

## **SUMMARIES**

### **COMPREHENSIVE ANALYSIS OF THE CRIMEAN TOURIST DESTINATION**

**Bayandurova A. A., Rosenberg I. G., Shaytura S. V.**

In recent decades, international tourism is constantly developing, expanding its geography. Now tourism - this is one of the largest and fastest growing industries in the world. Increasing competition on a global scale. Win those destinations where the business is carefully thought out and organized. Maintaining a business requires constant analysis and monitoring.

Tourist destination decisive element of the tourist system. It can be characterized as a center (territory) with all kinds of amenities, for all kinds of tourist facilities and the needs of the services. In other words, a tourist destination includes the most important and crucial tourism elements necessary for tourists. Region tourist destination is one of the most important in the tourism system, as do tourist destination and attract tourists image, motivate visit, thus intensifying the whole tourist system. Under the destination geographical area is understood, has defined boundaries that can attract and meet the needs of a fairly wide group of tourists.

The aim of the paper is the development of methods of analysis of tourist destinations on the example of the Crimean region. The objectives of the study are: testing methods of cluster analysis of tourist destinations; the valuation of the various clusters of neural network method.

The authors interpret the concept of a cluster as a group of interrelated resources and factors of enterprises are concentrated in the same area, are necessary or desirable for the development of a certain type of tourism, contributing to the satisfaction of tourist needs, depending on the purpose of tourism. For the qualitative study authors developed a cluster mapping method taxonomy based on the cluster approach. Cartographic taxon - association of territorial units of the object, which contains a homogeneous tourism resource. The development of tourism in the region enables smooth contrasts model "center-periphery", which describes the interaction and geographic heterogeneity of socio-economic development within the system: the acceleration in the "center" and the lag in the "periphery".

Split region into clusters allows to generate intellectual market model destinations of Crimea, on the basis of neuro - network methods. Evaluation of tourist clusters is carried out in several stages: collection of baseline data; forming the base of scaled data; the creation of a mathematical model of real estate

valuation, appraisal model parameters based on non-parametric statistical methods, formulation of the problem in neural network basis, the analysis of the mathematical model parameters of real estate valuation, based on the results of the neural network training; choice architecture and training Kohonen maps; compilation of information on the basis of the atlas synthesis Kohonen maps and GIS kart destinations; the creation of a knowledge base in the form of linguistic control rules based on Kohonen maps and analysis of mathematical models for assessing tourist clusters.

The result of the study is to develop a tool for intellectual and analytical assessment destinations clusters. Developed algorithms and software description of this class of problems, methods of artificial neural networks and capabilities of GIS technology. the effectiveness of this solution is proved.

**Keywords:** international tourism, tourist destination, tourist cluster, the cluster approach, mapping taxon, real estate valuation, neuro - network method, geographic information systems.

## **AN INNOVATIVE COMPONENT OF THE ADVANCED DEVELOPMENT STRATEGY**

**Buzni A. N.**

The article is devoted to the increasing role of innovations in development of modern economy and some aspects of the National innovation system.

The advisability of implementation in the Russian Federation the strategy of advancing development by improving the National innovation system with vector orientation on the sixth and seventh technological structures of innovation development is substantiated.

The classification of the stages of the national innovation system of Russia development in their mating relationship to technological structures, formulated in the works by N. S. Kondratieff, J. Schumpeter, D. N. Lvov and S. Glazyev is proposed basing on a retrospective view on the development of the ancient science results and technological revolution in developed countries and in Russia since the beginning of its statehood formation, then on the stages of the pre-revolutionary growth of the economy in the first years of Soviet power, the restoration of the national economy in the postwar years, and its degradation in the period of formation of market relations.

The importance of innovation in the strategy of advanced development is proved basing on the analysis of statistical data for economic and innovation development of Russia. Some of the most common ways of strengthening the

National innovation system of the Russian Federation aiming to implementation the strategy of faster growth of the economy are proposed.

In particular, it was deemed necessary:

1. A fundamental change in the attitude of the state towards innovation activity and the transition from declarations to practical disposition to implementation of innovative development strategic programs aimed to strengthen the centralized science management tools, which has demonstrated its effectiveness in the Soviet period experience.
2. The change of the inertial nature of economic development on a proactive strategy of advanced development. Innovation activity must be a priority, providing funding for science in general not less than 3 % of GDP.
3. The creation of a system of propaganda, promotion and implementation at all levels of the management (enterprises, regions, sectors, States) of innovative approaches aimed at the use of leading technologies of the sixth and seventh technological structures. Only they should be given preferential financing in the form of subventions, privileges and other preferences.
4. Creation at the enterprises and in the management structures the sections of innovation activity (R&D centers, departments of researches and development, new products and technologies, etc.).
5. To create in the structure of public administration the Council of scientists, which would not consist of officials but of the most respected and active representatives of science with the aim of collectively justified scientific support of the country faster development strategy to be similar to the Council under the President of the Russian Federation on development of civil society and human rights.
6. There is a need to establish the international union of scientists, and to develop a model of the ideal society - that is the specific international Institute of scientists like the Club of Rome, but with the official status of International research organizations, such as UNESCO.

**Keywords:** strategy advancing development; National innovation system; technological structures.

## **IMPACT OF THE GOVERNMENT SUPPORT ON THE DEVELOPMENT OF SMALL AND MEDIUM BUSINESS IN CRIMEA**

**Gorovets N. A.**

The article is devoted to the role of small and medium business in the economy of the Crimean region. The advantages and disadvantages of small forms of entrepreneurship are addressed in this article. The paper studies the main

problems of small and medium-sized businesses after the accession of the Crimea to the legal framework of the Russian Federation. It reviews the main directions of the government support for businesses, aimed to increase their size, scale of operations, innovative development. Effective use of the potential of the business is the most important task for the sustainable development of the Republic of Crimea.

Development of the Crimean region and the Russian Federation as a whole depends on the economic condition of small and medium-sized businesses. The Crimea has significant natural, intellectual and labor resources. It is promising in terms of investment activity. The main task, of both government and residents of the peninsula, is the maximum use of this capability. The Government carries out an active state policy of regulation and stimulation of small and medium enterprises, creates a favorable climate, provides financial support for entrepreneurship. For the financial support of business three funds are established in the Crimea: Microfinance Entrepreneurship Fund of the Republic of Crimea, the Crimean Guarantee Fund for Entrepreneurship Support, Crimean State Entrepreneurship Support Fund. The main directions of financial support are microcredit provision, granting and provision of guarantees for loans from commercial banks, the organization of free of charge legal and accounting advising, training on business plans writing and the basics of business etc. The significant preferences for small and medium business are given due to established free economic zone (FEZ) in the Crimea.

Despite the difficulties of the transition period and the external factors, that complicate the development of the region, creation of FEZ, implementation of the state programs, funded from both the federal and regional budgets, begin to produce results. This is evidenced by the growth of the number of small and medium businesses, increase in the scale of their activities especially in the areas of priority such as health resort and tourism sector, agricultural activities, industrial production, the area of folk arts and crafts.

**Keywords:** small and medium-sized businesses, peculiarities and problems of small business in the Crimean region, government support of small business

## **TECHNOLOGICAL AND ORGANIZATIONAL VIRTUALIZATION COMPANIES IN THE INFORMATION SOCIETY**

**Dick V. V., Staroverova O. V., Urintsov A. I.**

The network economy segment development pace is far ahead of the theory management development pace now. The main reason for the rapid development of network economy is in joining the international community in the "information

space". It has influence on the control as feedback. International communications and the introduction of information technologies in the production and management processes, combining global information networks ensure the emergence of new management models. They are focused on the integration processes of economic entities operating using global network for business interactions. Globally, extraterritoriality, accessibility, interactivity, anonymity characterize business interaction network.

We can see virtual enterprises in our society. Under Virtual understand the company, which has no physical address, but having a legal address. According to another interpretation virtual enterprise is a common company, geographically distributed, but controlled on the basis of network interactions.

In an article for virtual enterprises considered to Sberbank example. The trend of technological "virtualisation" and virtualization management are based on modern IT trends: mobility of staff and users, the use of vending devices, internet banking, mobile banking and telephone banking, ATMs with recycling, blockchain technologies, while maintaining the central (vertical) organizational management structure.

The transfer of back office to data center changed branches into offices and additional offices, which are nothing more than a front end.

But all these technical innovations, expands the virtual presence of Sberbank, do not relate to one - a rigid vertical management architecture. Vertical hierarchical model continues now. It is used despite the obvious flaws.

**Keywords:** virtual enterprise, information space, management system, the information society, the types of virtual enterprises, network cooperation, Sberbank, Pochtobank, the Russian IT market, the crisis, management system, technology virtualization model, vertically-centralized management structure.

## SYSTEMIC ANALYSIS IN ENTERPRISE MANAGEMENT

**Zhuravlova T. O., Nazarkina L. I.**

System analysis, which fundamentals are rather old is still a relatively young science (comparable in age, for example, to cybernetics). Despite its active development its defining concepts and terms are not enough formalized (if there exist any possibility to carry it out). System analysis is applied in any subject area, and contains particles as well as common methods and procedures of the study. This science, like any other, is aimed to investigate new connections and relations of objects and phenomena. But, however, the main problem of our science is to investigate connections and relations in a way that objects under study would become more manageable, observable, and as a result of the research "revealed"

mechanism of interaction of objects would become more applicable to other objects and phenomena.

Tasks and principles of systematic approach do not depend on the nature of objects and phenomena. In describing the foundations of analysis, synthesis and system modeling, there are two main approaches: formal and conceptual and meaningful. Formal approach uses formal mathematical apparatus of various levels of rigor and commonality (from simple correlations to operators, functors, categories, algebras). Conceptual and meaningful approach is focused on basic notions, ideas, approaches, concepts, opportunities, on basic methodological principles, and uses "semi formal" introduction into the essence of ideas and concepts discussed. Many ideas and principles of system analysis, despite being more accurate, are rigorous by formal language of presentation; however, they remain valid, current, with possibility of effective usage and meaningful language. It should be noted that a successful understandable example is frequently more meaningful for understanding of these principles, than rigorous mathematical definitions. Regularities of relations between elements and structure, correlation of a part and the whole, interaction of structures within a single object are the main problems of system analysis as a methodology. The competence of the system analysis also concerns the research of isomorphisms notions, laws and models in various fields of science to their transfer from one discipline to another; and the problem of construction of adequate theoretical models for those fields of science in which they are absent. System engineering is developing at the foundation of general methodological grounds, we investigate the applicability of cybernetics, information theory, game theory, decision theory, factorial analysis, topology, that include the theory of networks and graph theory. This list is not complete and will be supplemented by courses that explore system, structural and element relations. System analysis is a special theoretical concept with variant of its applied usage, which was arranged in the twentieth century. System analysis is not something accidental, but a special invention of the twentieth century. In the system analysis there is only synthesized experience gained from philosophy and other sciences, in the construction and usage of scientific knowledge and other forms of knowledge.

**Keywords:** system, external and internal environment, situation, adjustment, adaptation, goals.

## MODERN METHODS OF IMPROVEMENT OF PERSONNEL POLICY OF THE ENTERPRISES IN THE SPHERE OF TOURISM

**Ilbesinova V. O., Vershitskaya E. R.**

This article discusses the current issues and problems of formation, implementation and improvement of personnel policy organizations of tourist sphere. The basic requirements of the federal target program "Development of domestic and inbound tourism in the Russian Federation (for 2011 – 2016 years)" are studied in the paper. The specifics and peculiarities of human resources in the field of tourism policy are also considered. The basic qualities of personnel in a tourist organization on the basis of the analysis of requirements and problems of personnel policy in the sphere of tourism are defined. In the field of tourism, it is very important to create such an atmosphere of effective cooperation in which each employee is interested in the fecundity and effective implementation of his or her skills and abilities. The interest and emotional involvement of every employee is directly reflected in the implementation of hospitality services. An important issue in the development of the tourism industry is providing services of import and sale of imported goods. The issues of hotel services quality and the provision of tourist services, cost of services and cost-effectiveness are also of great importance. Skills, knowledge and experience in resolving personnel placement problems, improve the regulatory system and the organization of work of employees of organizations in the services sector should also be taken into account. The provision and implementation of these services involves the use of imported equipment that improves the quality of guest service. This fact implies the presence of trained professionals in the field of foreign equipment and foreign experience. It also should be noted that recruitment equipping of tourism facilities comes from the main traditional sectors of the economy, including countryside. This fact makes it necessary to strengthen the training and re-training of potential employees in such areas as: geographical, historical, linguistic, cultural, spiritual and moral. It is necessary to take into account the specialization of tourist organizations, tourist age, gender and geographic region. One of the key directions in the personnel policy of tourism advocates a constant rotation of personnel. It means that young employees have the opportunity to gain experience working as guides, guides, logisticians, developers of tourist routes, tourist groups leaders, managers of large hotels and large international tourism organizations. Thus, consideration of problems and the study of the formation, implementation and improvement of personnel policy in organizations of tourism sector is a diversified and complex task.

**Keywords:** human resources policy, training, tourism industry, improving human resources policy.

## **MARKETING ANALYSIS OF THE TOURISM BUSINESS IN THE CRIMEA**

**Kozhaev Y. P., Shaytura S. V., Shangin A. I.**

The tourism business is tough competition. In order not to fail in the competition you must constantly produce marketing business analysis. Marketing analysis includes all categories of tourist business: transportation, housing, environment, attractions, advertisements, booking tours methods. The most effective means of promoting the sale of advertising is the Internet rounds.

The purpose of this article is to provide a method of creating information support of tourist business of the Crimean region. At the same time the following tasks:

- Developing methods of analysis of tourism business;
- Assesses the efficiency of the tourist sites;
- Assessed existing Internet - resources used in the tourism sector of the Crimean region.

The method of analysis of the tourist business is complex processing of incoming raw data: identification of patterns (free search); the use of the revealed laws to predict unknown values (predictive modeling); analysis of the exceptions, designed to identify and interpret patterns of anomalies found.

Conceptual architecture analysis of tourism data should include three components: a data access layer; layer user interaction; business logic. The results of marketing data mining are used in business applications by analysts and company executives. For these types of users developed a high-level tool that address the practical problems difficult enough without any special mathematical preparation.

An important part of the analysis is to evaluate the tourist sites. This assessment consists of four components: business, traffic, conversion and involving the audience. Based this technique was performed an analysis of the tourist sites of the Crimean region.

The article concluded that the process of organizing and conducting marketing research is a very important feature of modern management activity of travel companies and regional authorities. They allow you to significantly increase the efficiency and fairness of decisions.

It may be noted that there are new technologies Travel agencies and firms, which are widely used to achieve e-commerce and geographic information systems. However, the level and composition of tourism software is still very far from saturation. This contributes to the spontaneous nature of the control information of the progress of the Russian tourism industry.



The article analyzes the tourist sites of the Crimea. A method for evaluating the effectiveness of Internet sites.

**Keywords:** marketing, portals, geo-portals, GIS, GIS, geospatial data, tourism, transport, data mining, data processing, data processing technology, web analytics, key performance indicators.

## **STATISTICAL SUPPLY OF REGIONAL TOURISM DEVELOPMENT MANAGEMENT**

**Kolesnik V. I.**

The article presents methodological approaches to the construction of the system of statistical support of tourism development in the region. We propose the algorithm of identifying and solving organizational-methodological and practical issues of statistical researches of travel services market in the region. The informational resources of statistical analysis of travel services market were analyzed and the comprehensive system of indicators of statistical analysis of the tourist services market was developed. The conditions were developed, on which the implementation of the elements of regional tourist market is based, which demands improvement according to modern conditions of functioning of national tourism. Characteristics of grouping of indicators system of the tourism market statistical analysis were defined.

**Keywords:** statistical supply, statistical observation, statistical information, tourism, services, region, effective management, analysis, statistical monitoring.

## **TOWARDS NBICS CONVERGENCE (NANO- BIO- INFO- COGNITIVE- SOCIO) AND ‘KNOWLEDGE MARKETING’: THE BIOMEDICAL CASE**

**Curbatov O. Yu., Louyot-Gallicher M.**

Since the 2000s, researchers in Management Science and particularly the field of marketing, trying to determine the impact of new technologies on non-commercial and commercial trends in marketing. Through new technologies we mean the information and communications technology, but also bio-neuro-technologies (neuro-marketing, environmental technologies), as well as cognitive and persuasive technologies.

Many studies have focused on the need for convergence of science, especially NBIC (nanotechnology, biotechnology, information and cognitive sciences technologies). This was mentioned for the first time in 2002 in the work in the

United States. Since then, NBIC has evolved to a stage of convergence with the needs of society, which has led to the CKTS (Convergence Knowledge, Technology and Society) or Convergence knowledge and technologies for the benefit of society 'in 2009 in Europe and the NBICS Convergence with consideration of Humanities and Social Sciences in 2011 by Russia. Since 2013-2014, the European Commission supports projects geared towards convergence of nano-biology with applications especially in the field of health. What are the prospects of these technologies that are "converging" in the first stage of technological innovation and then "divergent" to various medical and non-medical.

This communication first relates to the theoretical framework of NBICS Convergence / CKTS and proposes the possible scopes according to a specific process: that of "Convergence-Divergence". From the existing works about this convergence widely studied within the framework of the improvement of the performances and the human skills, our works, coupled with those of 'Knowledge Marketing', can interest as well the specialists working on the emergence of new industrial processes, products and services for example in the biomedical domain, as the new lifestyles and consumption by 2020-2050 trend. Based on research into 'Knowledge Marketing', while trying to overcome them, we will try to explain how the new process the NBICS / CKTS (Convergence Knowledge, Technology and Society) will fit in a user logic / final consumer. This provision of socio-human component, knowledge / competence customer, drives us to explore this new process of convergence "Knowledge NBICS – Customer Knowledge" and present it as a new contribution to management science by "50 % technology – 50 % of user behavior". Indeed, work on biomedical applications aggregate and it could well take a new theoretical and practical impetus. By observing the technology development projects with experience in Biotechnology and drawing various reports and the work we have seen the similarities that might exist between the Management Science and NBICS. These similarities lead us to believe that they are of interest for marketing research on the concepts of knowledge and skills of individuals.

**Keywords:** international strategies, convergence, Knowledge Marketing, health, NBIC, NBICS, CKTS

## **FORMING THE MECHANISM OF THE SANATORIUM DEVELOPMENT MANAGEMENT**

**Matsova A. S.**

In the article one offers the mechanism of forming the sanatorium development stability, singles out its separate elements. There have been analyzed

the approaches to defining the notion «development management mechanism». One has explained the essence of the algorithm of calculating the diagnostics indexes of the realized potential and the one of the sanatorium development.

The structure of the nature and resource potential of Crimea, in particular, the presence of the unique recreation resources conditions the necessity of positioning the region as the center of the curative and recreational tourism and priority character of the development of the sanatorium and health resort complex.

At the level of each separately taken sanatorium one realizes the process of public product reproduction, which in the given case is represented by the curative and recreational service. As a result, by means of the curative and recreational services there are reproduced both production relations among economic subjects and material benefits, what demands for the adequate management mechanism.

The decrease of the number of the sanatorium and health resort establishments of Crimea and negative dynamics of their activities profitability can be the evidence of the unstable activities and weak adaptability under the current economic and legal conditions. That is why one considers it actual to form the mechanism of managing the stable sanatorium development.

The outcome of realizing the mechanism of managing the stable enterprise development should be the increase of the joint potential of the sanatorium development, conditioned by its constant planned quality and quantity changes; the development of both the object and subject of managing mechanism.

The research of the mechanism of managing the enterprise development allows to speak about the fact that its efficiency depends on the situation how strongly the elements are interconnected among themselves, that is, how adequately the content and outcomes of the planned activities reflect the functions and powers of the enterprise organization and management structures, and the latter reflect how they master and can use the system of the methods and principles of management, which must find its reflection and take an active part in the forecast and planned activities, formulating the enterprise development aims. The mechanism itself can and must constantly change under the influence of the achieved level of the enterprise development.

The sanatorium development stability is influenced by many factors: the presence and state of the natural and recreation resources, legal, political and international situation and others. However for the efficient enterprise functioning one considers important not only the character of the factors, but the availability of the inner mechanism, meant to resist and adopt to them and, moreover, to provide the development of the economic subject. The possibility of the estimation of the development stability allows to manage its level, adequately to the market situation to use its unrealized potential and to achieve the planned result.

**Keywords:** enterprise stable development; development management mechanism; development potential; sanatorium and health resort complex; curative and recreation establishment.

## **POTENTIAL OF THE EXTERNAL ECONOMIC COOPERATION IN BUSINESS ACTIVITY OF SUBJECTS OF THE RECREATIONAL SPHERE OF PERM REGION**

**Mingaleva Zh. A., Oborin M. S.**

Questions of development of the human capital, effective use of labor capacity of regions and the country in general everything more contact questions of quality of health of the population, technologies of a zdorovyeberezhniye. In this context the analysis of prospects of involvement of resources of the recreational sphere of each region is of considerable interest to the fullest satisfaction of needs of national and regional economy for qualitative labor and the healthy population. Purpose. To determine the possible directions of development of business activity by key sectors of functioning of the recreational sphere of Perm region.

In health resort of Perm region, as well as in any other production organization, there is a system aging of business assets and their wear. Quality of the rendered medical and improving services depends on a condition of production assets. In many resorts fixed assets of the Soviet period are used, and new structures are entered extremely seldom. Weaknesses of development of health resort can create a number of barriers which don't allow to seize the opportunities of this branch of economy fully.

The analysis has shown that now the management and enterprise structures of many Russian regions which were earlier paying weak attention to such activity as sanatorium services and recreational activity have begun to show the increasing interest in this sector of economy.

At the same time the accounting of national and regional peculiarities as only allocation and active positioning of regional features, "highlights" is capable to attract both the Russian, and foreign visitors is necessary for successful development of this direction.

Developers of target programs for formation of sustainable social and economic development of health resort of Perm region need to pay attention to the list of negative factors and to develop the concept at which almost not controlled possibilities of external environment of health resort will help to get rid of shortcomings of the internal environment. In turn it demands accurate establishment of purposes of development of cooperation of all subjects of economic activity in the key directions of business activity.

Inclusion in the regional concept of social and economic development of the independent section in the organization of foreign economic activity in the field of tourism, rendering sanatorium services or development of the independent concept, strategy and the program of tourist and sanatorium activity of the region is necessary.

Without development and deployment of innovative approaches to the organization of business activity in the field of tourism and rendering sanatorium services domestic subjects of this sphere won't be able to be competitive in the world market and effectively realize the programs of development.

Work is performed on the basis of a task for performance of the state works in the sphere of scientific activity within a basic unit of the state task of the Ministry of Education and Science of the Russian Federation of PNIPU (a subject No. 1487 "Innovative development of the territory and the solution of key problems of urbanistics").

**Keywords:** territory development, subjects of entrepreneurial activity, recreational sphere of the region, spa services, internal and external tourism.

## **SUSTAINABLE DEVELOPMENT OF RESORT-RECREATIONAL COMPLEX OF RUSSIA**

**Oborin M. S.**

Health of the person depends on a set of factors, dependent and independent of his influence, – quality of life, a condition of health system, an ecological situation, the personal attitude towards own health and initiation of preventive actions, genetic factors, etc. The sanatorium organizations are directed to implementation of activities for increase quality of social indicators of the population. According to the scientific researches of World Health Organization which are been the basis for the state concepts of preservation of health of the population, extent of influence uncontrollable by the person of factors (generally genetic) on his health makes about 15 – 20 %. Thus, at the appendix the person of due preventive efforts, the possibility of deterioration in own health can be significantly minimized by him.

In the works Oborin of M.C. has considered features of formation of the strategic mechanism of a long-term sustainable development of the territorial market of sanatorium services, and also improvement of a control system and assessment of economic efficiency of sanatorium activity of the region.

As shows the analysis of data of the state statistics, negative universal (characteristic of all regions and districts) dynamics of separate key indicators of a condition of the Russian sanatorium industry is observed in recent years.

For many years sanatorium activity was organic part of the state health system in Russia that allowed to provide wide groups of the population with high-quality treatment-and-prophylactic, rehabilitation, improving and medical services and, thus, to support health of the nation. Today sanatorium activity, in fact is brought out of the state health system and gradually, according to long-term development plans for infrastructure in the appropriate state programs, "is dissolved" in the tourist sphere. In many respects, it is caused, insufficient competitiveness of the organizations of sanatorium activity of Russia which haven't adapted to implementation of primary activity in the conditions of the highly competitive market relations – in modern conditions, the specified organizations function in the conditions of the internal and external competition and are considered by the mass consumer only as one of alternatives of tourist rest. Meanwhile, the organization of sanatorium activity in Russia has the specifics and qualitatively differs from foreign – distinctions are shown first of all that in domestic practice of sanatorium treatment the methods of prevention, rehabilitation and improvement based on strict scientific approach are applied; while in foreign practice the main emphases are placed on a recreational (leisure) component of resort rest.

At the present stage there is an urgent need of the universal balanced, equilibrium development of sanatorium activity for Russia which is characterized by considerable regional differentiation. The organization of system of market researches can help to create general idea about work of the sanatorium organizations with identification of their problems and formation of effective functioning.

The measures for improvement of the structure of the regional market of sanatorium services and territorial health resort proposed on the example of Perm region can become model and the universal rule which to some variability, depending on local specifics of the structure of sanatorium systems, will be used for increase of competitiveness of regional health resorts that will allow to gain necessary economic effect.

**Keywords:** market, resort and recreational services, tourist and recreational complex, sustainable development, system.

## **FEATURES OF DEVELOPMENT OF SANATORIUM ACTIVITY OF THE REGION IN THE CONDITIONS OF SOCIAL AND ECONOMIC INSTABILITY**

**Oborin M. S.**

Sanatorium activity of the Kirov region is formed at the expense of certain social and economic conditions which are characterized by development of the industry, environmental pollution, the income, age and sex composition, incidence and mortality of the population, and also influences replenishment of budgets of different levels. All these factors in total will define prospects of development of tourist and recreational activity of the region. But It should be noted that as a material basis for development of sanatorium activity and medical and improving tourism it is possible to consider natural and medical resources.

On the basis of it, the main indicators of development of sanatorium activity – the loudspeaker of their quantity, the number of the placed persons, quantity of beds, the income and expenses of health resorts, and also level of expenses are allocated. As a result, on the basis of the provided data the problems explaining features of functioning of medical and improving tourism are formed. They are a basis for the offer of the program of development of sanatorium activity. In the Kirov region there is no such program that speaks about need of her creation.

Now decrease in growth rates of a tourist and recreational complex of the region is noted. The solution of this problem is effective functioning of a tourist and recreational complex – medical and improving, informative, sports, cultural and historical and event tourism. The tourist market of the Kirov region is at the stage of formation having a certain capacity for the organization of internal tourism though his development is complicated by a low level of quality of the rendered services.

For full functioning of health resort the region has mineral waters similar on a chemical composition with the known sources of Yessentuki and Kislovodsk, and also the field of dirt and peat, unique massifs of coniferous forests and water objects. As a result of creation of a cluster on development of resort and recreational activity the tourist stream to the Kirov region can increase, raise a tourism share in a gross regional product, reduction of unemployment will result from increase in workplaces, the allied industries supplementing sanatorium activity will develop, tax assignments will increase what to be reflected in development of cooperation between the neighboring regions and the countries.

Among the main reasons for reduction of the sanatorium organizations of the region the following is: lack of positive image of medical health resorts, a small amount, poorly developed network of resort and recreational establishments, defective use of natural and recreational and historical and cultural factors for the

organization of tourist activity. Existence of a large number of problems in development of branch reduces appeal of resort and recreational activity to tourists not only areas, but also from other regions of the country, and also from abroad. Comparing rates of a gain, it should be noted that in the Kirov region the positive gain of number of the placed persons is observed that speaks about the existing prospect in the organization of tourism.

**Keywords:** sanatorium, resort, health resort complex, medical and improving tourism, development indicators, regional economy.

## **SHIPBUILDING CLUSTER OF THE ARKHANGELSK REGION**

**Osipova E. E.**

Arkhangelsk shipbuilding cluster is today one of the leading Russian centers of shipbuilding and ship repair. The cluster is well positioned for the diversification of production, primarily to supply oil companies operating offshore. The activities of the shipbuilding cluster are associated with the strategic interests of the Russian Federation and the defense industry. Companies have solid experimental and research facilities, powerful computers and are composed of scientific and design departments, research and testing centers, design bureaus. Most of the funds for the development of the cluster is drawn from extra budgetary sources.

The purpose of the creation of a shipbuilding cluster in the Arkhangelsk region is to increase the competitiveness of the shipbuilding industry, improving of economic capacity, employment of highly skilled personnel and to reduce transaction costs.

The successful operation of shipbuilding cluster gives direction to the development of the basic directions of activity of the Arkhangelsk region, attracts intellectual, scientific, innovative, personnel potentials of other regions of the Russian Federation and increases the competitiveness of the shipbuilding industry of Russia in General.

**Keywords:** shipbuilding, ship repair, cluster, cluster approach, region, Arkhangelsk region, problems, shipbuilding products.



## **FORMATION AND DEVELOPMENT OF TOURISM IN THE CRIMEA: RETROSPECT AND PROSPECT**

**Ostapchuk A. V.**

The article describes the development of tourism and recreation in the territory of Crimean Peninsula. First mention of the Crimea as a tourist destination can be attributed writings of the ancient historian Herodotus, Roman writer Elder Pliny, Greek astronomer and geographer Claudius Ptolemy.

Further describes joining the Crimea to the Russian Empire and the beginning of the aristocracy tourist travel. The travel of Empress Ekaterina II to Crimea became new start of history of travel and tourism in Russia Empire and gave new push and example for Russian aristocracy.

The XIX century became base to further developing tourist and travel in Russia, in Crimea was built many houses of noble people and explore large the territory. As in Europe in Russia opened new type of science societies - "Mountain clubs". In Crimea of one from first was open Mountain club, which developed many tourist directions by Crimea lands.

With the onset of the Great October Revolution, the Crimea became an all-union health-wellness resort, the new leadership was signed a lot of documents and has paid attention to the development of the Crimea. The period prior to the beginning of the Great Patriotic War, was a period of development and construction of a large part the tourism infrastructure.

After the war, during several years, all the tourist infrastructure of the Crimea was restored. In the postwar period and until the collapse of the Soviet Union was developing tourism in Crimea, increased number of tourists. As a part of Ukraine Crimea became an internal beach resorts and significantly reduced tourist flow.

Now again, joining Russian Crimea appeared a prospect of development the tourism industry, and access to the Soviet Union indicators on reception of tourists.

**Keywords:** tourism, vacation, Crimea peninsula, Russian Empire, USSR, tourist flow

## **INNOVATION ECOLOGY AS THEORETICAL BASIS OF MODERNIZATION OF ECOLOGICAL SYSTEM OF INTENSIVE TYPE**

**Pavlov K. V.**

**Importance.** Due to the necessity of modernization and innovative development of the Russian economy, as well as a speedy solution to the serious

environmental issues is very timely formation and development of scientific and academic discipline "Innovation Ecology", which also still can be a theoretical basis of implementation of modernization of ecological, nature protection system, especially intensive type.

**Objectives.** To identify major trends and to formulate the most important task of establishing a new scientific discipline "Innovation Ecology".

**Methods.** We used quantitative methods for assessing the impact on the application of intensive methods of use of productive resources, including natural resources on the effectiveness of economic processes.

**Results.** Work showed that due to the increased role of innovation in the life of modern society, like how to effectively use the results and conclusions of the scientific discipline "Innovative Economy" containing the description of the theoretical foundations of the innovation economy and practical approaches to the organization of innovation in market conditions, it is advisable to also develop the basics of scientific discipline "innovative environment", which is most closely associated with the innovation economy. One of the main problems addressed in an innovative environment, should be a study of the environmental problem of subsystems that must be contained in national and regional innovation systems. In addition, great importance is the study of financial and economic instruments and mechanisms, which are widely used in the system of state and municipal regulation of environmental innovation processes. Development of the main areas of research within the framework of a new scientific discipline "Innovation Ecology" will develop the optimal parameters for the use of technological processes and organizational conditions that meet environmental requirements and at the same time cost-effective.

**Conclusions and Relevance.** Formation and development of a new scientific discipline "innovative environment" is of great theoretical and practical significance, and its use results in economic practice will significantly improve the environmental and economic efficiency of the system of social reproduction.

**Keywords:** innovation economy, innovative environment, a new trend of environmental science, theoretical and practical aspects, scientific and academic discipline, modernization of ecological system

## **FEATURES OF FUNCTIONING AND DEVELOPMENT FOR SMALL INNOVATIVE ENTERPRISES AT THE BUDGET INSTITUTIONS OF HIGHER EDUCATION**

**Panov B. N., Kibenko V. A., Seregin S. S., Lomakin P. D.**

Universities as institutions of higher education, have long been a factor in shaping the face of modern society. In recent years, universities in the Russian Federation are undergoing important changes that predetermine a qualitatively new perception of the university as a center of innovation.

Requirements for training in universities all the time increased, which is reflected in many legislative and normative acts regulating higher education.

The main difference between the modern university becomes the existence of stable relationships with industry, resulting in a need to revise the existing training and research activities of universities of technology. We are talking about the formation of scientific ideas and their experimental realization and commercial implementation of the designs in the production with the participation of university students.

Quality training of high school graduates to meet the requirements of a market economy, it is a prerequisite for successful development in all sectors of the national economy. Therefore, universities are now more actively involved in applied research.

Overcoming these challenges creates the preconditions for competition at the regional level, linked to the peculiarities of the distribution of productive forces in the region. In the business community a lot of examples of cooperation between commercial companies with universities on a very limited area. Local area characteristics create the preconditions for the development of competition.

Entering university, both in competition and in cooperation with the business contributes to regional industrial clusters of different types.

In practice, the expansion of the scope of research in universities motivate the acquisition of new management of knowledge and technology and helps to resolve economic and social problems.

At the same time requirements to the university as a business organization, and the university itself must demonstrate entrepreneurial behavior as an organization, its members need to be entrepreneurs, and university collaboration and production should be mutually beneficial, especially at the regional level.

The main feature of the entrepreneurial university is to create conditions for the commercialization of research results in the applied aspect.

The main impediments to the innovative potential of the University are - lack of an interdisciplinary, interdepartmental approach to solving the problems of

education and research, "bureaucratization" of education, fear of departments heads to take responsibility for a new university for innovation.

The university research should be a priori carried out systematically, continuously, so there is the possibility of permanent involvement of talented students from the students, in particular, of the Student Scientific Society, selection scientific topics through the business incubator, business plans, feasibility studies, and so on. Students should be involved in the implementation of scientific research and development (R & D) through research and development centers, research departments and research laboratories. Further, the most attractive ideas can be realized and commercialized through the creation of small innovative enterprises (SIE).

The procedure for creating the SIE at the university at this stage does not suggest clear guidelines for foreign investors, so the businessmen are in no hurry to invest in the enterprise data and SIE credits, to a greater extent, so it is unavailable due to the relatively high interest rates and relatively short crediting period.

Increase the attractiveness of the SIE business opportunities due to the extra effort of the University when the research includes innovative orientation of the Department, working in close, ensuring the success of research.

University should behave as an entrepreneur, taking their problems into opportunities by using the potential of "non-core" departments (especially economic), business incubators, lecturers and practitioners from a number of business executives, creating the foundations of innovation development in the long term.

The growth rate of the production of an innovative product can be defined as the weighted average of the growth rates of the various market segments in which the company operates, or is taken equal to the growth rate of gross domestic product. Relative market share is determined by dividing the share of the business market under consideration the share of the largest competitor.

The instruments of financial support (SIE) in the early stages of their development, as a rule, are:

- own funds of the founders;
- state funds or venture capital fund to support commercialization;
- funds from private investors - individuals (including students and university staff);
- non-government funds;
- bank loan;
- other forms of state support.

Tenders for the provision of equity financing, grants and awards now cover virtually the entire flow of new SIE projects.

The introduction of innovative products in the implementation of projects to create SIE on the basis of the budget of higher education institutions in modern conditions associated with many difficulties, which is one of the main negative motivation on the part of all stakeholders.

Implementation of SIE requires close interaction between the university founders and investors, involving in the process of creating as well as staff and students, observing all stages of the innovation of the product life cycle. Innovative design of educational institutions such as the business is seen as commodity whose consumption period may be terminated at the completion of investments on the part of the university.

Therefore, the basic directions of increase of efficiency of functioning of the SIE at universities are: promote research on directions of perfection of innovative technologies; an increase in the volume of investments made in the implementation of innovative projects; search for the target market segment; conduct market research implementation of innovative technologies prior to the creation of small innovative enterprises.

**Keywords:** innovative enterprise, product innovation, venture capital, university, lecturer, investments

## **INTEGRATION OF INTERNATIONAL EDUCATIONAL EXPERIENCE INTO THE DEVELOPMENT OF ADVANCED MANAGEMENT COMPETENCIES**

**Podsolonko V. A., Podsolonko E. A.**

The article highlights the competencies development mechanics of students of all levels, faculty and staff of the Management Department that promotes the principles of advanced management. The article includes the analysis of the experience of leading educational and scientific institutions of the world that and the ways of its integration into the processes of teaching innovative development of modern economics human potential. The implemented educational technics aligned with innovative development strategy were described.

The analysis of the faculty members' results within the framework of more than 10 international educational projects since 2010 has confirmed high level of readiness of the majority of both young and experienced faculty members to meet international standards of teaching. The students of all levels proved ready to study at the international level.

International traineeships and internships of faculty members, post-graduate and undergraduate students reaffirm the high level of organization and processes management at the Management Department of Taurida National V.I. Vernadsky

University. The international moves have also confirmed the high level of motivation of the faculty members and staff to improve their competencies and Department image on the international educational stage. Thanks to this experience the students and faculty members gained new knowledge and skills of international communications and professional development. The faculty members of Management Department have successfully taught students in the Universities of France, Finland, Sweden and USA.

Faculty members effectively integrated modern multimedia and educational technologies into the teaching process. The business language clubs had existed at the Management Department for 15 years, including English, French, German and Spanish chapters.

5 computer labs and 7 chairs were equipped with PCs, multimedia projectors and copy machines at the expense of international educational projects. They were also the source of financing the purchase of several thousand volumes of literature in Russian, Ukrainian, English, French, German and Spanish languages, as well as of development of the Electronic University Library.

Faculty members and students of all levels had an opportunity to develop and refresh their competencies each three-five years within the framework of international trainings and internships that were available in accordance to international cooperation agreements and international educational projects all of which were initiated and won by the same 5 members of the faculty. Over 500 persons have had training abroad during the period of 1994-2014. The international experience was used to form the grounds for continuous education options for the population of Crimea.

In order to stimulate the development of innovation competencies in education, the following steps should be taken: align the pay level and work conditions of faculty members that conduct research at international level with global standards; efficiently stimulate international integration, academic mobility of students and faculty members and reflect this activity in the ratings; introduction of conditions and incentives for continuous education and skills development of economically-active population; introduce faculty retention programs and programs to attract foreign specialists. Lack of action on these four main points leads to partial or complete loss of results of the other 18 action points.

Progressive development of economics requires additional research of human resources and potential as part of the innovational development system.

There are several prerequisites to a sustainable and effective human resources potential alignment with advanced economics development. The first is the introduction of joint applied research laboratories between all University chairs and business or the State for student internships and professional development of business and State employees, and scientific research. Develop and recommend

certification levels for each term of Management and Economics specialties. Advise the Ministry of Education to introduce a delocalized Research Institute for Innovational Development and Actualization of Competencies of higher educational institutions faculty members of the Russian Federation. The research of this Institute should focus on development of budget options of the model of advanced social-economic development of Russia and its regions.

**Keywords:** advanced management, innovational development, human resources potential, competencies development, international educational experience integration.

## **INTERACTION OF THE UNIVERSITY AND SOCIETY: LEARNING AND PRACTICAL APPLICATION OF ELECTRONIC COMPONENTS AND ELECTRONIC COMMERCE**

**Podsolonko E. A., Buts T. M., Idrisova E. R., Kertova K. A., Kotyash A. V., Petrilovskaya R.**

The paper presents the mechanism of the process of the organization and implementation of trainings organized within the framework of the international educational project on the public integration processes in e-commerce. The problems and prospects of involvement of target groups in the processes of learning and practical application of electronic control features.

An analysis of the information obtained in the process of preparation and implementation of several trainings organized to familiarize society with basic features of e-commerce is described in the article. Opportunities and difficulties associated with the implementation of the three projects are assessed. Projects not only differ in composition of target groups (students, housewives, pensioners), but in the approach of implementation and presenting the information within each of them. Besides, an analysis of the information obtained by the method of data collection in the form of a questionnaire survey is presented in this article. Ways to improve the effectiveness of the trainings in the future are narrated in the article and based on the processed data. The authors give a personal comment on existing advantages and drawbacks of the process of preparing and performing the drill. According to statistics the principal axes of differences (age and type of settlement) in the development of the Internet in Ukraine remain unalterable. A linear inverse relationship between the age and use of the Internet is still observed. The authors of the article have assessed the younger the target group, the greater the penetration of the Internet in their everyday lives. These differences significantly affect not only the patterns of projects, but also on its content and the scope of the content. The dissimilarity in the level of knowledge of target groups is

considered as a potential threat of deepening misunderstanding among the generations.

**Keywords:** project; training; e-commerce; target groups.

## **ANALYSIS OF RESOURCE PROVISION OF ECONOMIC SECURITY OF TOURIST BUSINESS OF THE CRIMEA REPUBLIC**

**Svyatokho N. V., Vysochina M. V., Osmanova Z. O.**

The article is devoted to the topical problem of formation of system of economic security of tourist business as a priority sphere of economy of the Republic of Crimea. The main task today is the creation of a modern tourism industry in the region, able to attract foreign and domestic tourists. A number of economic, institutional, social, legal problems in the conditions of difficult geopolitical situation and ongoing in respect of the Republic of Crimea the sanctions policy of the European countries and the United States is a complex problem to solve which is impossible without formation of system of economic security of tourist business. The study of the peculiarities of the internal structure of the tourist business of the Republic of Crimea, the interests of its principal actors and stakeholders, resource provision and external environment in the context of economic security allows to clearly highlight the key elements of such a system. Currently in domestic and foreign science has not been studied questions of formation of system of economic security of tourist business of the region from the point of view of the specificity of the activity, not the architecture of the system and directions of ensuring economic security of tourism business as a complex inter-branch complex, is able to provide both positive and negative impact on the economy of a certain region, what stimulated the development of methodical bases of formation of system of economic security of tourist business of Crimea.

The aim of the article is a comprehensive analysis of the current state of resource provision of tourist business of the Republic of Crimea with the aim of identifying shortcomings and formulating proposals on formation of efficient system of economic security of tourist business.

Approaches to the definition of tourism resources, their classification from the point of view of economic security of tourist business, as well as a comprehensive analysis of resource provision of economic security of tourist business of the Republic of Crimea in the current conditions are discussed.

**Keywords:** economic security, tourism resources, tourist business, resource provision of economic security of tourist business



## DEVELOPMENT OF METHODS FOR ASSESSMENT OF RISKS FOR HUMAN

**Tsvetkova I. I., Botenko T. O.**

Personnel risks – a deviation from the goals or reduce the expected effect of the plan, which occurs as a result of any act or omission of a member of the team of employees united in the production process.

Personnel security - a state of the internal environment of the enterprise, in which all of the negative impact from the company's employees are reduced to a minimum.

The safety of personnel management of enterprises is based on the procedure of assessing the level of personnel risks.

Our proposed method is intended for assessment of personnel risks as a separate task, and for the analysis of variants of possible solutions and select the best options to solve the formation of human resources of the enterprise security strategy.

Stage 1. Identification of deviations of the actual state of the system to be desired.

Stage 2. Identification of personnel risks.

Stage 3. Preparation and analysis of information on each type of personnel risks.

Stage 4. Assessment of the level of uncertainty.

Stage 5. Qualitative risk assessment.

Stage 6. Quantitative risk assessment.

Stage 7. The calculation of the integral index of personnel risks the organization of the subject solutions.

8 stage. Conclusion on the admissibility of this option taking into account the decisions of personnel risks.

Methods of assessing human risk may also be used in the formation of human resources of the enterprise security management strategy:

1. The strategy of pre-emptive counter, including preventive methods to counter potential threats.

2. The strategy of passive protection against threats, designed to ensure a minimum level of safety and focused on the protection of the State (through the law enforcement and judicial authorities), minimizing costs.

3. Strategy for an adequate response to the threat, including the creation and development of software blocks that form the conditions for good governance, to further assess the safety of personnel management.

**Keywords:** personnel risk, personnel security, assessment, candidate solution, personnel security management strategy, the situation is uncertain.

## **DEVELOPMENT OF COMPETITIVE ADVANTAGES FOR PHARMACY NETWORK OF THE REPUBLIC OF CRIMEA**

**Tsvetkova I. I., Imanzhanova K. B.**

The pharmaceutical industry is one of the most important in the economic sphere of each country. The entry of the Republic of Crimea to the Russian Federation reflected in the various sectors of economic activity and the pharmaceutical industry is not an exception. In this situation, the commercial segment of the pharmaceutical market faced a number of obstacles to efficient operation. The aim of the article is to provide a competitive advantage for the pharmacy of the ARC network. Competition – market property, and the higher the competition, the better its performance, and the less likely the monopolization of the market. We have analyzed the concept of competition in terms of various researchers: A. Smith, J. Schumpeter, Kotler F., D. Ricardo, Heckscher Olin E. and B. Leontyev, P. Krugman and Lancaster, K., M. Tracy and Virsema F., J. Moore. F., Brandenburger. A. and Nalebuff BJ., G. Hamel and Prahalad K.

Strategic factors determined on the basis of the analysis, forming a competitive advantage, as well as strategies for their implementation.

The pharmaceutical industry is one of the most important in the economic sphere of each country. Pharmaceutical market also operates in a competitive environment.

We single out the problems associated with the work of pharmacy networks of the Republic of Crimea in connection with the transition in Russia:

- Re-registration of enterprises and the study of new laws. It takes time, it does not allow companies to operate at full capacity;
- A sharp decline in the number of Ukrainian suppliers, then - their withdrawal from the market;
- Nenalazhenaya relationship with mainland Russia;
- Renewal of licenses;
- The purchase price of Russian goods in similar times more Ukrainian;
- Ferry is unstable due to the weather conditions and, as a consequence, brings high costs;
- VAT in the Russian Federation on preparations lekrstvennyye 3% more than in Ukraine is 10%, which also significantly affect the selling price;
- Otustvie cheap drugs from suppliers who work with the Crimea.

Identified competitive advantages Crimea pharmacy networks, the implementation of which will lead us to prosperity: communication with suppliers, optimal placement aptechnh points, diversification of services, website creation, qualified personnel and high-quality work with personnel, the expansion of geography of activity.

An analysis of the pharmaceutical market has shown that the transition to a new political and legal field significantly affected the pharmaceutical market as a whole and on the work of pharmacy networks Crimea.

**Keywords:** competition, competitive advantages, the pharmaceutical market of the Republic of Crimea, pharmacy chains.

## **BASIC PRINCIPLES AND APPROACHES TO THE FORMATION OF PERSONNEL SECURITY SYSTEM OF ECONOMIC SECURITY COMPANIES**

**Tsvetkova I. I., Svodceva I. A.**

One of the top priorities of any enterprise is an effective human resources policy, aimed at creating a single professional team of workers with the necessary capacity to implement the strategic objectives, as well as the preservation of the accumulated intellectual capital. Therefore, for the vast number of interested managers is an acute problem for the creation and maintenance of a personnel security, in which the individual and specific needs of a single enterprise can be met.

This article is dedicated to the organization of the personnel of the enterprise security. The article provides a brief analysis of publications on the subject, the subject is defined by its purpose and role of functional tasks in ensuring the safety of the personnel of the enterprise, the basic principles and approaches to the formation and maintenance personnel security in the economic security of the enterprise system.

During the introduction of the article reveals the basic concepts of the issue, a brief analysis of the main researchers in the works to ensure the safety of personnel. Just introduction reveals the main purpose of this work. The main part of the article is devoted to the disclosure, personnel security. We consider the subject of personnel security, its place and role in the economic security of the enterprise system, the functional tasks of personnel security subject. The second part of the article is devoted to the basic principles and approaches on the basis of which should be based on the personnel security company. The output of this work is analyzed the progress and future directions of research are recognized.

The study analysis was conducted concerning the provision of personnel security. Detected subject of personnel security, analyzes the major studies in this area. Also discussed were the functional tasks of personnel security of the subject, basic principles and approaches for the creation and maintenance personnel security.

**Keywords:** personnel safety, economic security, system, subject, human resources, security, principles and approaches.

## **BRANDING AREA: THE ESSENCE AND DEVELOPMENT IN THE RUSSIAN FEDERATION**

**Tsvetkova I. I., Tityanechko K.**

Modern social and economic development of Russia says that soon the Russian territory will be faced with strong competition for resources and tourist flows. Successful projects will be those that will ensure sustainable development, along with the traditional factors of competitiveness. In this regard, marketing territory is becoming a new trend in the government strategy for sustainable socio-economic development, a multiplier of growth industries and regions replenishment.

The purpose of this article is to analyze the use of branding in the territory of the Russian Federation borders.

Branding territories called strategy to increase the competitiveness of countries, regions, provinces and cities to conquer foreign markets, attract investors, tourists, new residents and skilled migrants. Branding places aimed at overcoming the shortage of material and non-material resources in the region; it is based on the idea of presenting to the public understanding of the uniqueness of the area.

Since ancient times in Russia, people unknowingly engaged in what is now referred to as regional branding and marketing: fairs were held in the most visited places of the surrounding population, outside monasteries and churches.

In the XXI century the advantages of branding territories and realized the power of the Russian cities.

We have seen cases of successful use of branding in the territory of the Russian Federation, including the Sochi Olympics advertising campaign in St. Petersburg, the Komi Republic, and the eco-other.

Efforts in recent years, the activation of territorial branding has led to a number of problems: conceptual, technological, human resources, the effect of the territorial nesting dolls.

With regard to the Republic of the Crimea, it is now more than ever there is a problem of its brand identification, which is of national importance and requires highly qualified specialists.

**Keywords:** brand, branding of territories, territorial marketing, factors, advertising and promotion.

## MODERNIZATION OF HIGHER EDUCATION AND INNOVATIVE DEVELOPMENT OF THE REGION

**Shirikhina E. Yu.**

The transition of society from the postindustrial phase to the phase of the NBICS-technology demands of the country's economy completely new approaches to production, consumption, education and science. Innovative processes are an integral part of this development. Innovation is reflected not only in the production process of goods and services, but also in management, educational process. Moreover, new requirements to training of specialists makes the business, enterprises in all spheres of activity. High school, in an effort to meet these needs, is passing a difficult stage of its development, is faces with several challenges, uses all the new features. The purpose of the higher school of the new formation is to prepare competent professionals who possess not only deep theoretical knowledge, but with serious practical training, innovative thinking.

Arkhangelsk region is the largest subject of the Russian Federation in the European North of our country and has huge economic potential. In achieving high rates of sustainable development of Russia at the national and macroeconomic level, the major role is given to higher education. Modern socio-economic conditions have higher requirements for the training of specialists in various branches of national economy, the quality of their training, the competence and professionalism of teachers in higher education.

Taking into account Russia's accession to the Bologna process, the integration of Russian higher education in a global space there is a need for qualitative changes of innovative character of the Russian higher school.

For more effective modernization in the field of higher education methodical execution of specific steps, such as development of indicators of outcome assessment, clear goal setting, application of systematic approach in the implementation of the objectives, the strengthening of links of educational institutions and enterprises may become the Foundation for further economic growth in Russia.

**Keywords:** modernization processes, innovation, innovative development, socio-economic development of the region, high school.

## **ANALYTICAL METHODS SUPPORT OF THE MANAGEMENT DECISIONS IN FEED-FORWARD CONTROL OF ECONOMY**

**Shpancovska N. G.**

The increase of public requirements to the industrial production stipulated the necessity of passing ahead management and upgrading of analytical accompaniment of technology of administrative decisions. It requires the near-term improvement of methodology as base of analytical science. Existent looks in relation to her maintenance and composition need clarification for taking into account of changes of object and research object.

On the basis of review and analysis of existent authorial ideas in relation to essence of category "methodology" certain: tendencies of her complication after composition of elements, unanimity in confession of her as a general method of research and principles of his realization, equation of methodology and methodology and improper attention to providing of researches. The comparative estimation of existent looks to essence of methodology allowed to educe advantages and defects and taking into account modern public requirements to the production to define direction of expansion of component elements; Clarification of maintenance of category is reasonable "methodology" of analytical accompaniment of technology of administrative decisions. Essence of methodology is determined as a general going near research, that contains, : theory of analysis that is base on general and economic acts and conformities to law of development; concept vehicle of analytical science; methods and principles of analytical research; his classification on signs in accordance with the types of administrative decisions; all types of the complex providing (this complex contains normatively-legal providing, organizational, methodical, informative, programmatic and resource providing). The resource providing consists of labour, material, technical, financial resources necessary for quality and timely implementation of analytical function of passing ahead management.

The necessity of complication of methodology of analytical support of administrative decisions is caused by the features of this support: by her copulas with all basic functions of management, especially close, - with control and planning; by complication of analytical accompaniment of technology of administrative decisions and them by passing ahead character in relation to the object of management and other.

**Keywords:** outstripping management, methodology, analysis, technology management solutions.

## **STRUCTURAL-LOGICAL AND CLUSTERING SIMULATION IN TOURISTIC SPHERE**

**Shteltser M. S., Kartashevskaya I. F.**

Theoretical aspects of praxeological approach in structural-logical modeling and clustered modeling in tourism have been reviewed. Classification of cluster models on hierarchical levels of tourism has been presented with the help of analogy method.

Modeling techniques, although very effective, have not yet found a proper application in domestic management. In tourism despite the popular use of the term "cluster" structural-logical and cluster modeling is rarely used. In connection with this proposed topic of research is relevant

Methodology of human praxeology researched by many scientists: Carl Menger, Eugen von Böhm-Bawerk, Ludwig von Mises, Friedrich August von Hayek, T. Kotarbiński, etc. They had chosen logic - reflection and continuation of thinking as an instrument of cognition of human activity. Confirmation of the importance of human activity and its results in the change of existence was a result of these studies. The principle of the equivalence of the results of people's activity was proposed as a conceptual framework for building models of social institutions.

In international practice it is customary to group the clusters into seven main combinations; each of them is a base of economic development strategy.

In the tourism industry, as well as in other sectors of the service sector and cluster studies are few. Meanwhile, clusters play a crucial role in the formation of the tourist centers, attracting to them visitors and enhance their competitiveness. The tourism industry has a number of features, which gives the relevance of the cluster approach in the development of the sphere of rest.

One of the main features is that the tourism industry is closely interrelated with other sectors of the economy. The industry and agriculture, construction and trade are involved in meeting the diverse and complex tourism demand. Added value is part of the cost of goods, services, accessions directly at this enterprise in the firm. Every kind of productive activity in the enterprise creates value added. Built in sequence one at a continuation of another, they form intra-firm value chain. To achieve competitive advantage a firm must optimize its own value chain and outside chain, linking to suppliers and consumers. In the tourism cluster storage system cost includes four types of value chains of suppliers (especially transport companies), accommodation facilities offered, the distribution channels of tourism products (tour operators, travel agents) and the buyers themselves – tourists.

I.F. Kartashevskaya has developed a unique socio-economic cluster model of the tourism industry, giving an overview of actual and projected state tourism

sector. This one represents a set of clusters consisting of models of certain types of tourism, a priority for a given region in a given historical period. Every kind of tourism in the cluster model presents its own set of tourist resources, specialized facilities, specially trained staff, infrastructure.

In conclusion we considered that the usage of praxeological approach for structural-logical modeling (results-based management) is possible. We propose to classify cluster model in tourism due to the analogy method according to: there`s focuses, geographical specifics and horizontal connections.

**Keywords:** praxeology, structural-logical modeling, cluster, cluster modeling, tourism.