

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The article is devoted to the study of the scientific sphere of service and services which are included in it. Analysis of aspects of this field has begun recently. Increasing interest in this subject is explained with the transition of society to post-industrial (informational) development, that is, to the society, where the basis is the contemporary acquisition of new knowledge and relevant information. Today science is considered as a specific production objective (overt, explicit) knowledge. Consequently, the sphere of scientific service is a special part of the sphere of services directly associated with the specific activity of scientific institutions and organizations. However, despite the significant role of the sphere of scientific services in economic growth, in the direction of the course of scientific and technical policy (SSTP) and the competitiveness of any developed or just developing country, we should establish that there are several understudied aspects and controversial issues. In particular, the scientific literature gives little attention to the research of the sphere of scientific service; there is no universally accepted definition of the sphere of scientific service. This article presents some theoretical positions about the nature of this sphere and gives its features. The authors give the clarified definition of «scientific services» and identify the proposed location of the sphere of scientific service in the field of services. The article discusses the various services in the field of scientific services. Names are from classifications officially cited or mentioned in the periodical literature (both foreign and domestic). According to the results the authors give the definition of the services in the field of scientific service based on the analyzed classifications.

Keywords: scientific services, research institutions, services, knowledge economy

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GASTRONOMIC BRANDS AS A MEANS OF PROMOTING DESTINATIONS

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Gastronomic tourism is a special form of cultural tourism, the main purpose of which is familiarity with a certain tourist product or a platter. Gastronomic tourism is working closely with many types of tourism, in particular with a tour, ethnographic, culinary and oenological. The organizational technology of gastronomic tourism involves many sectors of industry and agriculture.

It should be noted that not all theorists of tourism and tourism professionals differentiate gastronomic tourism as an independent species. According to experts, tourists learn the products and dishes of this or that destination “de facto”, regardless of the purpose of the trip. It is difficult to accept, even because tourists engaged in certain types of tourism (health and fitness, sports tourism) are unable to break the dietary or diet, or to deviate from the diet. Meanwhile, the researches of the resource base for the organization of gastronomic tourism in Russia are practically not carried out.

The article analyzes the role of gastronomic tourism as a promising direction of the economy experiences. The authors consider gastronomic tours as tours of senses (taste, tactile, olfactory and aesthetic). According to the authors, the foundation of gastronomic tourism makes culinary (food) brands. This category is like a means of promoting destinations, original card of regions. The authors describe the special role of the gastronomic brands in forming the image of the tourist areas, which are suitable for the development of gastronomic tourism; the authors attempt to classify product brands on various criteria. Finally, they make recommendations for the organizers of tourism on the use of product brands in the promotion and implementation of gastronomic tours, as well as executive bodies in charge of regulation of tourism at the municipal and federal levels.

Keywords: gastronomic tourism, grocery brand, destination, promotion, economy impressions, image area.

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UGRA: THE PROMOTION OF THE TOURIST POTENTIAL IN THE DOMESTIC MARKET

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Economic efficiency of tourism industry and its benefits for the territories have fundamentally changed the attitude of the Russian regions to tourism in general for the past decade over the past decade. The regions that had traditionally specialized in other sectors of the economy began to show interest in its development. It leads to a natural reinforcing competition of those who took its place in the tourist business long ago, and those who has just started. One of the successfully developing regions, well-known among Russians as the leading oil-producing region – the Khanty-Mansi Autonomous Okrug (Yugra), is taking active steps not only to pro-mote their tourism resources and ready tourism products, but also to strengthen their competitiveness in both domestic and foreign markets. Events (tourism exhibitions, forums, investment activities associated with the development and introduction of new tourist routes and participation in projects, creation of tourism websites, portals and many others. etc.), which take place in the district, contribute to the promotion of the territory as one of the most interesting Russian tourist destinations, and, as a consequence, lead to increasing of the tourist stream. Various tourism resources (ethnographic, ecological, cultural, historical and other) are the basis for building new and, most importantly, competitive tourism products. Among the promising directions are considered ethno-tourism and acquaintance of tourists with the national characteristics of the resident indigenous peoples of the North – Khanty, Mansi, Forest Nenets, Komi-Zyrians. The attractiveness of Ugra as a center of business tourism, which makes on its territory a variety of business, scientific, cultural and sporting events of all-Russian and international level, increases. Successful marketing policy for the promotion of the tourist potential of the Autonomous Okrug in the domestic and foreign markets contributes to the formation of a new image of Ugra as an attractive tourist center.

Keywords: competitiveness, ethno-tourism, business tourism

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ORGANIZATION OF THE TOURIST INFORMATION CENTRE IN THE REGION ON THE BASIS OF THE UNIVERSITY: THE SPECIFICITY AND OBJECTIVES

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The article is devoted to the creation of one of the main elements of the tourist destination marketing – tourist information center (TIC). In countries with high tourism development the TICs are integral to the promotion of each destination, in Russia at the moment there are only a few dozens. The authors point out main problems of creation and development of the TIC in Russia: harmonization of interests of founders, funding, functions. They are solved differently, depending on how they create the InfoCenter, which can be state or municipal institution, private profit organization, a public non-profit corporate structure or instrument of the Association of tourism enterprises. However, in specific domestic situations with limited development of the tourism market may the University may become the initiator and main driving force of TIC. The article discusses the unique successful experience of authors on creation of the particles on the basis of the University – the Tourist information centre of Kemerovo region on the basis of Kemerovo State University. It was created as a result of the interaction between structures of education, government, business, and business in the framework of the projects «Tempus» «Network of regional centers for tourism». The participants of the project (Kemerovo State University, Department of youth policy and sports of administration of the Kemerovo region and the Kuzbass Association of tourism industry) founded the Regional resource centre of the tourism industry on the base of University. The resource center created and developed two important interrelated projects: «Tourist information centre of Kemerovo region» and «Strategy of development of tourist-recreational cluster of Kuzbass for the period up to 2025».

Keywords: tourist information center, destination, tourism marketing

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PROSPECTIVE DIRECTIONS OF RURAL TOURISM DEVELOPMENT ON THE TERRITORY OF NOVOSIBIRSK REGION

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The article is devoted to the prospective directions for development of rural tourism in Novosibirsk region. Rural tourism represents one of the possibilities of development of internal tourism in Russia in General and Siberia in particular. A brief analysis of the concept "rural tourism", describes the various approaches to its organization. The rural tourism stands for travels which primary consumer motivation is the recreation and accommodation in rural areas, use of the capabilities of peasant farms or resorts that allow to learn about the traditional cultures that ultimately, in addition to recreational purposes, allow to solve social-economic problems of the territory. Positive examples of rural tourism development can be observed in Siberia, in Baikal region, Omsk region, Altai Krai. In Novosibirsk region, there is still no offers of tourist product in the framework of rural tourism, however, the question of its development is the main one of the regional government. It appears that the most promising form of rural tourism in Novosibirsk region may be the accommodation in small private farms, which will not require a fundamental change in the culture and way of life of rural residents and will provide an opportunity to offer a relatively inexpensive recreation. As a result it will be possible to solve social-economic problems of rural areas, increasing the level of the population income, forming alternative employment, organizing an additional market for farm products, and city residents will have new opportunities for recreation organization in their region.

Keywords: rural tourism, Novosibirsk region, municipal entities, tourist and recreational potential

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SYSTEM SYNTHESIS OF THE AGRITOURISM CATEGORY

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This article presents a set of general system characteristics used to identify the conceptual properties of agritourism. There are the results of a formalized systematic and positive analysis of known conceptual directions of system perfection of agritourism relations. According to these results the author identifies the imperatives and synthesizes the corresponding category. The article identifies a system of agritourism as a business network of rural tourism using the convenient location of the tourist farmsteads. This network is organized by its owners and individuals influencing the development of tourism with these aims: to meet the interests of tourists in the fields of winemaking, fishing, agricultural technologies, advanced methods of management; to explore natural phenomena, crafts, monuments of history and architecture; to participate in folk games, festivals, folklore performances. Rural tourism develops on the basis of the family agribusiness in the conditions enabling the legal system and its initial funding. Progressive legislation contributes to effective management, to strengthening of tourism position in the territories, to the demonstrations and the marketing of agricultural products to the tourists, to the development of intensive farms, to the increasing incomes from tourist destinations and their products. A promising development of rural tourism requires new ways of getting income, renovation and construction of recreation facilities, gift shops, creation of interest collections to tourists, organisation of festivals, restoration of historical and architectural monuments. The complex business of rural tourism is a form of cluster. Maximizing business performance in rural tourism implements optimal account of district interests. The districts of agricultural cluster are owners of tourist farms and other persons who make an independent economic activity on the market of services of rural tourism. Agritourism creates an economic base for rural development, promotes the preservation of local customs, folklore, crafts.

Keywords: systematic and positive analysis, conceptual specifications, agritourism, synthesis, category, imperatives, rural tourism

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ANALYSIS OF THE CURRENT STATE OF THE DOMESTIC FILM INDUSTRY

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The formation of scientifically grounded approaches to improve the management of the film industry needs to analyze the contemporary state of film industry in order to identify its most important problems and untapped opportunities for further dynamic and effective development. The analysis of the status and trends of Russian cinema-business development, the peculiarities of its historical development and study of logic interdependent processes are relevant prerequisites for solving the problem of forming of risk management system of project implementation; because in many cases these risks are caused by the specificity of Russian cinema and features of its functioning. The article is devoted to the analysis of the contemporary state of the domestic film industry based on which it is possible to make the conclusion about the need to improve management. The author analyzes the main economic indicators of the industry and describes the main development trends and their positive and negative features. The author studies thoroughly such indicators as dynamics of film distribution in the Russian film market, divided into the percentage of domestic and foreign films, attendance of cinemas in Russia, the number of cinemas and particular cinema hall in the country, takings of the Russian and foreign film projects, the production facilities of film studios, etc. A detailed analysis of the statistical data for the last 10 years allows the author to make the main conclusion about the origin of real prerequisites for the formation and development of scientifically based management systems in general and risk management system in particular in the production of Russian film projects.

Keywords: cinema production, film production, film branch, management of film project production, film distribution

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DISTRIBUTING AND RETURNING MECHANISM OF SOVIET CINEMA IN THE PERIOD OF «STAGNATION»

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The article discusses the process of film distribution in Soviet cinema in the 1970s. This complex, multi-path way of the film to the viewer that begins with scenarios of application, and finishes with the replication of film prints. This article describes the mechanism of film award, the system of payment of fees ("production fees") of the Soviet filmmakers, depending on the category and the payment process "potirazhnye" («printing fees»). The author analyzes the work of «GUKK»- General Directorate of cinema spreading and the distribution, the specifics of its work in the "stagnation", considering the work of the distribution companies and cinemas, the mechanism of distribution of gross income of cinemas, in the period of "stagnation", they were rather nominal in nature. Every filmmaker knew only his job and his salary, the overall picture of the industry was not interesting for him. Distributing and returning links of Soviet cinema, in essence, were not for its return and were separated from production. According to the notorious principle of thematic planning it was obligatory to make certain proportions of films about the leading role of the party and its leaders, revolution, the working class, the collective farm of the village and etc. The Soviet Studio were to run the movies of similar subjects every year regardless of whether they had appropriate, high-quality scripts, good Directors and, most importantly, potential audience. Based on the studied material the author concludes that in the 1970-ies the Central headquarters of the Soviet cinematography – Institute of State cinema of USSR – determined: who, what, where and when to watch at the cinemas. The professional consciousness of each member of the creative team, therefore, did not fix the desire to achieve success with the audience, and the willingness to achieve recognition by the College of the Institute of State cinema and the film award of the highest category (which assumed significant additional benefits and bonuses). However, Institute of State cinema («Goskino»), the state cinema management was not the ultimate authority in the control of cinema industry process. At the head of the system was the Communist party.

Keywords: Distributing and returning mechanism, film distribution, spreading of the cinema, Soviet cinema, "stagnation"

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FORMATION OF CONDITIONS FOR INCREASING THE INVESTMENT ATTRACTIVENESS OF THE FILM INDUSTRY IN RUSSIA

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For a long time the industry of cinematography in Russia has been unprofitable, which in turn determines the difficulty in finding investment for new film projects. The part of Russian films in total box office of domestic distribution is negligibly small, the most produced Russian film projects do not pay back the investment made in them. The situation is critical and requires a comprehensive approach to the analysis of all the possible causes of this situation and to develop measures and create conditions to increase investment attractiveness of this industry in Russia. They are still making incompleting attempts to reform the industry, for example, an adjustment has been made in the distribution system of state support, multiple meetings with theater owners have been held where they talked about a voluntary increase of quotas on rolled domestic films and a number of other measures. However, all these measures are chaotic, and therefore futile, attempts to correct the current situation, do not have single cohesive system of designed reforms that will help to improve the overall investment attractiveness of this industry. The article attempts to analyze the reasons that have not allowed the domestic film industry to become powerful, profitable and, most importantly, attractive for investment for a long time. The article also suggests actions that should be implemented and adapted to the Russian realities, to increase the investment attractiveness of the film industry in Russia that can serve as a locomotive for the output of the industry from years of systemic crisis.

Keywords: investment, film production, film branch, film industry

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EVENT TOURISM AND EVENT MANAGEMENT ACCORDING TO THE MATERIALS OF HISTORICAL RECONSTRUCTION IN SPAIN

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The article analyzes the experience of the organization of event tourism and event management in the framework of the historical reconstruction in Spain. For consideration of the involved material of historical reenactment at Castillo Conde de Alfaz and Villajoyosa, which is part of the popular tourist centre of Spain. These tourist destinations are located in the area of Benidorm, attracting a large number of Spanish and foreign tourists, not only due to the unique natural conditions (combination of sea beaches, mountains and numerous cultural and commercial centre of Benidorm), but also due to the possibility to dive into one of the most striking historical eras of Spain - middle Ages, thanks to well-organized historical reconstruction. The article considers the main forms and methods of historical reconstruction, contributing to the successful promotion of tourism products. The material can serve as a guide for organizers of tourism and potential tourists interested in the history and culture of Spain.

Keywords: tourism, event tourism and event management, tourism in Spain, historical reenactment in Spain

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INFLUENCE OF MASS MEDIA ON THE INSTITUTION OF THE CHURCH

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Russian Orthodox Church (ROC) takes an active part in cultural and social life of Russian society. This is possible thanks to renew relationship between the state and the Church and significant changes in the country. The sociology of religion pays great attention to the study of the social functions performed by religion in the population. Every religion defines the behavior of the adherents in society. It's usually achieved by a set of moral precepts, prohibitions and norms that are implemented at social and individual levels of behavior and confession. The Church generates content of interest to the media, takes the initiative in developing contacts with the journalistic community, opening up as much as possible to different categories of population on any issue, but society hasn't been ready for self-perception in such a positive activity yet.

Keywords: media, information, Church, religion, Russian Orthodox Church

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LITERARY PLACES OF KUNTSEVO IN THE 20-30-IES OF XX CENTURY

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The article discusses the formation after the revolution and Civil war in 20-30-ies of XX century in the town of Moscow region called Kuntsevo and the surrounding areas, which were the center of culture and leisure of the creative intellectuals as writers, poets, literary critics. The author turns out the circumstances of their stay in these places, the attitude towards Kuntsevo landscape and nature, the people of the town. The author opens the subject of the reflection in the intellectuals' works of sights in Kuntsevo. There are specific examples from the personal lives of figures of literature and culture related to Kuntsevo surroundings, their joint meetings, conversations, collective and individual recreation. Special attention is paid to their way of life, family situation, daily life and destiny. E. Bagritsky, A. Gaidar, V. Shalamov, P. Vasiliev lived in Kuntsevo places after the revolution. V. Lugovskoy, M. Gorky, M. Koltsov, P. Zamojski, M. Tsvetaeva and many other representatives of the literary environment came there. The article reflects the emergence of new literary cadres of young people working in local factories, the creation of their literary societies and the manifestation of the keen interest in literature. Creative working youth, as a rule, were formed in the folk clubs and palaces of culture. Such clubs existed in almost all Kuntsevo enterprises of pre-revolutionary period as well as enterprises created in the years of industrialization. Special popularity was gained by the clubs "Precepts of Ilyich" and "Dawn" (Vorovskoi club). The study examines the participation of youth in dramatic and literary societies and their meetings with Soviet writers and poets: L. Seifullina, A. Serafimovich, A. Zharov, K. Paustovsky. Articles of working journalists were often published on the pages of factory newspapers. These Kuntsevo societies were the mother-land of famous poets as V. Bagritsky and S. Smirnov.

Keywords: job clubs, Kuntsevo, literary societies, writers, poets

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