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SOCIAL AND CULTURAL ASPECTS OF FREE INDEPENDENT TOURISM

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According to the main changes which take place in the field of organization of tourism nowadays, the free independent tourism should be considered as one of the most perspective directions of development not only of touristic area but also of area of hospitality, culture and leisure. Because of active development of free independent tourism the following positions have a special significance: the substantiation of methodological approaches to definite its essence; to study of backgrounds of becoming and development of this kind of tourism in Russia and abroad; to study not only the social and cultural aspects of free independent tourism as a popular kind of personal activity in leisure but also to disclose its specific features. The disclosing of essence and specifics of free independent tourism is very productive, at least, in two areas. On the one side, the free independent tourism represents the dynamics of consumer behavior in the changing economic conditions and leads to the greater independence from the touristic firms. On the other side, this kind of touristic activity has to be considered not only in the system of forms and directions of human leisure activity, but also as an instrument of satisfaction of wide spectrum of leisure needs and personal interest, and as a method of its enculturation. The characterization of basic features of free independent tourism, the definition of its essence and function in the context of social and cultural human activity disclose the new perspectives for all-round systemic study of conditions of functioning of this kind of tourism and its further development. The free independent tourism will evolve steadily and rapidly as one of kind of leisure industry, which is directed to satisfy and to develop the personal needs for spiritual and cultural development, cognition, communication and recreation. The social and cultural content is a qualitative characteristic of free independent tourism and the most important method which allows joining the tourists with culture, to develop and to generate their new spiritual needs.

Keywords: free independent tourism, independent tourist, social and cultural activity, leisure activity, tourism as a kind of leisure, social and cultural features of free independent tourism

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PROBLEM OF IMPORT SUBSTITUTION IN TOURISM: INFORMATIONAL ASPECT

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The state course of import substitution, designated by the government of the Russian Federation, raises basic questions of development of domestic and inbound tourism with a new shtick. The theme of the development of the tourism industry attracts more and more attention every year, often because of high-profile bankruptcies of tour operators. The focus is on the processes of management in organizations of hospitality and tourism, issues of state regulation in the industry, and the solution of emergency situation consequences. In this case, the solution to the problems of tourism as an interdisciplinary complex of the national economy, does not only amount strategy state program of the Russian Federation on development of culture and tourism, but also affects other priority areas such as innovation, information and communication technologies. Information technology, innovation and information support of tourism activity plays a relatively modest role in solving the problems of increasing volumes of domestic and inbound tourism. While information technology is an integral part of the tourist industry in the production, promotion and distribution of tourism products. The main issues of tourism in times of crisis is characterized from the point of view of the use of technical and informational Internet marketing that allows you to identify main regions with high tourism potential. Adaptation of innovative development, successfully applied to the outbound tourism market, gives the opportunity to evaluate the displacement demand on the domestic market and to give impetus to development of the Russian tourism in the process of import substitution. A method to determine targets based on data from Internet-resources will help assess the effectiveness of the measures implemented in the state program of the Russian Federation "Development of culture and tourism".

Keywords: import substitution, domestic tourism, information technology, domestic demand for tourism products, information support of tourist activity

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ASPECTS OF COMPETITIVENESS OF THE NENETS AND YAMALO-NENETS AUTONOMOUS DISTRICTS AS DESTINATIONS OF ARCTIC TOURISM

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Despite some intensification of the regional and local authorities, as well as the proactive position of some tour operators in the Arctic regions of Russia, as well as a general removal of focus to domestic tourism in connection with domestic economic and political shocks of the past two years, real progress in the Arctic tourism in Russia is not so great. It's connected with the systemic and acute problems of the development of this macro region. Their resolution will take decades. In these circumstances, it would be better to talk about the need to focus efforts of states and municipalities, as well as of businesses in those regions that now have not just an abstract potential from the point of view of tourism resources, but the real competitiveness for doubling-tripling of tourist arrivals within five to seven years due to such social, economic and food elements of competitiveness: the positive dynamics of the regional economy, positive demographics, the adequacy of general investments and investments directly related to the tourism, relatively well-developed infrastructure, transport accessibility, price competitiveness of tourism products (the latter in the current environment could be the ability to stay within 60-70 thousand rubles for a 7-10 days tour with budget excursion component). If we analyze the parameters together, as it seems to the authors, today we can speak about the special prospect and a fairly high level of domestic and international competitiveness of only two destinations in the Arctic – Nenets and Yamalo-Nenets Autonomous districts. Within the presented work, the authors make arguments about what these two regions may be Arctic destinations of paramount importance, because they can actually achieve the ambitious goals for increasing the mass of domestic and inbound tourism in the Arctic in really foreseeable future.

Keywords: competitiveness, Arctic, Arctic tourism, Polar tourism, Nenets Autonomous Okrug, Yamalo-Nenets Autonomous Okrug, Naryan-Mar, Salekhard

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ACTUAL PROBLEMS OF CONFORMITY OF THE RUSSIAN TRANSPORT COMPLEX DEVELOPMENT WITH MODERN REQUIREMENTS OF THE TOURISM INDUSTRY

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The article is devoted to problems of interaction and interdependence of the transport complex of Russia and the tourism industry. The article transport system of Russia is considered as one of the key factors in the development of the tourism industry of the country. In this context, formulated the hypothesis that the control of the formation of the transport complex with the needs of the tourism industry could have a beneficial impact on tourism in general, to ensure the accessibility of new tourist destinations, to promote new forms of tourism and contribute to the development of social and economic spheres of the country. The main problem formulated in the article, is the disparity between the development and functioning of transport industry and tourism industry, which is unacceptable in the case of seeking to modernize the economy of the country and effective development of non-manufacturing and service sectors. To confirm the hypothesis there was the analysis of the current research devoted to the interaction between transport sector and the tourism industry. There was used the statistical analysis of the Russian passenger and cargo traffic by mode of transport for the period 1970 – 2014. In the end, there were made offers to improve the interaction between the transport sector and the tourist industry, the main of which are the following. The main efforts at low level of development of transport and tourist sectors should be aimed at the development of transport complex of the country. For the effective development of a transport complex it is necessary to organize close cooperation within transport and tourism areas, development of interaction between public and private control structures. The development of the transport complex through the formation of demand from tourism organizations for transportation services is inefficient, as a major role in the income formation of transport plays a factor in the passenger traffic, which depends primarily on the level of income.

Keywords: transport sector, road transport, tourism, tourist destination, socio-economic development

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ADVANTAGES OF USING DYNAMIC PACKAGING OF TOURS FOR INDUSTRY AND BUSINESS

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The article is devoted to research on new trends for the Russian market of tourism, dynamic packaging of tours. The dynamic packaging of tours refers to the formation of tours in real time on the same site under the request of a particular user with the updating of prices and places. In contemporary science the concept of dynamic packaging is not designed and is not adequately reflected in the writings of scientists, despite the fact that in the period of crisis and changes of the business models of interactions on the tourism market, innovative forms of relations can have a positive impact as on individual entrepreneurs, as on the industry as a whole. Based on the foregoing, the main objective of the study is the analysis of the applications of dynamic packaging in the Russian tourist activities. On the basis of this analysis there have been identified four types of companies that use the dynamic packaging of tours on the Russian market: 1) companies which use dynamic packaging to extend the range of their services, 2) companies which use dynamic packaging as a basis for their activities: foreign tour operators which work entirely online and for which dynamic packaging is the tool of activities, and finally, global distribution systems, which due to their powerful platform of online booking, use the dynamic packaging of tours to attract new customers and increase sales. The article concludes about the benefits of dynamic packaging in the modern Russian conditions for business and consumers, and the industry as a whole.

Keywords: dynamic packaging of tours, electronic data processing in tourism, development of electronic commerce (e-commerce) in tourism

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CHILDREN AND YOUTH TOURISM AS A PRIORITY DIRECTION OF DEVELOPMENT OF TOURISM OF THE REPUBLIC OF CHILE

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Children and youth area as an independent segment of the tourism industry has a long history in many developed countries in organized form with the support of relevant organs of state and territorial government, as well as in the independent form. However, for most developing countries it is a relatively new phenomenon, which forms and mechanisms of manifestation may differ significantly from each other. The authors of the article, in accordance with the priority directions of scientific research of St. Petersburg state economic University, chose the current state and prospects of development of youth tourism in Chile as the object of their study. The article presents a brief overview of the history and transformation of tourism of the Republic of Chile, gives the attractiveness of Chile for the regional tourism market, as well as formulates key trends of the modern youth tourism: the use of modern information technologies; development and implementation of integrated programs for children and young people; the development of family tourism; promotion of scientific tourism for children and teenagers.

Keywords: youth tourism, tourism and regional studies of Latin America, developing countries in international economic relations, information technologies in tourism, family tourism, educational tourism, state regulation of tourism activities

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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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SOCIAL AND CULTURAL DETERMINANTS OF SELF-REALIZATION IN CONTEMPORARY 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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INFORMATION CAPITAL IN NETWORK COMMUNICATIONS OF SOCIAL PROCESSES

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The article is devoted to the communication problem of information processes in the context of the information capital phenomenon. Information capital considers in its social and economic aspects. Intellectual capital is aimed at creating as self-initiating system. It promotes transformation of the intellectual capital into the information capital. Information Capital is an important factor to generate additional income of the company. In this case the information capital is used in its various forms. Authors touch a few important questions. They include: the importance of information, the real value of information, requirements of the person who buys a product of intellectual labor. The modern development of information technology uses a system of "Intellectual and conceptual synthesis of alternative solutions". This information technology allows synthesizing of management decisions. The authors offer to analyze of problematic situations for the strategic development and planning system. This issue is on the verge between the economic and social level of socio - economic life. It actualizes many social contradictions. The essence of the conflict is that the surplus product is produced through of information capital, and requirements of the owners of income are conditioned on the principle of commercial gain. The subject of the wage labor system becomes the owner of the information capital. The essential conflict of the industrial society between wage labor and capital becomes a totally different dimension. Private property is transformed into a purely legal function. The authors draw the following conclusion: the principles, forms and mechanism of information capital are the tool and incentive of the social development.

Keywords: information capital, intellectual capital, income of the company, social processes.

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FOOD CULTURE AS A METHOD OF STUDYING SOCIAL AND CULTURAL TRANSFORMATIONS

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The article is devoted to research and analysis of modernity using food culture as a method of studying social and cultural transformations, which implies the culture of cooking, consumption, and food production and which is the most bright and sensitive represent of social and cultural transformations taking place in society. In the study there are three main components of food culture: traditional food culture, which is the most conservative and conveys a special "spirit" of the ethnic group or nation; food with the elements of mix, innovation, improvisation, imitation; and finally, a network of high-tech types of food of a global culture and fast-food outlets (McDonald's, KFC, etc.). The author discusses the change in culture from tradition, where food is a symbol of the ethnic group, people or nation to innovations up to a global monoculture of the universal and unified fast-food. The consumption of alternative food sold in hypermarkets and supermarkets, the use of achievements of scientific-technical progress, love of comfort brought elements of «being like at home»; it erases the distinction not only between urban and rural culture or between states, but the whole world becomes a single space of global social cultural environment, where modern life style dictates and requires to eat fast food.

Keywords: food culture, method, culture, tradition, transformation, globalization, global culture

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TRADITIONAL MUSICAL CULTURE OF THE VOLGA AND URAL REGIONS: THE MULTI-ETHNIC DIMENSION

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The article analyzes the phenomenon of the traditional musical culture of ethnic groups of the Volga and Ural regions of the Turkic, Finno-Ugrian and Slavic origin, developed in the course of a permanent diversified mutual influence and mutual enrichment of distinctive ethnic, religious, regional and local components. Samples of the music archaic Bashkir, Mari, Mordovian, Russian, Tatar, Udmurt and other ethnic groups living in these regions, as well as written and archaeological sources, reveal the formation of the geographical area, since the early Middle Ages, cultural space, characterized, in spite of the uniqueness of the individual components, significant unity and high moral and aesthetic potential. However, the trend of globalization in the modern world is known to endanger the preservation of traditional cultural values. In this regard, they update the issue of preserving the cultural heritage of past eras, which can be solved by incorporating a modern cultural and educational environment in authentic forms, and various kinds of professional performing arts, creative composer, musical enlightenment and education. Special mention should be the aspect of existence of the traditional musical culture in the social life of the region, as a regenerated ancient festivals and folklore festivals, which clearly demonstrate the relevance of ancestral cultural traditions of the Volga and Ural. Today we can observe a positive trend of revival of cultural traditions prevailing in the early stages of the ethnic history of the region. This great potential is the intrinsic moral and aesthetic value, and effective means of harmonization of interethnic and interfaith relations, the formation of a harmoniously developed personality in the realities of the modern multicultural society with a view to the formation of tolerant consciousness of new generations.

Keywords: traditional culture, ethnic musical traditions, dialogue of cultures, multicultural interaction.

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ISSUES OF DEVELOPMENT OF TOURIST TERRITORIES FROM THE POINT OF VIEW OF THE SYSTEM APPROACH

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The aim of the study in the article is the identification and conceptual analysis of the main essential features for the development of territories in the tourism sector based on a systemic approach. The relevance of the theme, along with the high request of the practice, is because of a systematic approach holistically and comprehensively allows addressing this range of problems. In the first part of the article, the author examines the main models of development of tourist areas; special attention is paid to the classical model of development by R. Butler and its modification through the prism of chaos theory. There is identified the cyclic and wave nature of development of the tourist areas. In the second part of the article the author reveals the essential components for the development of tourist areas through the answers to the following questions: what develops (elements of the tourism system, their interaction and the system itself), what is the result of transformation, what are the transformations and which medium develops, what are the factors/ forces of development, what is the relationship between mediums and factors of change, what are the strategies of the mediums and factors regarding the arising interactions. For each component of the development the author, based on his own experience, shows the essence and the conceptual content, which together allow the system to provide the development of tourist areas. Special attention is paid to the technological structure of the tourism system, as well as the main stages of formation of tourist experiences of travelling. The study uses the following methods and approaches: systematic method, analysis, synthesis, induction, deduction, abstraction, modeling, descriptive and comparative methods. The novelty of the work is the firstly conducted research in the essential conceptual and substantive sections of the underlying issues/components of the development of tourist territories. The identification and reference dimensions for the actual material specific area allows a system approach to show their development and outputs of the research with conceptual and methodological levels in the application, providing the appropriate tools for experts of this sphere.

Keywords: impression, experience, tourism, tourist system, development

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«AVANGRAD»: VOLGOGRAD PERESTROIKA AND POST-SOVIET PERFORMANCE (1986–2005)

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The article aims to reconstruct systematically the history of the Volgograd performance, trace the lineage and interferences, the role of the major art-festivals in the emergence of new generations of artists, as well as to disclose variability of procedural art-practices in Volgograd from 1986 to 2005. Summing up the performance review of the Volgograd two decades (mid-1980s to mid-2000s), the author notes that it was not a coherent movement or systematic process, and was not institutionalized due to the lack of a system of commercial galleries, inspiring artistic process in Moscow and St. Petersburg. A gradual attenuation of the Square as a social and cultural education and place of attraction for artists, localized in the heart of the city, caused a gradual centrifugal movement towards the outlying, uninhabited, abandoned spaces and places of pilgrimage (the graveyard of ships, Krasnoslobodskaya kosa, Moratnike), which was associated with their romanticize, aestheticization, by a certain opacity. However, throughout the period under review we can identify several General trends: the desire of artists to theatrical, carnival, spectacularity, as well as spontaneous and improvised action.

Keywords: festival, festival movement, Volgograd, avant-garde, contemporary art, performance, happening, actionism