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**NEWS**

## SEASIDE RECREATION AREA OF THE UNITED KINGDOM: RETROSPECTIVE AND TRENDS

**Natalia Yu. Loginova**, *snare64@mail.ru*

**Valentina V. Kostovarova**, *vvtelesh-63@mail.ru*

**Galina M. Chudaikina**, *galinachudaykina@mail.ru*  
Russian State University of tourism and service, Moscow, Russian Federation

*The article is devoted to the history and modern development of seaside resorts in the UK. This theme is little studied in our country due to the fact that the main tourist routes pass through London and Stonehenge. British resorts are not too well-known to the tourist crowd. However, the seaside resorts in the UK have three centuries' history and now, according to the latest data authoritative magazine "Tourism research", their popularity is again increasing. The authors describe in detail the main points of the history and development of the British holiday industry, covering the period since XVIII century until the present time, give a short characteristic of the most popular British resorts. The article analyzes the reasons why British tourism lost its former popularity in the second half of the XX century. In recent years, UK residents have increasingly begun to prefer to stay at home. The authors explain these changes to several factors: improvement of environmental situation in British resorts, the threat of terrorist attacks on the resorts of the Mediterranean, the refugee crisis in Europe. In conclusion, the authors note that the resorts of the UK are great places to stay. Here you can not only enjoy a beach holiday, but also seriously recover. In addition, having visited any of the British resorts, you can learn a lot of new and useful historical information and get the European service of the highest level. All of these factors, as well as the rich history of the British holiday industry suggest that the holiday business in the UK will be developing successfully in the coming years.*

**Keywords:** *tourism, resorts, medicine, ecology, statistics, health*

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## STAGES OF THE ETHNOGRAPHIC ROUTE DESIGN: DEVELOPMENT OF TRIPS TO KOMI-ZYRYANS OF TYUMEN REGION

**Elena E. Ermakova**, Cand. Sci. (Philology), Associate Prof., elenaprema@mail.ru  
Tyumen State University, Tyumen, Russian Federation

*The article is devoted to the fairly new phenomenon of the modern Russian tourist practice of ethnic tourism. The author examines the definition of this type of tourism, and notes that it is appropriate to use the corresponding modern scientific trends and international practice of tourism called “ethnic tourism” or “ethno-tourism”. The author proposes a stepwise scientific-methodical development of the excursions in the Komi-Zyryans, living in the Tyumen region. There are the following stages which are important for the design of ethno-excursion (based on local material): analysis of the market for ethnic tours or excursions that are implemented in the Tyumen region; the study of resources of the region to create an ethnographic route; departure on the territory of the future route; the study of literature about the ethnic group; planning the route of the tour; planning the tour in the place of the ethnic group residence; financial calculations; testing of route. The article provides specific information and examples of the author’s ethno-excursion “Successors of the firsts discoverers: a visit to the Komi-Zyryans of Tyumen region.*

**Keywords:** ethnic tourism, tourist potential of the region, designing the route, ethno-excursion, the Komi-Zyryans of Tyumen region

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## PROBLEMS AND PROSPECTS OF SPATIAL DEVELOPMENT OF THE RUSSIAN FEDERATION

**Elena V. Yudina**, Cand. Sci. (Sociology), Associate Prof.  
itbrmat@mail.ru,

**Tat'yana V. Ukhina**, Cand. Sci. (Economic), Associate Pro.  
3332221@mail.ru  
Russian state University of tourism and service, Moscow, Russian Federation

*Based on the appraisal of the existing scheme of the spatial organization of the Russian Federation, the authors focus on the development of conceptual approaches to spatial development of our country. Like many others, the authors examine the spatial organization of society as a complex, integrated into the natural environment spatial system, and offer to understand the spatial development of progressive changes in the territorial organization of society. The article notes internal and external environment, identifies prerequisites, peculiarities and prospects of territorial development of the Russian Federation taking into account the impact of global challenges, among which the most important ones for the future development of the social-economic system of the country are the change in the geographical configuration of global centers, global change in the territorial structure of the settlement, etc. Authors formulate the basic conditions for spatial development of the country in the long term, taking into account the scale and diversity of the natural resource potential, climatic conditions, the unique geopolitical position of Russia, unique natural complexes, persistent, and increasing significant human potential in Russian regions and a number of others. Analyzing imbalances and current trends in the spatial organization of the Russian Federation, the authors emphasize the necessity of interaction between the state, business community and civil society in a hard and labour-intensive transformation and development of the territory aimed at maximizing the realization of the aggregate resources of the productive forces of all functioning created and planned on the territory of Russia spatial systems, in all their diversity, which must be macrozones, major economic regions, macro-regions, the constituent entities of the Russian Federation, municipal formations, each populated place in the country.*

**Keywords:** spatial organization, spatial system, globalization, development

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## TRAVEL AGENCIES IN COMPETITION WITH MODERN ONLINE-BOOKING SERVICES

**Tat'yana V. Ukhina**, Cand. Sci. (Economic), Associate professor, 3332221@mail.ru,

**Aleksei A. Shabakov**, lokolexus@gmail.com,

**Kseniya V. Snegova**, nice-ka@mail.ru,

**Aleksei S. Kul'beikin**, 8056505@mail.ru

Russian State University of tourism and service, Moscow, Russian Federation

*The article is devoted to the study of the state modern segment of online booking of tourist products and of classical market of tourist agencies. It provides statistical information showing how in favor of the existence of the classical travel agencies and against it. In the changing world they develop modern technology. Great attention today is paid to the development and use of online applications. In the world there are countries where a large part of tours is booked through the online system, mainly North America and Western Europe. But more rapid growth in the segment of online reservation in connection with the increasing number of Internet users show the developing countries. Furthermore, the segment of online booking develops in two areas: industry concerning the choice of locations, types of transport and related services and geographical, concerning the choice of countries and places. However, there are positive opportunities for the development of the classical travel agencies in Russia. Authors and specialists in the tourism industry say that travelers use Internet when planning their travel, just in order to get information about the places of their future activities. In addition, according to the study, the Internet takes the second place among sources of information about tours. For Russians today it is easier to contact their travel agent, who leads the application from beginning to end, specifying some important moments in the process of formation of the application. Today, therefore, travel agents should be able to advise their clients; to sell a product, surely using existing web technologies; adapt to the client, to hear and understand the client's wishes. Thus, according to the authors, the growth of the online booking market will continue both in the world and in Russia, due to the fact that the booking system possess cheap tour options, the relative freedom of action for tourists and the ticket on electronic media will not be lost. But the market for travel agencies will continue to develop if it uses the most modern ways to attract its audience using modern tools of marketing, advertising and PR.*

**Keywords:** online booking, travel agency, trends in online booking, dynamic packaging, geographic and industry online booking

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## INNOVATIONS IN THE FINANCIAL MANAGEMENT SYSTEM

**Vera E. Gladkova**, Dr. Sci. (Economic), Prof., gladkovave@mail.ru

**Olga B. Repkina**, Dr. Sci. (Economic), Prof., olrepk@mail.ru  
Russian Academy of entrepreneurship, Moscow, Russian Federation

*The article is devoted to the most promising innovative way of social-economic development of the Russian Federation and importance of financial management for the implementation of the role of commercial organizations in the development of innovative activities. Comparing predicted variants of social-economic development according to the Forecast of long-term social-economic development of the Russian Federation for the period up to 2030, the authors come to the conclusion that in modern conditions the most promising thing is the innovative way of development. However, this way is associated with a number of difficulties for practical application of qualitatively new systems of governance both at the state level and at the level of individual organizations. In the financial management context we should understand innovation as a deliberate commercialization of business ideas in the long term. Objectively, there is appeared the question of innovation evaluation in the aspect of the financial relations of the organizations. As long as innovation is a complex system of probabilistic aspects with a high level of risk, any assessment of innovative activity is probabilistic in nature. But in any case, it is necessary to state that innovation is a subsystem of the financial management and should be considered in financial policy and financial strategy of the organization. In modern scientific literature innovations in the system of financial management are considered mainly from the standpoint of finance and of economic efficiency. This point of managers' view doesn't always form preferences in favor of the innovation implementation. The availability and adequacy of financial resources for the development and implementation of innovative projects are almost permanent problems in financial management and, obviously, should be integrated into financial development strategies of commercial organizations. The article describes the variety of classifications of the innovative project risks, which in turn lead to a variety of methods of response to innovation risks in the financial management system. The authors propose the evaluation system of innovation, allowing not only to comprehensively review the effectiveness of the innovation activities, but also to assess the promising directions of its development. The systematization of innovation will allow to create the optimal interaction of financial and innovative component in the development strategy of the organization and, depending on the characteristics of innovation, to develop and implement appropriate methods and tools of financial management. Thus, it is proved that the integrated assessment of innovation activity in the financial management system is the most promising in the long term at the level of individual commercial organization and at the state level.*

**Keywords:** innovation activity, financial management, commercial organization

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## PROFESSIONAL ASPECTS FUNCTIONALITY OF COSMETIC PRACTICES TRANSFORMATION THE BODY IN MODERN RUSSIAN CULTURE

**Anna V. Pronkina**, Cand. Sci. (Culturology), Associate Prof., [a.pronkina@rsu.edu.ru](mailto:a.pronkina@rsu.edu.ru)  
Ryazan state University named for S.A. Yessenin, Ryazan, Russian Federation

*The article discusses the professional development of cosmetic practices of body transformation in modern Russian culture, problems of nomenclature of constituent entities of cosmetic activity (the nail techs, makeup artists), multivariate levels of professional education of specialists (institutional and extra-institutional forms). The source bases are normative documents, in particular, the Federal education act, orders, standards. As an example, the author analyzes the formal ways of acquiring knowledge, abilities and skills, as well as informal courses, workshops, trainings. It is shown that professional cosmetic practice of body transformation is carried out in specialized areas of social and cultural activities (in terms of service needs of the population), specific cultural activities, artistic and creative culture. The analysis has found that the presence of professional education does not determine the overall level of professional competence, relevance and creativity of the specialist. Therefore, the author attempts to develop a metric of criteria – qualitative and quantitative indicators of substantive achievements. In addition, attention is accented on particular questions of professional development of cosmetic practices of body transformation (ethics and freedom of creativity) that lead to, mainly, the main vectors of practitioners' development. The novelty of this work lies in the updating study of the professional level of implementation of the cosmetic practices of transformation in the framework of the scientific development of the problems of natural and artificial bodies at the present stage of development of domestic culture. The obtained results can be useful not only for the scientific community but in the wider circle of readers, whose activity is directly connected with the topic of this article.*

**Keywords:** *cosmetic practices of the body transformation, practices of the body transformation, the subjects of cosmetic activities, professional education, specialists in cosmetics*

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## FEATURES OF PROPERTY INSURANCE FOR SMALL BUSINESSES: THE INTERACTION BETWEEN THE INSURANT AND THE INSURER

**Anna A. Silaeva**, *Cand. Sci. (Economic), Associate Prof., silaeva-aa@bk.ru, Russian State University of tourism and service, Moscow, Russian Federation*

*Small and medium business have particularly important question of business protection in conditions of market economy instability. An effective mechanism of protection is the insurance. Despite the wide range of insurance options, the highest amount of compensation falls on property damage from water and fire, which indicates a high probability of the occurrence of the specified insurance situations. But, as practice shows, insurance as a way to protect the interests of business is not given enough attention. The relevance of this topic is based on the fact that insurance of organizations and companies' property is the most active lever of state regulation of social and economic development and structural changes in production. The introduction and expansion of the insurance packages for enterprise allows you to extend its manufacturing capabilities, gives the company a greater amount of financial freedom. The problem of the insurance industry and demand for insurance services is that the insurance system, including the system of property insurance does not correspond to today's requirements and social and economic development of the state. Insurance companies offer many similar products that only differ in the list of covered risks and tariffs. The article discusses important aspects of property insurance to small businesses in the interaction of the insurant and the insurer, taking into account the specifics of their work and associated risks; differences of contracts of insurance of property of legal persons from similar agreements concluded with individuals, as well as differences in the actual process of property insurance. The article systematizes the objects that should be insured. As reflected in the illustrative material, the problems of work in the segment of the insurance are solved by means of insurance small businesses.*

**Keywords:** *property insurance, small business, risk, insurance protection*

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## THE PROBLEM OF PRESERVATION OF CULTURAL IDENTITY IN CONDITIONS OF GLOBALIZATION

**Irina A. Gerasimova**, Cand. Sci. (Pedagogic) Associate Prof., vladshelo@mail.ru,  
Plekhanov Russian University of Economics (branch), Voronezh, Russian Federation

**Vasilii Yu. Ivakhnov**, Cand. Sci. (Philosophy) Associate Prof., vasilij-ivakhnov@yandex.ru  
Volzhskiy Polytechnic Institute (branch), Volgograd state  
technical University, Volzhskiy, Russian Federation

*Abstract: In article the identity preservation problem is considered. The author's understanding of identity as certain stability of sociocultural, civilization, national and individual characteristics and their self-identity which gives the chance to answer the questions raised before each person is given: who I am and who we are. It is proved that in the globalization era the arisen problem of identity implies first of all personal identity – that is folding of steady ideas at the person of itself as the member of society, as well as the cultural identity generating feeling of most identity at the people, giving it an opportunity to find the place in international space. In other words, a basic element of identity of any nation is a certain semantic integrity which is perceived as the characteristic of the nation. Authors come to a conclusion that this semantic integrity causes connection of all system in a whole. So, it is impossible to change identity, without having changed at the same time her main idea. However, in case occurs washing out of “the main idea”, any identity is not capable to resist. Authors note importance of overcoming crisis as individual, so collective identities in view of distribution of global culture values. A conclusion of article is the statement that globalization tries to break national identity, to dissolve it in global democratization processes, standardization of culture, an economization, a universalization of values and informatization. In turn national identity throws down a challenge to globalization and raises nationalism level within national communities and divides data of community into separate components – subnational communities. Also possible solutions of this problem are presented.*

**Key words:** identity, homogenization, globalization, culture, values, nation.

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## FUNCTIONS OF SOCIAL ENTREPRENEURSHIP IN THE CONTEXT OF GLOBALIZATION: THEORY AND PRACTICE

**Valentina R. Bugrova**, Cand. Sci. (Philosophy), Associate Prof., bugrovav@mail.ru,

**Aleksandra I. Makarova**, Cand. Sci. (Philology), alexia90@rambler.ru,

**Elena V. Maksimova**, fex0702@mail.ru,

**Lolita G. Lykasova**, lykasova\_lolita@mail.ru

Russian State University of Tourism and Service, Moscow, Russian Federation

*Abstract: this article discusses the formation and development of social entrepreneurship. Statistics are able to trace the dynamics of social entrepreneurship and social entrepreneurship entities capabilities criteria to participate in the life of society. Traditionally, social entrepreneurship leaves historically rooted in charity. Well-founded phenomena of society indicate that the development of social business is not a random phenomenon, and positive dynamics of businesses focused on expansion entrepreneurship for active participation in the social sphere. Functions and mechanisms of social entrepreneurship contribute to the creation of new innovative products, reduce barriers and provide accessibility environment. Based on studies of foreign and Russian experience of social entrepreneurship be justified scientifically practical aspects in order to improve the social and economic spheres of society. This experience may be useful for the improvement of the Russian socio-economic system. In recent decades, gained practice in the development of social entrepreneurship in different countries varied and select one as the only best sample is impossible. Moreover, in these cultural and historical characteristics attributable to States you can only guess what direction will develop a social business in Russia. Nevertheless, clearly defined trend-social enterprise has all the prerequisites to ensure decent standards of living for all subjects of the Russian society. The current demand for social modernization (creation of new models and services) promotes the development of healthy competition in the social sphere. However, at a public level required-State support for business, a social entrepreneurship and control.*

**Keywords:** social entrepreneurship, innovation, scientific and technological development, innovation projects, sustainable development, globalization, social and economic system of society



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## ANTAGONISTIC LOG-PAIRS IN THE SOCIAL SCIENCES AND THE HUMANITIES

**Sergei A. Lavrenchenko**, Cand. Sci. (Physics and Mathematics),  
Associate Prof., [lavrenchenko@hotmail.com](mailto:lavrenchenko@hotmail.com)

**Lyudmila V. Gorshkova**, Cand. Sci. (Economic), Associate Prof., [joshi2007@mail.ru](mailto:joshi2007@mail.ru)

**Shanda S. Lao**, [laoshanda@hotmail.com](mailto:laoshanda@hotmail.com)  
Russian State University of Tourism and Service, Institute of  
Tourism and Service, Lyubertsy, Russian Federation

*The starting point of this research is the law of unity and struggle of opposites, that is, the first law of dialectics, along with V.I. Arnold's thesis on the role of logarithms in economics. A new interpretation of the first law of dialectics is suggested in terms of the technical terminology of the kabbalah: The world is the pairing and straining of opposites. The main objective of this study is an introduction of the mathematical notion of antagonistic log pair to scientific circulation and filling the notion with more subjective contents by a philosophical apparatus in the social sciences, the humanities, and the complex sciences. An antagonistic log pair is defined to be a pair  $(x, y)$  of antagonistically contradicting entities (in the philosophical sense), the second of which is proportional to a logarithmic function of the first, where the base of logarithm is arbitrarily chosen in the interval  $(0, 1)$  and fixed. In the social sciences, the humanities, and the complex sciences, six antagonistic log pairs, covering a whole range of socio-economic phenomena and laws, are identified as follows: (efficiency, deficiency), (reliability, entropy), (quality, variability), (quality, loss), (share of delays, deadline), (share of pensioners, retirement age). A comprehensive analysis of the log pairs is provided. The dialectical struggle of opposites between the components of the log pairs is carried out by an intermediary. The intermediary for the dialectic struggle may be the whole society or the classes, strata or groups within a society, such as social classes (e.g. comparing "upper" and "working" classes), personnel of companies, market players, or the participants of business processes. Multiplication of the first components of log pairs corresponds to addition of the second components; for example, the overall efficiency of a logistics chain is equal to the product of the efficiencies of its links while its total deficiency is equal to the sum of the deficiencies of its links. The unity of opposites is seen as the equivalence of two dual problems of optimal control: Maximizing efficiency is equivalent to minimizing deficiency (with limitations on resources). All the identified log pairs are discussed along similar lines. For example, the log pair (quality, loss) leads to a philosophical justification for the economic definition of quality improvement (especially useful for service businesses): Quality improvement is equivalent to loss reduction. A definition of quality is provided by the following formula: Quality = a constant  $b$  raised to the power equal to the variability, where the base ( $b$ ) can be fixed arbitrarily in between 0 and 1. This article is absolutely unbiased scientific research having nothing to do with Realpolitik.*

**Keywords:** logistics network, quality, service waiting time, antagonistic pair, unity and struggle of opposites

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## STRUCTURE OF THE HERMENEUTICAL ACT: GNOSEOLOGICAL ASPECT

**Viktor V. Il'in**, Dr. Sci. (Philosophy), Prof., [vvilin@yandex.ru](mailto:vvilin@yandex.ru),

**Azer Agabala ogly Mamedov**, Cand. Sci. (Philosophy), Associate Prof., [azermamedov@mail.ru](mailto:azermamedov@mail.ru),

**Vitalii V. Platonov**, [v.v.platonov@inbox.ru](mailto:v.v.platonov@inbox.ru),  
Russian State Agrarian University – Moscow Timiryazev  
Agricultural Academy, Moscow, Russian Federation

**Elena A. Biryukova**, Cand. Sci. (Philosophy), Associate Prof., [cek-mgtu@mail.ru](mailto:cek-mgtu@mail.ru),  
Bauman Moscow State Technical University, Kaluga branch, Kaluga, Russian Federation

**Elena A. Myullyarinen**, [eam@bmstu.ru](mailto:eam@bmstu.ru),  
Bauman Moscow State Technical University, Institute of modern  
educational technology, Moscow, Russian Federation

*The article examines the thought process, which in itself is non-verbal, but is dependent on substantial further process of presenting ideas in the language of communication – the generation and reception of speech. In the limit with respect to the objectification of the language of thinking inspires the deployment of the concept sphere – three-dimensional thinking of the theme of reality through the prism of reflective-expressive potential of the language, specified the hermeneutic procedure. The authors emphasize creative but not the registered nature of the understanding flowing from the formative symbolic linking ideas with the thing: sensually valid, the image itself, serves as a direct proclamation and visibility of the idea, giving it meaning certainty. The hermeneutic procedure is a special type of art, developing out of the need to establish meaning, to attribute to the ambiguous values fixed ideas, meaningful many-thought expressions, symbols, signs. The skills of interpretation of symbolic forms is powered by the need of understanding the secret practices of the snare of the Supreme supernatural will; semi-mystical experience of Oracles, predictions, divination in the embodiments, prophetic, sacred, occult, consciousness, institutionalized in the priestly, doctrinal, caring, shamanic, Vedic activities; “sacred Scriptures” to the text which, because of the allegorical unacceptable to be treated straightforwardly as to transparently executed works; encrypted single storey “insights” – “Centuries” of Nostradamus; topic of texts – fiction incarnations; formal symbolic calculus, needed for the post content (establish consistency) mapping with subject–semantic areas (systems, theory).*

**Keywords:** language, consciousness, understanding.

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