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## **PROBLEM OF IMPORT SUBSTITUTION IN TOURISM: INFORMATIONAL ASPECT**

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### Abstract:

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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## **PROSPECTS OF “IMPORT SUBSTITUTION” IN THE TOURIST INDUSTRY**

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### **Abstract:**

The hypothesis suggests the tourism as the sector which is able greatly to expand its activities in the humanitarian and patriotic education of youth that coincides with the general line on "import substitution" and the need of refocusing on the domestic market in the tourism business. Proceeding from it the goals and tasks of overcoming the "motivational crisis" at today's youth and the development of new social technologies for the tourism industry contributing to the intellectual and creative potential of consumers are formulated.

In the terms of a radical transformation of the socio-economic structure of modern society the emphasis in the education of youth should be on a common culture that requires an adjustment of the directions of tourism industry development. However most tourism projects are not oriented to the requirements of today's youth, which strongly put forward a request for the unified national projects rallying people around Russian values, based on the historical and cultural heritage of the country.

The tourism industry should be included in the processes of change in the value priorities of young people. In the framework of the national process patriotic component of tourism activity can be presented as a kind of strategy that is implemented on the basis of industry-specific principles. The consistency in the formation of worldviews, the continuity of patriotic education, humanization, dynamism, individualization and inter-industry linkages should be among them. One of such approaches may be the greater involvement of youth in volunteerism through volunteer tourism, creation of multimedia applications on local history and patriotic trend. It requires a fundamentally new approach to the creation of the tourist product where knowledge is produced in relevant activities. In this perspective, the educational function of the tourism sector can cooperate with the education and promote the socio-personal competences. The main goal in this project will be solved by the scientific community of the cities where it is supposed to implement the applications. One of the most promising for such project is Samara region (brief overview of tourist objects is represented).

**Key words:** tourism industry, import substitution, and priorities of young people, patriotic education, tourism product, partnership, education, strategy, Samara region

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## **SUBSTANTIATION OF THE INDICATORS SYSTEM OF THE QUALITY OF HOTEL SPORTS AND RECREATIONAL SERVICES**

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Purpose of the article is the formation of a system characteristics of hotel fitness services related to the satisfaction of human needs in the healthy way of life. The urgency of studying of the questions is connected with satisfaction of needs of tourists in maintaining a healthy lifestyle (in disease prevention and health promotion). The author analyzed and interpreted international standards of service and the specifics of providing fitness services in hotel complexes. The importance and relationship of elements of service with the end result that a consumer gets after the service are substantiated. The author developed the model of the system of quality indicators, including three subsystems: the infrastructure of the hotel complex for services rendering, the process of services rendering and results of services received by the consumer and by producers from the rendered services. The results of the work are recommended for the development of interventions for improving the activity of the hotel enterprises and improving the quality of services.

Keywords: hotel, system, sports and recreational services, quality indicators, potential quality, result of services

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## STATISTICAL APPROACHES TO SERVICE QUALITY MANAGEMENT

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The purpose of this article is to reduce the gap between queuing and quality control theories on the one hand and lagging practical successes on the other hand. In this paper statistical approaches in management and service are developed and demonstrated. They are based on the use of the normal and exponential probability distributions in modeling service systems. Those approaches are demonstrated on the following examples: (I) fast-food restaurants and (II) multifunctional service centers in Moscow (Russia). The related Pascal software is given; its usage is illustrated on concrete examples. In particular, a method is suggested for setting the maximum limit for the waiting time in a queue to be served, which is interpreted in statistical terms as the failsafe (by level) quantile of waiting time. Given the average waiting time, a formula is obtained for specifying the maximum limit for the waiting time considering an allowable percentage of customers who will have to wait longer than the maximum waiting time set. The formula reads as follows: the maximum limit for the waiting time is equal to the average waiting time multiplied by the absolute value of the natural logarithm of the quantity  $F$ , where  $F$  is the failure level which is equal to the anticipated share of customers who will have to wait longer than the time set by the manager as the maximum waiting time or, in other words,  $100 \cdot F\%$  is the percentage of failures. For the sake of advertising efficiency, the manager is interested in setting the minimum allowable maximum limit for the waiting time; this time corresponds to a maximum allowable  $F$ . Software is provided for computing the maximum limit for the waiting time. As a byproduct, a curious result is obtained: In any queue, 37% of customers wait longer than the average waiting time to be served while 39% of customers wait shorter than half of the average waiting time. In summary, the main time-related quality characteristic of service is the average waiting time in a queue. This characteristic is equal to the ratio of two characteristics: the maximum limit for the waiting time / the absolute value of the natural logarithm of the share of failures in the total number of customers, that is, the proportion of customers who will have to wait longer than the time declared as the maximum waiting time

Keywords: quality control, queuing theory, waiting time, exponential distribution, multifunctional public services centers, fast food restaurants, normal distribution

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## CLIENT INTELLECTUAL CAPITAL OF SERVICES IMPROVEMENT

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The results of the metatheoretical research of the client capital subject are presented in this work. In accordance with these results the corresponding categorical concept was synthesized. The customer capital is identified as a system of stable and mutually beneficial relations of economic agents, buyers, consumers and staff of the enterprise, forming the structure of the effective cooperation, contributing to the production of additional values of the company that provides the customers' repeated requests and attracting new ones. It increases competitive advantage and companies' capitalization. We revealed the necessity of finding the customer capital new forms, containing the elements of art, which will contribute to the consumers' proposal of services, of which they dream. The concept of art use value, which induces to crave their presence again and again, was formulated using metatheoretical research results. An indicator of the art element use value is the value of the additional profits obtained due to the talented artistic expression. The customer capital is expedient to improve, focusing on the implementation of the popular theatrical services, ensuring their effective promotion using aggressive methods of direct marketing and personal sellings. Differentiation of the client capital services art use value should be made taking into account the interests, tastes, preferences of target customers, their valueable relation to a particular style of art. Product differentiation by the elements of art inspires people's lives. Talent, kindness, the sense of spirituality, thoughts, and actions of the artist should be directed to the use of happening in the life beauty flashes for its meaningful creative heyday in the industrial production.

Key words: client capital, service, system analysis, synthesis, differentiation, knowledge economy, target customer, art, use value, feelings.

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## **RELEVANT METHODS IN COSTUME DESIGN IN THE CONTEXT OF THE CULTURE OF POSTMODERN**

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The article is dedicated to the analysis of design methods in modern design being related with postmodernism aesthetics. Subject of research – is creative design methods. The aim of the study is to examine the methods characteristic of postmodern culture, which are used in the costume design. The hypothesis of the study – is typical interpretation methods of the tradition in postmodern - eclectic, collage (the method of citations), citation, deconstruction, parody, ironic pastiche, vintage, and used in costume design. The study used the cultural studies approach, considering modern project activities as a part of the culture of postmodernism, a systematic approach that allows revealing the relationship of aesthetic theories with practice, the specific design, aesthetic approach in the analysis of the characteristics of postmodernism, art analysis for costume design. It is proved that the modern costume designers are actively using methods of postmodernism that allow you to create a diverse environment reflecting the changing and diverse needs of man. Analysis of design practice in the context of postmodernism allowed to reveal when the costume design together with General cultural processes were first analyzed design methods in costume design which related to the category of comic - ironic pastiche, parody, playing with meanings, techniques of wit, considered in connection with other methods of postmodernism: eclectic, a collage, a transgression.

The study of current design methods in costume design, on the one hand, complements insufficiently explored area in the theory of design. On the other hand, the results of the study can be used in curriculum development and teaching of professional disciplines profile "costume Design" directions 54.03.01 Design - costume design, history of design, history of fashion houses. In the future will be explored current design methods in costume design related to environmental aesthetics.

Keywords: design, design methods, postmodernism, eclecticism, collage, quotation, parody, vintage

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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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## **DEVELOPMENT OF MERCHANT BUSINESS ON THE RUSSIAN NORTH IN XVIII CENTURY IN ASPECT OF THE IDEA OF POVERTY (BASED ON THE HISTORICAL PROSE)**

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The article studies the most important paradigm of the existence of entrepreneurship in Russia – the idea of poverty on the basis of analysis of literary and historical sources that contains descriptions of the events of the merchant environment in the Russian North. It is illustrated by the historiographic overview of texts-sources of the XVIII century. In the analysis of the narrative intentions of the Northern Russian historiography we can clearly identify semantic strategy – existential model of life as a debt (responsibility, obligation), love (kindness, mercy, unity, catholicity), faith (trust in a higher principle, faith, hope), and sacrifice (dedication, donations, help, support). All these vital vectors intersect in the semantic space of historical essays and emanate from a single semantic paradigm of "poverty". These principles have a great influence on the development of the business environment in Russia. From the standpoint of the theory of everyday life it is important to explore historical documents in the framework of the semiotic approach and reveal the specific social actions and communicative acts in them. The literary fact is fixed in culture, while continuing to live in the space of this culture in the form of characters, plots, motives. And this literary sign always points to another sign, leading in turn to a new, hidden sign of the culture. The research intention in this case is directed towards the interpretation of a text sign, opening the code and the comprehension of cultural meaning. In this context, the signs and meanings of historical documentary sources are not just verbal constructions, but the complex cultural forms which keep all strata and sections of past cultural epochs and fixed "non-biological collective memory" (Lotman). In addition, studying historical texts it is necessary to consider the modern anthropological theory of culture, in which the latter is regarded as a value space (C. Geertz).

Keywords: business environment, economic and political development of the settlement, the paradigm of poverty, economic history, literary field, habitus

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## ANTHROPOLOGY OF ST. AUGUSTINE IN DE CURA PRO MORTUIS GERENDA

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The article is a brief overview of St. Augustine's treatise "On the Care of the Dead" which considered the Christian attitude to the dead, and analyzes the treatise from the point of view of Christian philosophical anthropology. Augustine of Hippo is one of the fundamental authors of the Christian worldview; he influenced a lot on the medieval Christians' view to the world and man. Analyzed in the article, the treatise examines mainly two issues: the feasibility of burial of the dead near the place of veneration of saints and whether a dead man can haunt the living. Some ideas and arguments of Augustine formulated in the treatise "On the Care of the Dead", are already familiar to readers of "Confessions" ("Confessiones") and «The City of God against the Pagans" ("De Civitate Dei"), however, there are a number of issues which were considered by Augustine only in this later treatise. Some methodological techniques are especially interesting, they are most noticeable in his smaller works, including the treatise "On the Care of the Dead": the search for weak points in his own argument with the opposing positions of the interlocutor; the attitude to the events of sacred history and the stories of contemporaries as to the events of a single historical space; reliance on Scripture as a text which has absolute authority when considering a very broad range of issues, but allowing for a certain freedom of interpretation. Augustine of Hippo, one of the most influential Christian thinkers of the Medieval West, left behind a vast philosophical heritage which included works on philosophical anthropology. Although this sphere of Augustine's philosophizing isn't underexamined in general, the most common expositions of his anthropology are based mainly on his most popular works. This article endeavors to supplement these expositions with ideas offered by Augustine in his "On the Care of the Dead".

Keywords: philosophical anthropology, Augustine, Christianity

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## LITERARY PLACES OF KUNTSEVO IN THE 20-30S 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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## PEOPLE AND CHALLENGES OF GLOBALIZATION

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The author analyzes the processes of culture globalization, in which standardization and unification contrary to the traditional identity. The standardization of culture is prevailing; it is the influence of the media and diffusion of new consumption ways. Mass cultures wider introduce a new form of high cultures, that is, technological or scientific ones, which promote harmonization and standardization. The content of the material culture is more uniform than in the past, many newest practices are in widespread use on large areas. As a result of the globalization the high cultural concentration and mobility increasingly provoke cross-cultural encounters. In the field of intangible components in the current cultural situation, there is cultural clash of traditionalism and globalization, while in the sphere of material components of the culture the contemporary person is becoming more and more follower of the products of globalization. Food culture as a method of studying social and cultural transformations indicates that nowadays there is cultural diffusion and the Islamization of a global culture. Studies of food consumption show that there is a strong link between religion and consumer choice of food. The motivation and behaviour of each person is different because they are based on cultural characteristics, which is most evident in consumer shopping behavior. In modern consumer culture the symbols often appear in the form of logos and trademarks. Often, they choose for logos the modification of the widely known traditional cultural symbols which are based on recognizable cultural meanings and which, at the same time, design modern worldview, creating modern myths based on traditional. The most popular trademark of modernity is the Apple logo or "Bitten apple." A modern interpretation of this symbol is based on the fact that traditionalism is strong, but the active person is always out of the local area. As a result the person feels lonely due to the weakening of traditional ties and looks for replace lost forms of identity.

Keywords: traditionalism, globalization, cultural diffusion, Islamization

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