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Afanasiev O.E.

SOCIO-ECONOMIC RECREATIONAL AND TOURISM RESOURCES OF DEPENDENT TERRITORIES OF THE WORLD: EXPERIENCE OF ASSESSMENT

Doctor of Geographical Sciences, Professor of Department of Business Technologies in Tourism and Hospitality, Russian State University of Tourism and Service
Glavnaya Str., Cherkizovo Village, Pushkin District, Moscow Region. 141221, Russia
E-mail: olafn_dp@mail.ru

Abstract. The article describes the experience of numerical score of socio-economic recreation and tourism resources of 30 dependent states and territories in the world. The choice of this specific category of countries as a spatial object of study – dependent and non-self-governing territories – is conditioned by modern trends of growth of consumer tourist services demand for the unique, specific, secure and high-standard destinations. Such areas often have significant recreational potential that is almost unknown to the Russian market of tour offers, and because of this – not in demand.

The study found that almost all of the analyzed dependent countries offer a wide range of tourist and entertainment services, where Anguilla, Aruba, Bermuda, Puerto Rico, French Polynesia have especially well-developed infrastructure. For comparative characteristic and numerical score of socio-economic recreational and tourism resources of these countries the numerical score matrix is developed. It includes seven indicators, each of which is rated on a five-point grade scale. Following the results of the integrated assessment of tourism and recreational resources all analyzed dependent states and territories are grouped into five groups: 1) having the lowest characteristics of recreation and tourism resources (Wallis and Futuna, Niue, American Samoa, Pitcairn, Tokelau, Saint Pierre and Miquelon, Falkland Islands); 2) having a lower middle resource endowment (Cook Islands, Anguilla, Montserrat, Norfolk Island); 3) having an average resource endowment (Gibraltar, Ceuta and Melilla, Saint Helena, Turks and Caicos Islands, French Guiana); 4) having a medium-high resource endowment (British and US Virgin Islands, Cayman Islands, Martinique, Reunion, French Polynesia, Guam, New Caledonia); 5) having a high recreation and tourist resource endowment (Bermuda, former Netherlands Antilles, Aruba, Guadeloupe, Puerto Rico).

For a more objective assessment of endowment of recreational and tourism resources of dependent states and territories of the world it is also necessary to take into account the other types and categories of these resources. Nevertheless, the obtained results give overall representative characteristics of the tourism potential of main dependent states and territories worldwide, and the methodology itself is verifiable and for other similar entities of political map of the world.

Keywords: dependent states and territories of the world, recreational and tourism resources, numerical score of development recourses of tourism.

Афанасьев О.Е.

ОПЫТ ОЦЕНКИ СОЦИАЛЬНО-ЭКОНОМИЧЕСКИХ РЕКРЕАЦИОННЫХ И ТУРИСТСКИХ РЕСУРСОВ ЗАВИСИМЫХ ТЕРРИТОРИЙ МИРА

доктор географических наук, профессор кафедры бизнес-технологий в туризме и гостеприимстве, Российский государственный университет туризма и сервиса
ул. Главная, поселок Черкизово, Пушкинский район, Московская область, 141221, Россия
E-mail: olafn_dp@mail.ru

Аннотация. В статье представлен опыт балльной оценки социально-экономических рекреационно-туристских ресурсов 30 зависимых стран и территорий мира. Выбор в

качестве территориального объекта исследований специфической категории стран – зависимых и самоуправляющихся территорий – обусловлен современными тенденциями роста спроса потребителей туристских услуг на уникальные, специфичные, безопасные и соответствующие высоким стандартам направления. Такие территории зачастую обладают существенным рекреационным потенциалом, который на российском рынке турпредложений практически неизвестен, а в силу этого – и не востребован.

В ходе исследования установлено, что почти во всех анализируемых зависимых странах мира предлагается большой спектр туристско-развлекательных услуг, среди которых особо развитой инфраструктурой отличаются Ангилья, Аруба, Бермудские о-ва, Пуэрто-Рико, Французская Полинезия. Для сравнительной характеристики и балльной оценки социально-экономических рекреационно-туристских ресурсов этих стран разработана матрица балльной оценки, включающая семь показателей, каждый из которых оценен по пятибалльной шкале. По итогам интегральной оценки туристско-рекреационных ресурсов все анализируемые зависимые страны и территории объединены в пять групп: 1) имеющие наинижешие характеристики обеспеченности рекреационно-туристскими ресурсами (о-ва Уоллис и Футуна, Ниуэ, Американское Самоа, Питкерн Токелау, Сен-Пьер и Микелон, Фолклендские о-ва); 2) имеющие средненизкую обеспеченность (о-ва Кука, Ангилья, Монтсеррат, Норфолк); 3) имеющие среднюю обеспеченность (Гибралтар, Сеута и Мелилья, о-ва Сент-Гелен, Теркс и Кайкос, регион Французская Гвиана); 4) имеющие средневысокую обеспеченность (Британские и Американские Виргинские о-ва, Каймановы о-ва, о. Мартиника, о. Реюньон, Французская Полинезия, о. Гуам, Новая Каледония); 5) имеющие высокую обеспеченность рекреационно-туристскими ресурсами (Бермудские о-ва, Нидерландские Антилы, о. Аруба, о. Гваделупа, о. Пуэрто-Рико).

Для более объективной оценки обеспеченности зависимых стран и территорий мира рекреационно-туристскими ресурсами необходимо учесть и иные виды и категории таких ресурсов. Тем не менее, полученные результаты дают в целом репрезентативную характеристику потенциала туристской сферы основных зависимых стран и территорий мира, а сама методика является верифицируемой и для других подобных субъектов политической карты мира.

Ключевые слова: зависимые страны и территории мира, рекреационно-туристские ресурсы, балльная оценка ресурсов развития туризма

The modern period of development of the world tourism industry is characterized by its high growth rates. Thus, according to the recently published annual report of World Travel and Tourism Council [12], the contribution of tourism to GDP in Europe at the end of 2014 was 9,2% and was higher than that of the automotive and chemical industries, banking, agriculture and the mining industry. In particular, the tourism industry has brought to the European economy € 1,8 bln. (\$ 2,1 trillion.), which is 2,6 times greater than the contribution of extractive industries (\$ 796 million.) and 1.8 times higher than the contribution to the regional GDP from the banking sector (\$ 1,2 trillion.).

The trend of the last decade is that interest and demand of tourists to travel to the remotest corners of the globe that are attractive due to their identity, exotic and unique natural landscape significantly increased [4]. Traditional areas of mass tourism because of their significant congestion during peak seasons, and also due to a downward trend of

«fashion» on them give way to areas characterized by fundamental uniqueness, originality, «newness», relative freshness, but at the same time these areas provide tourist services in accordance with the world standards and requirements. These many currently existing dependent states and territories are new tourist areas. The tourism potential of these areas is virtually unknown and almost not available on the market of tourism services in Russia. These areas can potentially make a weighty alternative to «hackneyed» mass routes for a relatively sophisticated Russian consumer.

Our research is concerned with the recreational and tourism resources of the dependent and non-self-governing territories of the world. Research subject – peculiarities of the use of numerical score for it. Modern political map of the world covers more than 250 countries and territories. Of these, at the end of 2015, there are 17 depended and non-self-governing territories according to the classification of the United Nations, and about 100 under different approaches to

their determination [2]. They all have different official political status, forms of dependence and self-government, different level and basis of economic development. But more important is that such areas often have significant recreational potential, offer a comfortable environment for recreation, they are notable for guaranteed level of security. This is particularly important in the current conditions of an aggravation of the foreign policy situation in the world. Today, when a growing number of traditional tourist destinations in varying degrees are at the forefront of inter-civilizational conflicts and contradictions, demands from customers to ensure personal safety with the presence of the usual high standards of service increase dramatically. Many of the dependent states and territories that are small in size and that do not play any appreciable role in foreign policy in the world, situated in a comfortable climatic zones and do not have armed terrorist groups threatening health and lives of tourists comply with those conditions. These, and a number of other factors greatly increase the tourist and recreational attraction of the dependent and non-self-governing territories who deserve to find a representation in the Russian market of tourism offers.

The basic component of the tourism business is a complex of recreational and tourist resources (RTR) of a territory. The resource problems that consider essence and structure, strategy and tactics of the use of natural and socio-economic resources, not the least is the question of their identification, analysis and evaluation. Such scientists as A. Aleksandrova, A. Bejdyk, M. Birzhakov and others in one way or another had systematized methodological bases and had improved methods for assessing RTR [7].

Under RTR we understand natural objects and phenomena of natural, natural and human, and social origin, used for tourism, medical treatment, rehabilitation, which affect on the territorial organization of recreational activities, the formation of the recreational areas (centers), their specialization and cost-effectiveness; collection of natural, natural and technical, social and economic systems and their components, contributing to the refection and development of physical and spiritual forces of man, his ability to work in today's and future structure of the recreational needs and the technical and economic capacities that are used for direct and indirect consumption, provision of recreation and tourist, and health resort services [3].

There are various methods for assessment of natural geographic and socio-historical RTR. One of the interesting and more appropriate in terms of recreational complex analysis of the territory is the A. Bejdyk methods of RTR assessment allowing fact by fact to evaluate each of the components. In the

structure of recreational resources two main components are identified: natural and socio-economic (natural, historical and cultural resources of recreational activities). Characteristics of recreational resources include information about natural environment quality, area (or volume) for which the qualities are spread, the length of period, during which certain qualities take action, etc.

Recreation and tourism resources are peculiar not only for independent states; dependent territories of the world also have those. However, there is a big problem in the identification and characterization of these resources in the dependent states, due to the low availability of information about them. So it is almost impossible to find in the domestic market of tourist offers tourist maps of countries and territories, guides and reference books about them, information on infrastructure facilities and destinations, a stable image of these entities does not exist, represented by them tourist brands are not known [1]. Therefore, we propose the author's view on the principles, methodology and assessment features and characteristics of the recreational and tourism resources of dependent and non-self-governing territories. Having evaluated by components natural and socio-historical resources of these countries, it is possible to obtain an integrated numerical score of their recreational potential.

To assess the RTR we selected 30 dependent and non-self-governing countries:

a) 16 states, which are still covered by the UN Declaration on the Granting of Independence to Colonial Countries and Peoples (the «Declaration of Decolonization») dated 14.12.1960, that UN recognizes as colonies;

b) 14 states and territories, regardless of the current legal status (dependent territories, overseas territories, overseas departments, autonomous cities, self-governing communities, free associated states etc.), the ones that de facto represent the classical pieces of colonial empires, located at considerable distances from their mother countries.

The most important factor in the development of recreational activities in the dependent states is the economic and social one. It is responsible for the presence in these countries of a wide range of tourist services and infrastructure. For example, the dependent territories in the Caribbean Sea are among the most attractive tourist destinations. Well-developed hotel infrastructure, a high level of service, a variety of cultural, sports and recreational activities, many other components of socio-economic factors – all this is typical for most dependent states in the world. Also, the majority of the dependent territories of the world have a very strong cultural and historical

base, which is certainly the attractant for tourists from around the world.

In almost all analyzed dependent states a wide

range of tourist and recreational services is offered (tab. 1) that reasonably prove the high level of development of active forms of tourism there.

Table 1

The range of active tourism services in the resorts of the dependent territories in the world (based on [6, 9, 10])

Спектр услуг активного туризма на курортах зависимых территорий мира (по материалам [6, 9, 10])

| Dependent territories | Service | | | | | | | | | | |
|---|---------|--------|------------|------------|------------------|----------|-------------|-------------|---------|-------------------------|--|
| | Golf | Diving | Yacht-tour | Snorkeling | Submarine diving | Gambling | Windsurfing | Kitesurfing | Sailing | Carnivals and festivals | |
| 1. American Samoa (U.S.) | - | + | - | + | + | - | - | - | - | + | |
| 2. Anguilla (U.K.) | - | + | + | + | + | - | - | - | - | + | |
| 3. Aruba (Neth.) | - | + | + | + | + | + | + | + | - | + | |
| 4. Bermuda (U.K.) | - | + | - | + | + | - | + | + | - | + | |
| 5. British Virgin Islands (U.K.) | - | + | - | - | - | - | - | - | - | + | |
| 6. Cayman Islands (U.K.) | - | + | - | + | + | - | - | - | - | + | |
| 7. Ceuta (Sp.) | - | - | - | - | - | - | - | - | - | - | |
| 8. Cook Islands (N.Z.) | - | + | + | + | + | - | - | - | - | + | |
| 9. Falkland Islands (U.K.) | - | - | - | - | - | - | - | - | - | + | |
| 10. French Guiana (Fr.) | - | + | - | - | - | - | + | + | - | - | |
| 11. French Polynesia (Fr.) | - | + | + | + | + | - | - | - | - | + | |
| 12. Gibraltar (U.K.) | - | + | + | - | - | - | - | - | + | - | |
| 13. Guadeloupe (Fr.) | - | + | + | + | - | - | - | - | - | + | |
| 14. Guam (U.S.) | + | + | - | + | + | - | + | - | - | - | |
| 15. Martinique (Fr.) | - | + | + | - | - | - | - | - | - | + | |
| 16. Melilla (Sp.) | - | - | - | - | - | - | - | - | - | - | |
| 17. Montserrat (U.K.) | - | - | - | - | - | - | - | - | - | + | |
| 18. Neth. Antilles (Curaçao, Sint Maarten, Bonaire, St. Eustatius and Saba) (Neth.) | - | + | - | - | - | + | - | - | - | + | |
| 19. New Caledonia (Fr.) | - | + | + | + | - | - | + | + | - | + | |
| 20. Niue (N.Z.) | - | + | - | + | + | - | - | - | - | - | |
| 21. Norfolk Island (Aust.) | - | + | + | - | - | - | - | - | - | - | |
| 22. Pitcairn Islands (U.K.) | - | + | + | - | - | - | - | - | - | - | |
| 23. Puerto Rico (U.S.) | - | + | - | - | - | + | + | + | - | + | |
| 24. Reunion (Fr.) | - | + | - | + | + | - | - | - | - | - | |
| 25. Saint Helena, Ascension and Tristan da Cunha (U.K.) | - | + | - | - | - | - | - | - | - | - | |
| 26. Saint Pierre and Miquelon (Fr.) | - | + | - | - | - | - | - | - | - | - | |
| 27. Tokelau (N.Z.) | - | + | - | + | - | - | - | - | - | - | |
| 28. Turks and Caicos Islands (U.K.) | - | + | + | - | + | + | - | - | - | - | |
| 29. United States Virgin Islands (U.S.) | - | + | + | - | + | - | - | - | - | + | |
| 30. Wallis and Futuna (Fr.) | - | + | - | - | + | - | - | - | - | - | |

Many resorts of dependent states offer a huge range of services and tourist attractions, among which Anguilla, Aruba, Bermuda, Puerto Rico, French Polynesia have especially well-developed infrastructure. These island countries possess a quite developed tourist infrastructure and are the world-famous resorts. The most common tourist services in the analyzed dependent territories are diving and carnival performances. This is due to the unique natural environment and unique cultural traditions of the local people.

Over the past few decades in most of the analyzed dependent states a large number of first-class hotels have been built, new tourist areas have formed. The popularity of destinations, the level of development of its tourist industry can be measured by the number of hotel complexes, the number of tourists visiting this or that dependent state, income from tourism, produced annually by each individual country, and also presence of historical and cultural potential of interest for tourists. For comparative characteristics and assessment of indicated parameters of RTR of dependent states and territories, we have developed a matrix scoring (tab. 2).

Table 2

Matrix of numerical score of RTR of dependent states and territories

Матрица балльной оценки РТР зависимых государств и территорий

| Indicators and measurement units | | Assessment conditions in balls | | | | |
|--|---|--------------------------------|---------|--------|-------|------|
| | | 5 | 4 | 3 | 2 | 1 |
| <i>Main statistical values of tourist industry development</i> | | | | | | |
| A | Hotels evaluation, number of hotels | > 40 | 40-31 | 30-21 | 20-10 | < 10 |
| B | Tourist number, thousands a year | > 200 | 200-100 | 100-50 | 50-10 | < 10 |
| C | Tourism profit in USD | > 500 | 500-100 | 100-50 | 50-10 | < 10 |
| <i>Cultural and historical potential</i> | | | | | | |
| D | General number of museums of different purposes, units | > 8 | 8-7 | 6-5 | 4-3 | 2-1 |
| E | Number of cult (religious) architecture buildings, units | > 13 | 13-10 | 9-7 | 6-4 | 3-1 |
| F | Number of military and historical architecture buildings, units | > 4 | 4 | 3 | 2 | 1 |
| G | Number of architectural monuments, (* presence of UNESCO monuments, units) | 1* | | 2 | | 1 |

The results of the score about the indicated in the tab. 2 indicators are presented in tab. 3. Comparison of the analyzed dependent states on

these parameters of RTR allows to clearly see the ratio of their socio-economic, cultural and historical prerequisites for tourism development.

Table 3

Assessment of RTR of dependent states and territories worldwide

Оценка РТР зависимых государств и территорий по всему миру

| Dependent territories | Assessment of indicators, balls | | | | | | | Σ balls | I, ball |
|---|---------------------------------|---|---|---|---|---|---|---------|---------|
| | A | B | C | D | E | F | G | | |
| 1. American Samoa (U.S.) | 1 | 2 | 1 | 1 | 1 | 0 | 0 | 6 | 1 |
| 2. Anguilla (U.K.) | 1 | 2 | 3 | 1 | 1 | 0 | 0 | 8 | 2 |
| 3. Aruba (Neth.) | 3 | 5 | 5 | 3 | 5 | 1 | 1 | 23 | 5 |
| 4. Bermuda (U.K.) | 4 | 5 | 4 | 5 | 1 | 5 | 6 | 30 | 5 |
| 5. British Virgin Islands (U.K.) | 2 | 5 | 4 | 1 | 1 | 3 | 0 | 16 | 4 |
| 6. Cayman Islands (U.K.) | 2 | 5 | 5 | 1 | 1 | 2 | 0 | 16 | 4 |
| 7. Ceuta (Sp.) | 1 | 3 | 2 | 2 | 2 | 1 | 0 | 11 | 3 |
| 8. Cook Islands (N.Z.) | 2 | 3 | 2 | 1 | 1 | 0 | 0 | 9 | 2 |
| 9. Falkland Islands (U.K.) | 1 | 2 | 1 | 1 | 1 | 0 | 0 | 6 | 1 |
| 10. French Guiana (Fr.) | 1 | 3 | 2 | 2 | 1 | 2 | 0 | 11 | 3 |
| 11. French Polynesia (Fr.) | 3 | 4 | 4 | 3 | 3 | 0 | 1 | 18 | 4 |
| 12. Gibraltar (U.K.) | 2 | 5 | 5 | 1 | 1 | 1 | 0 | 15 | 3 |
| 13. Guadeloupe (Fr.) | 4 | 5 | 5 | 4 | 2 | 4 | 0 | 24 | 5 |
| 14. Guam (U.S.) | 1 | 5 | 5 | 1 | 1 | 0 | 3 | 16 | 4 |
| 15. Martinique (Fr.) | 2 | 5 | 4 | 3 | 1 | 2 | 0 | 17 | 4 |
| 16. Melilla (Sp.) | 2 | 3 | 2 | 1 | 1 | 2 | 0 | 11 | 3 |
| 17. Montserrat (U.K.) | 1 | 2 | 2 | 1 | 1 | 2 | 0 | 9 | 2 |
| 18. Neth. Antilles (Curaçao, Sint Maarten, Bonaire, St. Eustatius and Saba) (Neth.) | 4 | 5 | 5 | 1 | 1 | 1 | 5 | 22 | 5 |
| 19. New Caledonia (Fr.) | 1 | 4 | 3 | 3 | 2 | 1 | 5 | 19 | 4 |
| 20. Niue (N.Z.) | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 5 | 1 |
| 21. Norfolk Island (Aust.) | 1 | 2 | 2 | 2 | 2 | 0 | 0 | 9 | 2 |
| 22. Pitcairn Islands (U.K.) | 0 | 0 | 0 | 0 | 1 | 0 | 5 | 6 | 1 |
| 23. Puerto Rico (U.S.) | 5 | 5 | 5 | 2 | 3 | 2 | 5 | 27 | 5 |
| 24. Reunion (Fr.) | 2 | 5 | 4 | 1 | 1 | 0 | 6 | 19 | 4 |
| 25. St. Helena, Ascension and Tristan da Cunha (U.K.) | 1 | 2 | 2 | 1 | 1 | 1 | 5 | 13 | 3 |
| 26. Saint Pierre and Miquelon (Fr.) | 1 | 2 | 1 | 0 | 1 | 0 | 0 | 5 | 1 |
| 27. Tokelau (N.Z.) | 1 | 1 | 1 | 1 | 2 | 0 | 0 | 6 | 1 |
| 28. Turks and Caicos Islands (U.K.) | 2 | 4 | 4 | 1 | 1 | 0 | 1 | 13 | 3 |
| 29. United States Virgin Islands (U.S.) | 4 | 5 | 5 | 1 | 1 | 3 | 0 | 19 | 4 |
| 30. Wallis and Futuna (Fr.) | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 4 | 1 |

The largest number of hotels can be found in Puerto Rico, the smallest figures are in Niue, St. Helena, American Samoa, Wallis and Futuna. The largest number of luxury hotels is in Puerto Rico, French Polynesia and Guadeloupe. This indicates a very high level of development of tourist infrastructure in these dependent states. The highest levels of tourist number are in former Netherlands Antilles (Curaçao, Sint Maarten, Bonaire, St. Eustatius and Saba), Aruba, Bermuda, US Virgin Islands, British Virgin Islands, Gibraltar, Guadeloupe, Guam, Cayman Islands, Martinique, Reunion, and Puerto Rico. Virtually the same list of countries represents the biggest revenue from the tourism industry. This confirms the fact that these territories, along with favorable climatic conditions, have a well-developed tourist infrastructure and services, and already have a significant level of popularity among tourists in the world. The lowest scores for these indicators got areas such as Niue, Tokelau, Wallis and Futuna. Despite the significant natural RTR, these areas have not yet act as famous and popular tourist destinations.

Cultural and historical potential of the country is expressed primarily in its historical heritage, as presence of unique historical objects determines the opportunities for tourism development in the country. The very familiarity with the history and historical sites is a very strong incentive tourist motive. Despite the political status, the analyzed dependent territories have a significant historical and cultural potential, characterized by a high degree of attraction for tourists from all over the world.

According to A. Bejdyk [3], cultural and historical RTR comprises six basic types of architectural and urban structures: public, industrial, religious, military buildings, garden art constructions, architectural monuments and sculptural monuments.

In our coverage of dependent territories of the world all six types of architectural structures are present. However, in this study, it was decided that assessment of cultural and historical RTR of dependent states will be carried out only in terms of three separate categories – religious buildings, military architecture (castles, forts, fortresses), and architectural monuments. The choice of these types is conditioned by the fact that they, in our opinion, are of most interest to tourists and are in great demand during excursions and tours in the territory of the countries analyzed. In addition, the historical value of the religious and military complexes is in their cognitive role as a source of historical and ideological information. Also in the study of cultural and historical complexes of dependent territories of the world the availability of museums of various purposes

have been taken into account, as they are the main visiting places during various excursion routes.

The greatest value in historical and cultural potential of the dependent territories of the world, of course, occupy the architectural and natural sites included in the international list of UNESCO World Heritage Site [11]. These very objects are attracted not only by ordinary tourists, but also they are valuable objects of research. Four of the seven UNESCO World Heritage Sites, available in the analyzed dependent states are natural objects, three – cultural and historical:

a) «Gough and Inaccessible Islands» in the British Overseas Territory Saint Helena, Ascension and Tristan da Cunha;

b) «Henderson Island» in the British Overseas Territory Pitcairn Islands;

c) «Pitons, cirques and remparts of Reunion Island» in the French overseas department Reunion;

d) «Lagoons of New Caledonia: Reef Diversity and Associated Ecosystems» in the special collectivity of France New Caledonia;

e) «La Fortaleza and San Juan National Historic Site in Puerto Rico» in the United States territory Commonwealth of Puerto Rico;

f) «Historic Area of Willemstad, Inner City and Harbour, Curaçao» in the territory of Country of Curaçao (former Netherlands Antilles);

g) «Historic Town of St George and Related Fortifications, Bermuda», which is the first capital of the British Overseas Territories Bermuda Islands.

The results show that the dependent territories of the world are best secured with buildings of religious architecture and museum institutions – these facilities are available in almost all the countries in question. Among the buildings of religious architecture by churches and cathedrals prevail, and among the buildings of military architecture forts are most numerous. Architectural monuments are only present on Aruba, Bermuda, Guam, Reunion, Turks and Caicos Islands and French Polynesia.

Thus, we can say that cultural and historical facilities of certain dependent territories are not diverse and represented enough that could potentially have a negative effect on the intensity of tourist flows to these countries.

In determining the integrated assessment of the RTR capacity of dependent territories of the world it was proposed to use the method of lowering the total score of assessment that allows to display a visual difference in the ease of tourist and recreational resources of a particular dependent territory in the total list. In this case, we proceeded from the fact that:

a) the total score of 4-6 balls – the lowest RTR characteristics, which are the first category areas (integral score 1 ball);

b) total score 7-9 balls – lower middle endowment of RTR, the second category of areas (integral score of 2 balls);

c) total score of 10-15 balls – average endowment of RTR, a third category of areas (integral score of 3 balls); d) total score of 16-20 balls – medium-high endowment of RTR, the fourth category of territory (integral score of 4 balls);

d) total score of 21-30 balls – high endowment of RTR, fifth category of territories (integral score of 5 balls).

Thus, having considered the dependent territories of the world for separate indicators of RTR and summarized them in an integrated assessment, it was found that the most favorable conditions for the implementation of cultural tourism have Bermuda ($\Sigma = 30$, $I = 5$). Also, high total scores of RTR and integrated assessment of 5 balls received the following dependencies: former Netherlands Antilles (Curaçao, Sint Maarten, Bonaire, St. Eustatius and Saba), Aruba, Guadeloupe, Puerto Rico, located in the Caribbean. In addition to the estimated figures, these countries also have beautiful beaches, allowing to develop here both cultural tourism and bathing-beach tourism and resort leisure. In particular, the Bermuda has all the examined types of architectural and historical monuments, including the properties inscribed on the UNESCO list. Military architecture and museums are the most diverse facilities in Bermuda. With regard to Aruba, it has the largest number of buildings of religious architecture and a large diversity of museums. In Guadeloupe numerous buildings of military architecture and a significant selection of museum institutions attract tourists. Consequently, these areas are the most favorable for the development of cultural tourism in the dependent territories of the world. All these countries are already major tourist centers of the world and attract many tourists. These areas have a favorable geographical position (in particular, the majority are located in the Caribbean, one of the major tourist destinations in the world), resulting in excellent climatic conditions that allow these countries to be visited for most of the year. This is a very convenient factor, especially for tourists from Europe and America. All these countries are islands or archipelagos that allow to develop beach tourism in their territories.

Territory of the British and US Virgin Islands, the Cayman Islands and Martinique in the Caribbean; Reunion in the Indian Ocean and the islands of French Polynesia, Guam, New Caledonia in the Pacific have

good RTR. These dependent states received integral rating of 4 balls. Almost all of them are developed centers of tourist industry. They attract tourists from all over the world thanks to their climate, socio-economic, cultural and historic resources that contribute to the development of beach, medical and health and cognitive forms of tourism.

Areas that have received integral rating of 3 balls also have prospects for development of historical and cultural, educational, bathing-beach and recreational tourism. These are the cities of Gibraltar, Ceuta and Melilla, St. Helena, Turks and Caicos, and the region of French Guiana. There are lagging behind the group leaders in the individual parameters of RTR, which nonetheless may be in a relatively short period of time to be overcome through the development of hotel base, the creation of artificial attractions (museums, tourist centers), and more active promotion of these areas in the list of interest for visit. For French Guiana and the Saint Helena extreme tourism seems to be a very promising direction.

Low integrated assessment of 2 balls got the Cook Islands, Anguilla, Montserrat, Norfolk Island. This is due to underdeveloped hospitality industry, the lack of interesting sights, historical monuments. But, nevertheless, they are promising in terms of tourism development. Especially Island of Anguilla is located in the Caribbean Sea and has the potential for the development of the bathing-beach type of tourism. Territory of Norfolk Islands, Montserrat, and the Cook Island has a unique nature, attractive to tourists.

Some dependent territories received the lowest integral score (1) when assessing their RTR. These are the areas such as Wallis and Futuna, Niue, American Samoa, Tokelau, Pitcairn Islands in the Pacific, as well as Saint Pierre and Miquelon and the Falkland Islands in America. All of them are quite remote from the world tourist flows, do not possess the necessary transport and hospitality infrastructure, attractions. It is worth noting that our results are broadly in line with the results obtained for some of the territories by other authors [6, 8]. But it is here where wilderness and primary natural and geographical conditions are preserved. And it must be said that in the future it can become a major factor in these countries attractiveness for tourists from around the world.

Thus, on the ground of the methodology of point-based characteristics of the socio-economic RTR of certain dependent territories worldwide, five groups of countries in terms of favourableness of development and implementation of tourist activity are identified. It is important to note that only the most basic social and economic resources of the

dependent territories of the world, which provide an immediate opportunity for further development of tourism and recreational services have been chosen for the assessment. For a more objective picture natural and other economic and social components of the RTR have to be also taken into account. Nevertheless, the results provide a representative overall basic characteristic of RTR of dependent states and territories worldwide, which makes the developed methodology verifiable also for other similar entities of the political map of the world.

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THE DEVELOPMENT OF THE TOURIST INDUSTRY

РАЗВИТИЕ ТУРИСТСКОЙ ИНДУСТРИИ

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**Plokhikh R.V.
Sakypbek M.A.
Aktymbayeva A.S.**

**STRATEGIC PLANNING IN THE CONTEXT OF SUSTAINABLE
TOURISM DEVELOPMENT**

- 1) Doctor of Geographical Sciences, Professor, Department of Tourism, Turar Ryskulov New Economic University (T. Ryskulov NEU), 55 Zhandosov Str., Almaty, 050035, Kazakhstan
Email: rplokhikh@gmail.com
- 2) PhD Student, Department of Recreation Geography and Tourism, Al-Farabi Kazakh National University (Al-Farabi KazNU), 71 Ave. Al-Farabi, MAB 6, Almaty, 050040, Kazakhstan
Email: mereke_sa@mail.ru
- 3) PhD in Geography, Deputy Director for Science, Science and Technology Park Al-Farabi Kazakh National University (Al-Farabi KazNU), 71 Ave. Al-Farabi, MAB 6, Almaty, 050040, Kazakhstan
Email: aliya.aktymbayeva@kaznu.kz

Abstract. The article presents some results of researches in the sphere of strategic planning in the context of sustainable tourism development management. The authors performed an analysis of the present theory and methodology of strategic planning as a special function of tourism development management. The obtained results are logically sorted according to the following main directions: conceptual and normative foundations of strategic planning for sustainable tourism development; materials about the theory and methodology of strategic planning for sustainable tourism development; the principles and procedures of strategic planning for sustainable tourism development.

Keywords: sustainable tourism, strategic planning, scientific bases, development, management, Kazakhstan

**Плохих Р.В.
Сақыпбек М.А.
Ақтымбаева А.С.**

**СТРАТЕГИЧЕСКОЕ ПЛАНИРОВАНИЕ В КОНТЕКСТЕ
УПРАВЛЕНИЯ РАЗВИТИЕМ УСТОЙЧИВОГО ТУРИЗМА**

- 1) профессор кафедры «Туризм», доктор географических наук, Новый экономический университет имени Турара Рыскулова (НЭУ им. Т. Рыскулова), ул. Жандосова, 55, г. Алматы, 050035, Казахстан
Email: rplokhikh@gmail.com
- 2) докторант PhD кафедры рекреационной географии и туризма, Казахский национальный университет имени аль-Фараби (КазНУ им. аль-Фараби), пр. аль-Фараби, 71, ГУК-6, г. Алматы, 050040, Казахстан
Email: mereke_sa@mail.ru
- 3) заместитель директора по науке Научно-технологического парка, кандидат географических наук Казахский национальный университет имени аль-Фараби (КазНУ им. аль-Фараби), пр. аль-Фараби, 71, Технопарк, г. Алматы, 050040, Казахстан
Email: aliya.aktymbayeva@kaznu.kz

Аннотация. Представлены результаты исследований в области стратегического планирования в контексте управления развитием устойчивого туризма. Выполнен анализ современной теории и методологии стратегического планирования как особой функции управления развитием туризма. Полученные результаты логически упорядочены согласно следующим главным направлениям: понятийные и нормативные основы стратегического планирования для развития устойчивого туризма; материалы о теории и методологии стратегического планирования для развития устойчивого туризма; принципы и процедуры

стратегического планирования для развития устойчивого туризма.

Ключевые слова: устойчивый туризм, стратегическое планирование, научные основы, развитие, управление, Казахстан.

Introduction. In general, the plan is a complex and differentiated model of the future condition of the recreation and tourism sphere on the specific territory. Planning is a continuous process of search of funding aimed at the distribution of resources for achieving the terms and sequence of management character. The main tasks of planning are the following: ensuring purposeful development; coordination of activity for all interested subjects; creation of the infrastructure of effective assessment, control and monitoring; motivation and encouragement of activity of all interested subjects; information support, marketing and branding.

Strategic planning is a special function of tourism sustainable development management in the long term. Works of many experts dealing with management issues in tourism are devoted to this problem. Among them: Filip Kotler (over 100 monographs and articles on strategic marketing), Robert Braymer («Bases of management in the industry of hospitality», 1995), John Walker («Introduction to hospitality», 2013), Alexey Danilovich Chudnovsky («Tourism and hotel economy», 2005), Galina Alekseevna Karpova («Economy of modern tourism», 1998), etc. The American expert in the field of tourism planning Edward Inskip in the book «Tourism Planning: An Integrated and Sustainable Development Approach» (1st Edition from 1991) suggests to consider strategic planning as the organization of the future for achievement of an accurately definite purposes and tasks number. In the course of strategic planning necessary balance between production and consumption of tourist products and services, volume of market demand for them and volumes of their production is provided [1, 2, 3].

France, Great Britain and Canada were the strategic planning pioneers in tourism in the early 1960s. At the present stage, obtaining an environmentally sound, economically efficient and socially significant contribution of tourism is impossible without the concepts of sustainable development and green economy. In 2011, UNEP (United Nations Environment Programme) published a report «Towards «a green» economy: Pathways to Sustainable Development and Poverty Eradication». It presents a chapter «Investment in energy and resource efficiency: Tourism», written in collaboration with UNWTO. UNEP and UNWTO in 2012 published a document entitled «Tourism in the

green economy: informational report» («Tourism in the green economy – background report»). UNWTO in 2013 prepared «The Guidelines for Sustainable Tourism Development – increasing opportunities for sustainable tourism development in developing countries» («Sustainable tourism for development guidebook – enhancing capacities for sustainable tourism for development in developing countries»). All of the work an important methodological basis for strategic planning in the management of sustainable tourism development.

Purpose of researches – the analysis of current theory and methodology of strategic planning as a special management development of sustainable tourism. It updates the following main areas of research:

- a) to identify the conceptual and normative foundations of strategic planning for sustainable tourism development;
- b) to compile material on the theory and methodology of strategic planning for sustainable tourism development;
- c) to define the principles and procedures of strategic planning for sustainable tourism development.

Methods of researches. The studies are based on general scientific and special methods that take into account the specifics of the problem. Among the scientific methods we used: system, analysis, synthesis, evaluation of historical comparison, generalization, abstraction (except for non-essential information), and extrapolation of results. The private methods include: logical-formal, target-oriented and computer information processing technology. As the initial information we used some scientific publications on the issue and some planning strategies for sustainable tourism.

Research results and discussion. Strategic planning in a general view is a set of actions and decisions which lead to development of the specific strategy focused on achievement of a long-term goal of tourism development. In more detail strategic planning can be characterized as a process in which the logical analysis of current situation and future opportunities provide a formulation of a complex of long-term intentions, strategies, goals, and activities, taking into account possible chances and risks. Fig. 1 demonstrates three key components of strategic planning in tourism.

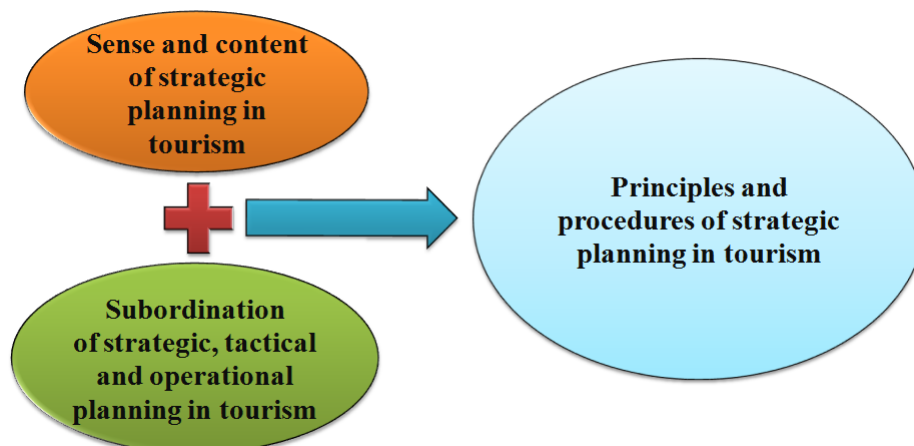


Fig. 1. Key components of strategic planning as a management special function for sustainable tourism development

Рис. 1. Ключевые компоненты стратегического планирования как особой функции управления развитием устойчивого туризма

Strategic planning in tourism from a position of technology of performance can be defined as:

1) an iterative process including definition of mechanisms of achievement of a long-term goal, tasks and the expected results;

2) a multi-stage process of development of strategy for achievement of the results delivered to a long-term goal, tasks and the expected results;

3) a multipurpose process of distribution of the resources necessary for achievement of a long-term goal, tasks and the expected results.

In a general view strategic planning in tourism includes the following activities:

- analysis of potential, competitiveness and efficiency of use of a certain territory (market, direct and indirect competitors, demand, suppliers, types of products and services, other conditions and factors);

- formulation of the purpose of development of tourism on a certain territory for governing bodies, objects and subjects of the sphere of recreation and tourism;

- identification of tasks and mechanisms, determination of stages of the tourism sustainable development;

- identification of the expected results and indicators of the tourism sustainable development;

- development of a framework of actions of the tourism sustainable development.

Strategic planning in tourism begins with the development of a conceptual framework (scheme) of long-term support of sustainable development from a position of determination of competitiveness and developing a tourist image of the concrete territory of recreational and tourist designation. For this purpose they consider the following key characteristics: a geopolitical, ecological and tourist image; the culture of hospitality of the local population; a variety of opportunities for the organization of rest and tourism; the level of development of transport and other infrastructure; the quality of services; the compliance of quality of services with the price, etc. Each characteristic is estimated according to the system of indicators presented in comparable units of measure. Such units of measure can be the following: points, percent, unit shares (for example, 0,1 or 0,5 or 0,8), monetary indicators, power indicators (for example, 1 W = 0,62 USD), etc. The system of indicators clearly demonstrates advantages and disadvantages of the territory of recreational and tourist designation. It acts as a basis for the development of a long-term strategy of the tourism sustainable development. It gives information on all essentially important components of the tourism sustainable development (fig. 2).

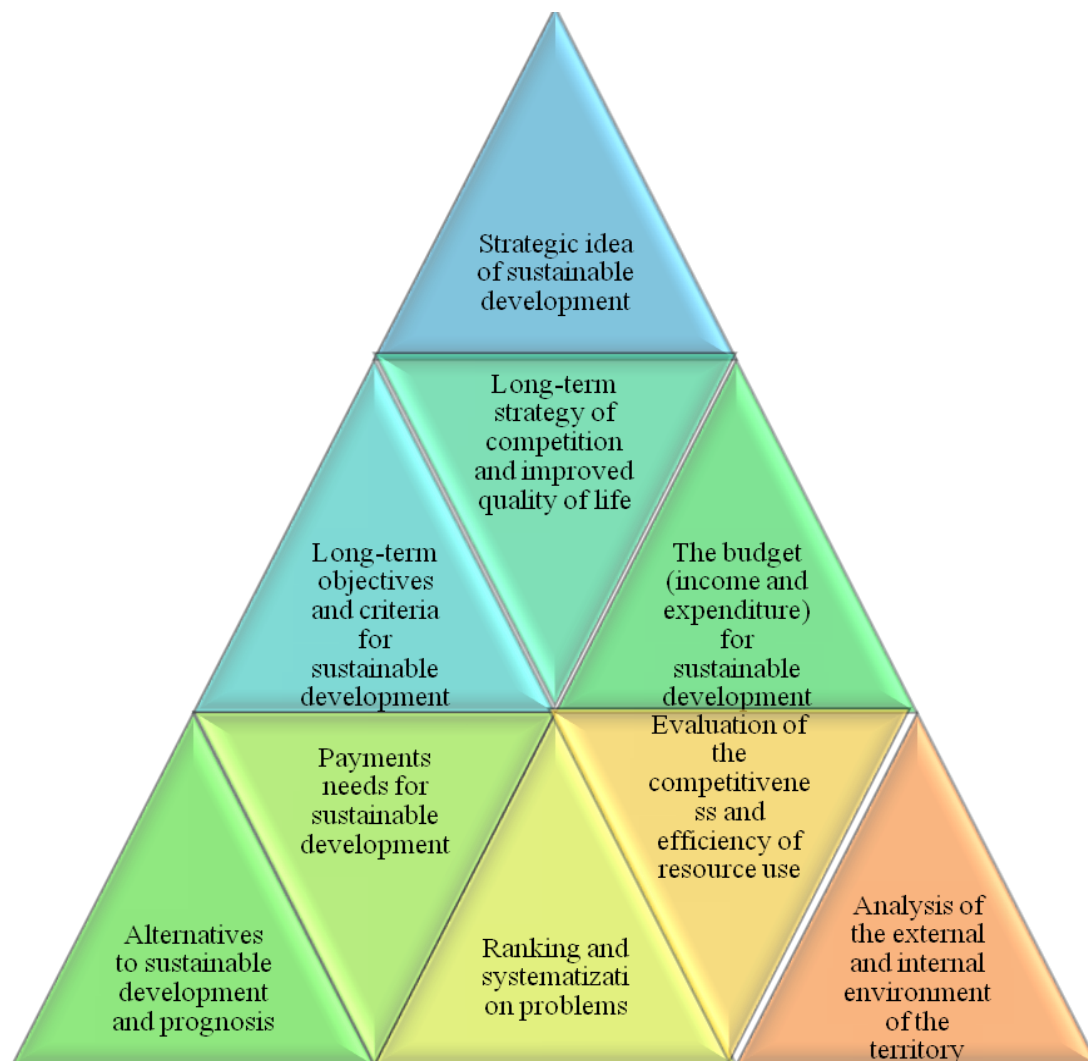


Fig. 2. Main results pyramid of the strategic planning for sustainable tourism development

Рис. 2. Пирамида главных результатов стратегического планирования развития устойчивого туризма

Under present conditions, it is expedient for strategic planning to subdivide the territory of all recreational and tourism destination into four main categories:

a) an area with the most valuable and diverse conditions and resources that can be used for the development of both public recreation during holidays and special forms of tourism;

b) the areas with various conditions and resources for short-term and seasonal tourism and recreation;

c) the areas with limited resources, based on which recreation and tourism will be developed according to the needs of the local population and visitors in the organization of places for recreation and tourism;

d) the territory with limited resources or no resources on which recreation and tourism will be developed on the initiative of local authorities as an

alternative to the main directions of economic development.

Strategic planning of development of new territories for the tourism sustainable development should be based on the following provisions:

- scientific approach and sound policy;
- compulsory consideration of views and traditions of local communities;
- rational use of natural resources and values;
- flexible philosophy of territories development as a guarantor of balanced development;
- planned and systematic development of tourism;
- securing safety of tourists and tourism;
- optimal price-quality ratio of tourism products and services.

General orientation (the idea) defines the basic strategic planning model for sustainable tourism development (tab. 1).

Table 1

The basic model of sustainable tourism development strategy
Базовые модели стратегии развития устойчивого туризма

| Sustainable tourism development | | |
|---------------------------------|--|--|
| Base model | Strategy title | Brief description |
| First | Radical change (revolution) | To focus on the development of the territory or the fight against the causes of reducing the number of guests, the active search for investments, increase the efficiency of planning, expanding the list of supportive measures |
| Second | Preservation of growth (stabilization) | To maintain the pace of development level by controlling the attraction of visitors and additional service under adverse environmental conditions |
| Third | Achieved growth (limitation) | The permanent or temporary “canning” reached the stage of development due to the limited resources to launch projects of new products (services), or in connection with the complexity of the further penetration in a particular sector of the tourist market |
| Fourth | Selective growth (diversification) | Is considered only a certain (very narrow) to the tourist segment of effort |
| Fifth | Survival (combat to extrusion) | To focus on the fight against factors in the loss of the position in the tourist market |

The following special tools of strategic planning for sustainable tourism development should be noted here: forecasting; design; programming.

A. The strategic prognosis uses both the experience gained in the past and current trends to determine the future. The result is a picture of the future, which can be used for planning. The purpose of forecasting – to receive evidence-based options for development trends (changes) of a managed object (indicators) in time and space. Sources of information for forecasts – verbal and written texts produced in the process of communication between people or from the media.

B. The strategic planning is a set of actions that contribute to sustainable tourism. The main aim is to take into account all the achievements of science and practice in the field of rational allocation of resources

(labor, raw materials, technology, financial and other) and the influence of the environment and to ensure optimal coordination of the internal environment and the right to determine the activity in the future.

C. The strategic programming is based on the forecast (or Foresight) and is focused on the preparation of complex algorithms for solving the main problems of sustainable tourism (cross-industry, sectoral, regional, local). Algorithms actions typically comprise: 1) a list of key tasks; 2) the collection and sequence of events; 3) the calculation of direct and indirect (related) costs according to the main types of resources used; 4) the distribution of tasks in accordance with the terms and performers.

We will briefly consider the content and ratio of strategic, tactical and operational planning for development of sustainable tourism (fig. 3).

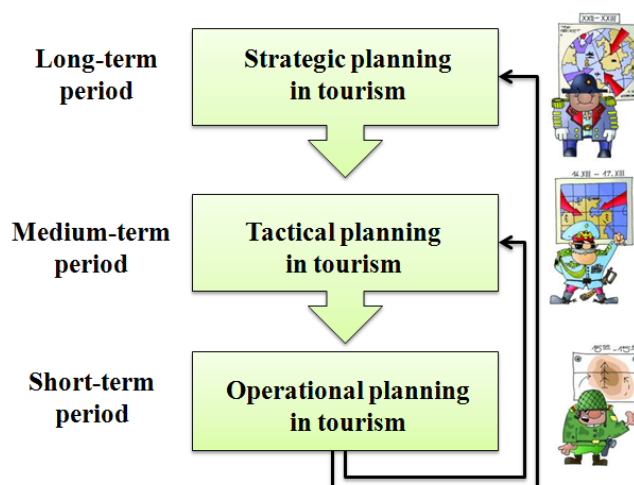


Fig. 3. The structure of planning for sustainable tourism development
Рис. 3. Структура планирования для развития устойчивого туризма

The most important features of strategic planning for sustainable tourism development are the following:

- it plays the role of an impartial (independent) arrangement of territory management;
- it considers alternatives to a broad range of areas;
- it is characterized by the uncertainty and importance of studying the risks of development of the territory;
- it considers the importance of studying information on the conditions and environmental factors, as well as information about the events;
- it considers a long period of time, but it is based on previous studies of short (typical) time periods;
- it is structured (differentiated) according to several main lines of action, therefore, involves little detail.

1. Strategic planning. The strategy cannot be a determination of the expected objectives and convenient methods for their achievement. The strategy should not arise from a dream but from the real possibilities of development of the territory. Therefore, the strategy is the reaction of governments to the objective external and internal factors of business environment. The main issue of strategic planning is what we need to accomplish? The strategic planning is the overall planning activities.

2. Tactical planning. The term «strategy» is originally a military term of Greek origin, meaning maneuvering forces, suitable for the realization of the main goal. Tactical planning – decisions about how resources should be allocated for the territory of the main goal. Tactical planning usually covers the medium term, that is, the subject concerns the middle and lower managers. Tactical planning focuses on how public authorities, associations and local communities should have the desired state. The difference between strategic and tactical planning is the difference between means and ends. The tactical planning is an important detail (functional) planning.

3. Operational planning. This concept is most clearly emphasizes that the plan is the main goal of economic transactions in the total flow in the limited period (for example, sales planning, marketing, monitoring, etc.). Under the operational planning we understand the preparation or adjustment of a short-term budget work in the development of sustainable tourism.

Planning is carried out according to the levels of spatial organization and branch structure of the territory of recreation and tourism.

1. Strategic planning (the highest level, or the whole territory) is the determination of the main components of activity in the long term, the evaluation of trends in the environment and the likely behavior of all competitors.

2. Tactical (medium industries and / or groups of objects) plans is the determination of the main

components of activity in the medium term, interim targets towards the achievement of strategic goals and objectives. The plans should identify the ways of management of the horizontal division of labor within a single administrative level to implement the ideas identified in strategic planning.

3. Operating (local level or specific objects / process operation) plans determine short-term goals to solve tactical problems and are implemented at the lower level of government that involves the full participation of all stakeholders. The performance standards, job descriptions and other parameters are part of the system, which directs the efforts to achieve the overall and main goals of sustainable tourism.

Strategic planning consists of several interrelated stages:

1) the formulation of the main characteristics of planning: the purpose, objectives, expected results;

2) the preparation of the plan: collecting, organizing and updating information, analysis, specification of the goals and objectives of planning, setting targets to individual companies and groups of workers, the definition of the main events;

3) the adoption of a plan: documentation and approval;

4) the implementation of the plan.

The management of territorial tourist systems of different levels (global, regional, national, sub-national, local) is focused on the future vision and foresight of development [4-6]. The effectiveness of strategic planning for sustainable tourism development depends on the principal (leading) criteria:

a) completeness characterizes the records of events and situations that may affect the activities;

b) accuracy involves the use of modern methods and means that ensure the accuracy of forecasts;

c) clarity characterizes a simplicity and clarity in the formulation of goals and methods;

d) continuity is determined by a permanent character of goal-setting, including those on the basis of verification, review, correct orientation of development;

e) efficiency involves a comparison of the costs of planning benefits that it gives.

Conceptual bases of strategic planning in the management of sustainable tourism development determine the basic 10 characteristics:

1) the definition of a tourism product (service) needs to clearly and unambiguously identify the main features or attractors that are most likely to be interested and to attract tourists;

2) the inventory of resources to determine what is the possibility of accommodation, food, transportation, entertainment, education, information and other services to provide tourists;

3) the market involves identifying the types of visitors or submarkets, which are most likely to

respond to the tourist product (service) in the region, as well as assessing the extent of competition with other regions within and outside the country;

4) establishing international contacts requires the identification of foreign target markets and areas from which a «typical» tourist begins preparations for the first visit to «new» destinations, and optimal provision of necessary and useful information;

5) the organization of work requires the establishment of an effective administrative mechanism for the coordination of direct and indirect efforts to attract tourists;

6) improving domestic resource aims to modernize the infrastructure that would be contributed to the fact that the first visitors who arrived immediately felt welcome; after his/her return they will encourage friends, relatives and colleagues on vacation in this destination;

7) processing of information sources provides a rapid response to marketing efforts that will adapt future programs rest in varying patterns of travel, objectives and market conditions, recreation and tourism;

8) the development of promotional materials requires the creation of a wide variety of print and electronic sources, which would be useful both for specialists involved in the planning of tourism, and tourists who choose the routes for travel;

9) it provides for the involvement of experts to establish contacts with entities that have experience in the regions and countries where the operations are carried out, in order to increase efficiency of promotion of tourist products (services);

10) the entry into a market is based on the careful selection and use of methods that allow to maximize the financial resources aimed at the promotion of tourist products (services) of the territory.

Principle (from the Latin. «principium» – initiation) – a belief, a point of view, a rule of conduct. For example, «It's against my principles», «a stupid principle», «argue about principles», «the principle of not going», etc. The principles of strategic planning in tourism – the basic principles (regulation), which built a scientific system and practice. The principles of strategic planning for sustainable tourism development include: focus; consistency; complexity; subordination (holism – the ratio of total and private); predestination (historicity); efficiency; the balance of interests; adaptability; variability; innovativeness; legitimacy (acceptance of authority); delegation; quality environment of life; ecological compatibility.

Procedure – 1) a long-term, consistent, orderly movement of things; 2) some of the complex standard actions. The term derived from the French procédure «procedure process» from the main word procéder «to act», from the Latin «procedure» – «go; move», and from the pro «forward, for, instead of», and «cedere» –

«go», goes back to PraEuropean «ked» – «go, move». The Russian word «procedure» is borrowed from the German word «Prozedur» («Dictionary of Russian language with the inclusion of information about the origin of the Word», 2007). The procedure for strategic planning in tourism – an official procedure of actions, works, discussions and monitoring of results of the strategic planning process in tourism. It is divided into the following procedures: the definition of the mission; formulation of goals and objectives; analysis of the external environment; analysis of the internal environment (strengths and weaknesses); the choice of strategy (the main way to achieve the target); long-term planning (stages achievement); policy making (how to achieve the target); development of action (the structure of the goal); implementation of action (order of achievement); analysis, evaluation and monitoring of results.

Conclusions. The completed work allows to draw the following conclusions on the role of strategic planning in the management of sustainable tourism development: 1) the conceptual and normative foundations of strategic planning for sustainable tourism development are currently at the stage of final formation; 2) there is a large amount of material on the theory and methodology of strategic planning for the development of sustainable tourism, which are characterized by a variety of conceptual approaches to the solution of the main problem; 3) the principles and procedures of strategic planning – is a developing, but a very important part of management of sustainable tourism development.

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Zambinova G. K.
Bekisheva S.T.

ASSESSMENT OF TOURIST-RECREATIONAL RESOURCES
OF KAZAKHSTAN

- 1) PhD in Economics, Associate Professor, Karaganda Economic University of Kazpotreboysuz
9 Academicheskaya Str., Karaganda, 100009, Kazakhstan
- 2) Teacher, Master of Economics, Karaganda Economic University of Kazpotreboysuz
9 Academicheskaya Str., Karaganda, 100009, Kazakhstan
E-mail: bekishevasholpan777@mail.ru

Abstract. This article discusses attractive regions for health resort tourism in Kazakhstan. Deals the tourist-recreational resources of Kazakhstan. Presents, some objects of sanatorium-resort activity in Kazakhstan.

Keywords: recreational resources, infrastructure, resorts, treatment, vacation, tourism.

Замбинова Г.К.
Бекишева Ш.Т.

ОЦЕНКА ТУРИСТСКО-РЕКРЕАЦИОННЫХ РЕСУРСОВ
КАЗАХСТАНА

- 1) доцент, кандидат экономических наук, Карагандинский экономический университет Казпотребсоюза
ул. Академическая, 9, г. Караганда, 100009, Казахстан
- 2) преподаватель, магистр экономики, Карагандинский экономический университет Казпотребсоюза
ул. Академическая, 9, г. Караганда, 100009, Казахстан
E-mail: bekishevasholpan777@mail.ru

Аннотация. В данной статье рассматриваются привлекательные регионы для развития санаторно-курортного туризма Казахстана. Исследуются туристско-рекреационные ресурсы Казахстана. Представлены некоторые объекты санаторно-курортной деятельности Казахстана.

Ключевые слова: рекреационные ресурсы, инфраструктура, курорты, лечение, отдых, туризм.

In the territory of Kazakhstan 112 especially protected natural territories, including 10 national parks in which the adjustable tourist use aimed at the development of sanatorium tourism is allowed work. Considering that both natural and cultural sights, natural and natural anthropogenic landscapes where the traditional culture makes a whole with surrounding environment can be its objects, development of tourism can provide not only financial support to natural territories, but also will give the chance to create interest in their preservation [1].

Kazakhstan has an ancient and unique history, like twenty seven thousand ancient monuments, such as Saksy barrows, the Gold Person in Issyke and many others. Kazakhs inherited from the ancestors – ancient Turkic peoples and kypchak – production of felt, yurta type, rug weaving, especially lint-free, weaving of mats, ability to inlay with bone, silver house utensils, weapon, horse harness, national musical instruments. Separate elements and furniture

of kypchak Turkic clothes are revealed in the Kazakh national suit. Preservation various forms of material culture of the past is explained by that, according to Engels, «development political, legal, philosophical, religious, literary, art, etc. is based on economic development», and in the subsistence non-reorganized economy of Kazakhs, a little changed for many centuries.

The Kazakhstan site of the Great Silk way represents a unique historical monuments complex of archeology, architecture, town planning and monumental art. They are presented by the ancient cities of Otrar, Taraz, Sairam, (Ispidzhab), Turkestan (Yassa), Balasagun and others which were not only shopping centers, but also the centers of science and culture. All this has to promote effective development of tourism. In general, potential interest in sanatorium tourism in the international market makes 8,9 million people (or 63% of the general potential) [2].

The number of visitors (residents) for 2014 can be characterized as follows: the number of resident visitors who arrived for holiday made 39% of total number which arrived, for professional purposes there arrived 54%, and 7% purposefully for health-health-care purposes.

By number of nonresident visitors the biggest indicator of 87% is the professional purposes of arrival. From here it is possible to draw a conclusion that the main share of purposeful visitors is the share of professional purposes both for residents, and nonresidents, and the smallest indicators fall on the medical and health-health-care purposes, pilgrimage and visit of shops – less than 1 percent respectively.

On outbound, entrance and internal tourism the client base makes – 50%, 34%, 16% respectively of total visitors number for sanatorium establishments. It is important to note that in our country the indicator of outbound tourism sharply prevails. The number of internal tourism visitors is 1,5 times less than exit and is almost twice more than entrance, which signifies that our citizens visit foreign resorts more often than the national. The low indicator of entrance tourism shows that our sanatoria and resorts are insufficiently known to the world community and that our infrastructure still does not correspond to the international standards [3].

The obvious leader – the East Kazakhstan region – is distinguished from all regions. Such great value is explained by variety of reasons: high number and population density, significant amount of sanatoria and resorts, rather high extent of infrastructure development, beautiful and picturesque nature, large number of recreational resources, etc. Further, there is Almaty region. It can be explained by rich recreational resources and sufficient number of sanatoria.

In general, it is possible to tell that the most attractive regions for sanatorium tourism are Almaty region and East Kazakhstan.

Activity of specialized placement means – sanatorium spa facilities including: activity of sanatoria, sanatoria dispensaries, boarding houses with treatment, resort polyclinics, balneological clinics, mud baths; activity of specialized sanatorium, children's camps of the full-time action.

Sanatoria dispensaries – the treatment-and-prophylactic organizations equipped with beds, operating under organizations, providing medical and health-care actions to workers on the job in off-duty time.

Rest houses, boarding houses, bases and other organizations of rest, tourist centers are organizations intended for rest in which vacationers are provided with placement and food or only placement for

certain term, and also by tourist and excursion service and located, as a rule, within resorts, in medical and health-care districts, residential suburbs [4]. Such organizations can function all year round or during a certain season.

Tourist and recreational resources can present an assessment on the example of the following objects.

The Zhumbaktas boarding house is open and functions from 2006th year. It is located in a picturesque place on the bank of the lake Shchuchyee in pine forest ten kilometers from Shchuchinsk. In disposal of boarding house there is a medical facility where artificial bathtubs are released: coniferous, turpentine, grassy. There is an office of hardware physical therapy and an electro-light-therapy, a galvano-muds, mud cure. The climate-treatment is actively used and applied [5].

Sanatorium of Kapal-Arasan are mineral sources with the contents of sodium sulfate-chloride, nitrogen and silicon acid. Water from mineral sources is used by vacationers for taking bath and shower. The resort of «Kapal-Arasan» is founded directly on the territory of healing springs, in the heart of the green park seated by a set of poplars and karagachy. From here the fine panorama on snow crests and peaks of the Dzungarian Ala Tau opens. Mineral sources of Kapal-Arasana belong to light thermal. Temperature of the majority of springs makes 35-37 C. On all indicators (temperature and chemical) these spring are similar to the well-known springs of Tskhaltubo [6].

By water composition the Kapal-Arasan field equals to medicinal waters of known world health resorts: resorts of «Bath» and «Velingrad» in Bulgaria, «Yanskilazna» – in the Czech Republic, «Tskhaltubo» in Georgia, the resorts of Yugoslavia, Hungary, Italy, France, etc.

The sanatorium «Pine forest» is located 45 km from Kostanay, in the territory of Arakaragaysky forest area. In the course of treatment natural resources are used: mineral water which directly arrives from springs, and therapeutic muds. The major medical factor is mineral water. By structure mineral water of sanatorium «Pine forest» are close to mineral sources of the well-known resort «Pyatigorsk», is also analog of Morshin, Karlovy Vary and Yessentuki 17 water [5].

During 1960-1975 scientists conducted research of the lake filled with mineral water near Scherbakov's village of the Kostanay region of the Altynsarinsky region of the Republic of Kazakhstan where they revealed miracle properties of medicinal water. Round the lake the base of sanatorium and medical complex developed- Pine Forest rest house, and then in 1981 – sanatorium was created. The sanatorium «Pine forest»

is located 45 km from Kostanay, in the territory of Arakaragaysky forest area [6].

In the territory of Kazakhstan it is possible to allocate two groups naturalrecreational areas. The first one groups territories, optimum for recreational activity, in the east, the southeast of the republic, and also in northern part of the Kazakh hummocky topography (middle mountains of Zailiysky Ala Tau and Dzungaria, some regions of Altai, in particular Rakhmanovsky, the Shchuchinsko-Borovsky zone, Zerenda, Bayanaul, Karkaralinsk), characterized by a picturesque relief, the woods and reservoirs, balneological resources, rather long comfortable period in climatic parameters. The second group includes a number of areas which use is limited to a smaller set of recreational resources and weak ecological stability (highlands of the east and the southeast of the republic, the Balkhash-Alakolsky area, etc.) [6].

Unfortunately, in the republic only the insignificant part of these medical factors is studied, and for the health-health-care purposes about 10% of the available resources are used. So, from six balneological groups of mineral waters (without specific components and properties) – sulphidic, iodic and bromic, radonic, ferruterous, siliceous – mainly radonic and siliceous are used. The main type of therapeutic muds in the republic are sulphidic (stocks – about 60 million m), there are also sea and seaside, however part of the last, in connection with desiccation of the Aral Sea, lost their value.

For further development of the republic industry, intensive development of recreational lands, creation of large recreational areas, uniform system allowing to use recreational resources more rationally and effectively is necessary. Formation of the territorial and recreational systems (TRS) has to become the main direction thus. Concentration of establishments and vacation spots within TRS, having uniform system of infrastructure, will allow to lower construction and operational expenses considerably.

Distinctions between the natural potential and security with infrastructure cause formation of various taxonomical rank TRS: all-republican, regional, local levels. So, the special place is given to Prialmatinsky TRS, a zone of versatile recreational resources use (resort treatment, long and short-term rest, different types of informative and sports tourism), the Almaty group system of the occupied places (GSOP), adjacent to the most populated part. Possessing high recreational potential, this TRS was always the center of recreant gravity from among inhabitants of the CIS, and the abroad. They are attracted by landscapes variety of the foothills and mountains of Zailiysky Ala Tau ridge, the

city of Almaty which is the large tourist center with developed system of service, opportunity without long moving to participate in such popular types of recreational occupations as mountaineering, mount-climbing, speed-skating, mountain skiing and so on. Existence in TRS of mineral springs and high climatic-balneological capacity of the foothills and middle mountains timberland promotes development of a health resorts of versatile character network. Basis of short-term rest development are low-mountain and mid-mountain zones of Zailiysky Ala Tau, beaches of the Kapchagaysky reservoir, the river inflows of r. Il. The general capacity of sanatorium treatment establishments, long and short-term rest, tourism in perspective can make 230 thousand places [5].

The same rank there can be following territorial and recreational systems:

The North Kazakhstan TRS (within Kokshetausky GSNM and partially Akmolinsky GSNM) as a recreation area and treatments enjoys popularity for the republic population, and also inhabitants of the Urals and Western Siberia. Here the basis of recreational potential is made by the favorable climatic-balneological factors which are based on the relic pine woods and the small-leaved wood plains. The main direction of the North Kazakhstan TRS recreation is healthimproving. The leading role is played by the resort Pine Forest where the complex of balneological factors creates exclusively favorable conditions for pulmonary patients treatment, and forests, large fresh water lakes and picturesque relief allow to organize different types of mass rest. The general capacity of recreation establishments can reach 110 thousand places here;

The East Kazakhstan TRS, which resort and recreational potential is formed on the basis of considerable water resources, has the largest stocks of mineral waters, favorable climatic-balneological conditions of coniferous forests, can become the center of balneo-treatment, different types of rest and tourism, largest in the republic. In the long term the single capacity of TRS recreation establishments can increase to 100 thousand places;

The southern Kazakhstan TRS within the southern regional system of moving incorporates three recreational centers: Shymkent, Zhambylsky and Turkestani. Along with development of sanatorium treatment on the basis of mineral springs the informative tourism focused on visit of history, culture and architecture of the Middle Ages monuments gets the increasing value here. Establishments of a recreation in this TRS on prospect can contain 235 thousand people, and the considerable part will be made by establishments for

treatment and rest of children (children's sanatoria and camp, country dachas, etc.).

In the republic there are also opportunities for development of local value TRS within the following GSNM: Ural, Kostanaysky, Peter and Paul (Ishimskaya), Pavlodar, Semipalatinsk, Kyzylordinskoy. Recreational resources of these systems are capable to provide the organization of long and short-term rest for local population, both in summertime, and during winter season. As a part of Semipalatinsk, Pavlodar and Kostanaysky TRS further development will be gained by establishments of sanatorium type on base the climatic-balneological resources of pine forests and mineral waters.

TRS Dzhungarsky in mid-mountain and foothill parts of Ridge Dzungarian Ala Tau northern slope possesses big resources. Now it is used generally for service of the population of Taldykorgansky GSNM, but in the long term the organization of a republican value treatment and rest zone is possible here.

Also creation of versatile territorially is perspective recreational systems on the basis of Bayanaulsky (Pavlodar region) and Karkaralinsky (Karaganda region) natural parks, development of tourist specialization TRS in mountains Ulatau Zhezkazganska area.

The program of recreational resources development in Kazakhstan cannot be considered separately, without the general economic situation and coordination of recreational economy with other branches. In due time the moment of «recreational explosion» was missed and therefore in the republic there are no necessary material opportunities, and also organizational and administrative structures for elimination of disproportion between demand of the population for rest, opportunities of its satisfaction and nature preservation. During this time recreational activity gained lines of national economy branch with positive and negative qualities. Though it is early to speak about full formation of recreational economy, as nature-user it imposes considerable requirements to natural, material, financial, and manpower.

It is clear that social and economic conditions define recreation development. Economic contraction and rise in life cost limit possibilities of the population in satisfaction of recreational requirements, at the same time they do not disappear absolutely. Therefore at crisis stage the share of active forms of rest, and also the rest which is not demanding from the population of considerable expenses (amateur tourism) increases. In these conditions recreational attractiveness will be kept by generally those areas which already have developed infrastructure (Bayanaulsky natural park, the

Karkaralinsky zone, Shchuchinsko-Borovsky, the foothills of Zailiysky Ala Tau near Almaty). Protection of natural complexes and their improvement during this period requires introduction of such levers of environmental management as payments for natural resources use.

Long-term goal of recreational resources development is ensuring needs of the republic population for different types of resort and tourist service. At the following stage of economic transformations formation of territorial recreational system structure and its development on the basis of scientific and technical progress has to come to be finished. The paramount attention thus is paid to complex use of the available resources of treatment, rest and tourism. Broad development of recreation will provide formation of specific territorial economic systems. Expansion of interdepartmental and interindustry communications will promote more rational use of capital investments.

Recreational activity, defining specialization of the area, in turn will accelerate development of other economy branches connected with tourist service (construction industry, creation of infrastructure, production of souvenirs, edition of tourist literature and advertising, national crafts and other). Thus placement of material resources in tourism has to be carried out so that actively to influence formation of tourist stream [7].

It is probably expedient to consider creation of government body (the republican commission committee on the organization of the population rest) which competence has to include controlling and coordinating actions for design and construction, definition of recreational branch further development strategy. Currently multi-departmental management within the republic, as well as in the certain created resorts (resort districts) is common. In this case powers on management of such territorial and recreational complexes should be delegated to local Councils of People's Deputies through hierarchical structure of the commissions (committees). Having the real right to form plans and terms of construction and accumulating funds of individual builders share, rent for use of recreational resources, local Councils will have an opportunity to carry out necessary improvement, protection and rational use of resort objects, housing and civil engineering [9].

Un-readiness of the economic relations in use of natural resources demands statement of improvement tasks method for calculation of economic damage, expansion of standard technical and information base. Creation of extensive and versatile informative base and control of territorial recreational systems

condition will facilitate the solution of the problems complex connected with resort and recreational economy management. In this regard the republican management system for recreation branch has to have special service as follows: control and measuring network with a continuous operating mode, center for reception and storage of information and data-bank created on this basis; control and technical service on informatics-and-balancing and commissioning. In the republic the service allocated with powers for decision-making and control of their performance could carry out such functions.

Development and improvement of the sanatorium system help is planned taking into account evidence-based need for sanatorium resort treatment and improvement of the republic population, and also existence, development and rational use of natural medical resources, economic capacity of the state; it assumes:

- improvement of sanatorium system state regulation of recreation and health-treatment of the population;

- streamlining of privileges for sanatorium treatment and improvement and conditions of their granting;

- optimization of the sanatorium and health-care organizations network;

- improvement of the sanatorium treatment and improvement organization for children;

- development and realization of measures set on formation of market mechanisms in sphere of the sanatorium and health-care organizations functioning, except for sanatoria system of the Ministry of Labor and Social Protection;

- implementation of measures for rational use of the funds allocated for sanatorium treatment and recreation of the population;

- improvement of the legislation in the field of the population sanatorium treatment organization, activity of the sanatorium and health-care organizations;

- improvement of scientific and organizational-and-methodological support concerning the organization of population health-treatment and recreation;

- ensuring preparation and professional development of employees of the sanatorium and health-care organizations.

Priority tasks in the sphere of the sanatorium help system state regulation are:

- ensuring coordination of the sanatorium and health-care organizations activity of various

subordination and their organizational and methodical maintenance;

- performance of state programs in the field of population health-treatment and recreation;

- improvement of the legislation in the field of the population sanatorium treatment organization, activity of the sanatorium and health-care organizations;

- creating conditions for investment attraction into sanatorium and health-care system of the Republic of Kazakhstan;

- development and implementation of measures, directed on natural medical resources rational, effective use, tourist resources, creation and development of the resorts of the Republic of Kazakhstan;

- the state investments direction on development of the Republic of Kazakhstan resort zones;

- implementation of the state support, development and effective use of the sanatorium organizations which are located in property of the Republic of Kazakhstan and abroad.

The purposes and problems of tourism development depend on the level of the state relation to this branch. Without its accurate participation in regulation of tourist area its development is impossible.

Huge economic effect of tourism consists in recycling of the income when the tourist pays money during travel, staying in hotel, having dinner at restaurant, there is a recirculation of money – on them goods which then are bought by tourists, etc. Besides, the serving industries of hospitality spend the most part of money which they earned in the area, buying various goods and services. This chain reaction proceeds until there is a leak – money «will flow away» on purchase something outside the region. The majority of economy branches have coefficient of means recirculation of 1,7-2,0. It means that the earned money is used by the branch from 1,7 to 2,0 times. In tourism this effect increases to 3 times.

Owing to geographical, economic features of Kazakhstan, tourist resources are located unevenly. Their most part can be united in special natural and economic zones. In Kazakhstan it is possible to distinguish 3 zones – Central, Southwest and Southeast, the Central zone including the tourist Bayan-Auyula resources, Karkarala, Egendybulak, Boraldaya and Pike. South Western zone is Sara-Agash, Turkestan, Otrar, the Hungarian area. Such mountain systems as Tengri-Tag, Zailiyskoye Alatau, Lakes Alakol and Balkhash, reservoir of Kapchagay

can represent a southeast zone. Plus r. Kya, border area Druzhba, Zharkentsky area. Southeast zone will be especially crowded and attractive [4].

The greatest mass of Kazakhstan productive forces will be concentrated near these zones, i.e. in the cities of Ekibastuz, Pavlodar, Astana, Karaganda, Almaty, Chimkent, Taraz. The main air gates are in Astana and Almaty. The above-mentioned cities and territories will be generators of tourist streams for zones, and they, in turn, will become receptors.

Kazakhstan is rich with natural, cultural and historical values representing a great interest not only for residents of the country, but also for the foreign tourist, and Shchuchinsko-Borovsky region is of special value. This region (on material resources which is available today) can serve to 100 thousand tourists a year. And, 75% of this tourist number is necessary on internal tourism. Shchuchinsko-Borovsky region has huge geopolitical value for the Central Asian region. It can play a role of specific regulation corridor for the international tourist streams [2].

Along with eco-tourism there is business tourism for which the corresponding infrastructure will develop. For informative tourism objects development of the picturesque neighborhood near the city of Shchuchinsk, Shchuchinsko-Borovsky and Zerendinsky zones, the Korgalzhinsky reserve, the Vyacheslavsky reservoir, Zone of the Ishim River, pine forest in Akkole, Taytobe recreation area, etc will serve. Creation of specialized city tourist bureaus for carrying out sightseeing tours around the city and its vicinities is provided.

Studying sanatorium branch condition as one of the tourist market perspective segments is very timely. In Kazakhstan development and improvement of sanatorium tourism system is provided, the Development program of the perspective directions of the tourism industry of the Republic of Kazakhstan for 2020 is accepted.

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Reviewed by:

Matayeva B. T., PhD in Economic Sciences, Associate Professor of Tourism and Restaurant Business Karaganda Economic University of Kazpotreboyz

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Zhuspekova A.K.
Maymurunova A.A.

USE OF GIS-TECHNOLOGIES IN KAZAKHSTAN AND ABROAD

- 1) PhD in Economics, Associate Professor. Karaganda Economic University of Kazpotrebsoyuz
9 Academicheskaya Str., Karaganda, 100009, Kazakhstan
- 2) Teacher, Master of Economics. Karaganda Economic University of Kazpotrebsoyuz
9 Academicheskaya Str., Karaganda, 100009, Kazakhstan. E-mail: *akkma@mail.ru*

Abstract. This article discusses the use of GIS technology in abroad as well as in Kazakhstan. The article seeks to izuchitkazahstansky experience using geographic information system in tourism. The model of recreational GIS analyzes the possibility of using GIS technology in recreation and tourism.

Keywords: GIS-technology; cartography; project; information.

Жуспекова А.К.
Маймурунова А.А.

ИСПОЛЬЗОВАНИЕ ГИС-ТЕХНОЛОГИЙ В КАЗАХСТАНЕ
И ЗА РУБЕЖОМ

- 1) кандидат экономических наук, доцент, Карагандинский экономический университет Казпотребсоюза
ул. Академическая, 9, г. Караганда, 100009, Казахстан
- 2) преподаватель, магистр экономики, Карагандинский экономический университет Казпотребсоюза
ул. Академическая, 9, г. Караганда, 100009, Казахстан
E-mail: *akkma@mail.ru*

Аннотация. В данной статье обсуждаются вопросы использования ГИС-технологий за рубежом, а также в Казахстане. В статье ставится задача изучить казахстанский опыт использования геоинформационной системы в сфере туризма. Рассматривается модель рекреационной ГИС, анализируются возможности применения ГИС-технологий в рекреации и туризме.

Ключевые слова: ГИС-технология, картография, проект, информация.

Currently the work on formation, promotion and realization of tourist product is impossible without appropriate information support. The tourism authorities and tourism companies in their work are constantly faced with the problems of development of information technologies, which are essential to international integration of tourism business as information-rich areas.

GIS enable rapid response to any emerging situation at any site with getting on it all necessary cartographic and thematic information. They are cantometrics study with simultaneous building of any maps, plans and diagrams. On the basis of GIS can simulate various processes, phenomena and study the change in their status over time [1].

GIS structure typically includes four essential subsystems:

- input of data, provides input and/or processing spatial data from different sources (maps, etc.);
- storage and retrieval, allowing operatively to obtain the data for analysis, to update and adjust them;

– processing and analysis, provide an opportunity to assess options, to solve computational and analytical tasks;

– submission (delivery) of data in different forms (maps, tables, block-diagrams, digital terrain models, etc.) [2].

The history of the development of geographic information systems starts since the late 50-ies of the last century. The main contribution to the development of GIS over the period of the 50's – 60's, made in the USA, Canada and Western Europe. Russia joined the global process of creation and development of geoinformation technologies in the mid 1980-ies [3]. Currently, GIS technologies have found wide application in marine navigation. For example, in Japan use of electronic navigational charts. On these maps, connected navigation devices, mark the location of the vessel, the rate at which the ship should follow, next to that ship other ships, ports and other information. Vehicles in the U.S. use electronic maps, in particular, upon detection of the moving means, the distribution of passenger transport on tourist routes, the congestion of the lines. This

information is often supported by the communication system [4].

One of the interesting examples of the use of GIS-technologies is a service GoogleEarth. It allows users to travel through an interactive map of the planet, created from the perfect connected space and ground images the detailed three-dimensional images of objects. On GoogleEarth interactive map the user can explore desired territory and to find the desired object, even with the help of the search box. Also the user can see the required area and using the function buttons to get directions.

With the help of this service you can view the territory at a given height and fly speed, as well as to measure the distance, work with GPS and create a map with overlay of the objects on the source map GoogleEarth. The developers of GIS technology in Austria are interested in learning and the processing of data about natural objects. For this they use the ARIS system. It will allow to map the required objects on various subjects. In India a system that will allow remotely to put the information on the card. In Scotland using the app to GGP Systems, developed on the basis of the GIS, users will learn more about the field of outdoor recreation [5].

Map of the city of Astana based on «Silverlight». This new technology of data representation in the Internet, designed to run on different platforms. It allows you to create rich, visually attractive web pages that work in most popular browsers, gadgets and desktop operating systems (including, AppleMacintosh). The key to the possibilities of Silverlight as the presentation WPF (WindowsPresentationFoundation) platform Microsoft.NET Framework 3,0 is XAML (eXtensible Application Markup Language, extensible markup language applications) [6]. When the first user opens the map, he can choose the language such as Kazakh, Russian or English, and one of the three view modes (map, diagram or hybrid). Map is divided into three districts and each of them has its own color, which improves perception and understanding, even when the user enlarges the map section. In control panel, click on the floor plan of the city of Astana, and the card will acquire its original position. More users of this card have the ability to look at a diagram of the entire public transport of Astana city. In tabular form arranged in order of route numbers, and when you click on a specific room, you can view the online route, direct route, return route, the entire route. When selecting a desired menu item on the map displays the color scheme of the route with stops and their names. In control panel you can select «Events» that take place in the city. These include concerts,

cultural events, theatres and shows, exhibitions, fairs, official and paid events. In addition, a big advantage of this card is the ability to view objects through a virtual tour. On the map in the form of a camera are icons, clicking on which opens the picture of the object and scheme with red points, when these points are pressed you can travel on this object. If the object has several floors, near the scheme, you can use the press to advance to the next floor. For the convenience of users in the lower right corner there is the Navigator, which shows user-selected segment of the city, but on a smaller scale. One of the interesting features is the menu item «Filter by neighborhood». On the map there is a circle encompassing 279 meters, when moving the circle left of the map there is information about what objects are in this area [7]. Analyzed card has a lot of interesting methods of obtaining information, and it is therefore very interesting to use.

Having examined the application of GIS technologies in foreign projects, we can say that they are an integral part of some of the major tourist and socio-cultural projects.

Currently find more and more application of GIS technology in tourism the design and operation of tourism resources and facilities in the tourism industry. Note that the Kazakhstan tourist business still not in a position to celebrate great achievements in this field. The development of world tourist market contributes to finding ways of effective development of tourism in Kazakhstan.

GIS can be of great help the tourism company, if you will create a GIS map with marked on it the resorts, the company cooperates with, plans of their territories, information about the quality of service, room photos, etc. All this creates a huge advantage over other sellers of similar tourist product.

A special role GIS played in the development of projects of perspective planning of development of tourism in some regions. In this regard, currently we are developing the tourist map of Almaty region, is used to obtain reference data on territorial features of the modern state of the recreational resources of the area. It is assumed that the map should provide a complete picture of the recreational resources of the Almaty region. Along with tourist map in a GIS it is possible to place a database of specialized digital maps describing recreation facilities:

- «Recreational and tourist facilities»;
- «Existing and prospective schemes of tourist routes»;
- «Scheme of railways and roads»;
- «Monuments of nature»;

– «Historical, cultural and architectural monuments»;

– «Product placement».

Tourist map of Almaty region must contain reference text information with illustrations. As the image (substrate) for the newly created map will be used maps political-administrative division of the Almaty region. To create a map of the material, i.e. creating the map, it will use the software package of the geoinformation system «MapInfo». In this paper, we elaborate on the creation of tourist maps objective analysis area. Almaty region is characterized by the presence of unique monuments of history and culture, rich historical heritage and has a favorable background for the development of different types of tourism and recreation, as area residents and visitors (Fig. 1).



Fig. 1. Schematic map of Ulytau
Рис. 1. Карта-схема Улытау

The region has considerable resources for the development of mountain tourism and mountaineering. Unique mountain ranges Zailiyskogo Alatau and Dzhungarskiy Alatau, and also the area of Khan-Tengri peak (7014 m) is the highest mountain in the country – the Central Tien-Shan. The mountains abound in picturesque lakes and waterfalls. The rivers Charyn, Koksus, Karatal, Or attractive to sports and entertainment alloy, the lakes Alakol, Balkhash, Kapshagai reservoir are favorite places for fans of boating, from fishing to travel under sail. In all districts of Almaty region develops sightseeing activities. Routes are selected on the basis of existing objects, accommodation and food. In the field of 118 developed tourist routes, including such kinds of tourism, such as cognitive, ecological,

ornithological, health and fitness, ethnographic and others. Tourist routes pass through such unique natural, historical, cultural, archaeological objects, as the canyon of Charyn river, Kolsay lake, Yasenevaya roshcha grove, «Poyushchiy burkhan», the waterfall «Burhan Bulak», the place of Anyrakay battle, Zhambyl's Museum, mosque of Zharkent, a town of artisans «Sheber aul». The use of maps proposed in the work of the tourism firms will significantly increase the number of tourists who will inspire them not only a detailed description of each object, but also its colorful photographs [8]. By studying the information provided in our well-decorated, with rich thematic content, user-friendly interface map, many potential tourists will want to see the beauty of our region, and therefore will want to visit Almaty oblast. Creation of tourist map of Almaty region will allow you to do spatial queries and to conduct analysis to identify suitable areas for required actions, to identify relationships between different parameters. Information on map of the resorts of Almaty region, their location, the quality of services, photos of rooms, beaches, names of original local cuisine and other information will give tourism firms that have access to this GIS, a significant advantage.

Despite this, and the projects based on GIS technology are developed in Russia at the moment. For example, in the framework of the national project «Menin Elim» by the end of the year will launch Internet portals «encyclopedia of Kazakhstan» and the National digital history. The developers promise that the projects will be unique, most informative, and will help to develop a sense of patriotism and love of country. By the way, on the portal «encyclopedia of Kazakhstan» will host a 3D tour of Kazakhstan, which, according to developers, will attract tourists into the country. This is a key event of the national project «Menin Elim» in the framework of implementation of «100 concrete steps.»

Today the working group on «Identity and unity» developed a plan of specific activities envisaged in the framework of the national project «Menin Elim». It is the creation of Internet portals «the encyclopedia of Kazakhstan» and the National digital history. This scientific-educational and technological projects. For example, the portal «encyclopedia of Kazakhstan» will host 3D tours. This virtual tours around Kazakhstan.

On the portal it is also possible to find information on Kazakhstan history and culture, interesting facts and everything to do with simple stories from the life of Kazakhs. The developers of the portal plan to place there and reference geographic data.

In essence, this portal will become a hallmark of our country which can go to any citizen of our country or a foreign tourist and learn about our country the most interesting information. This portal is developed in the format of a multi-level portal, co-authors of this encyclopedia have become the best specialists of leading scientific institutions, research organizations, universities of our country.

It will be located almost all the information that exists in Kazakhstan, including geography, and spiritual legacy, and the issues of development of Kazakhstan by sectors of economy and industrialization.

Apparently, the portal want to make as informative and interesting. Promise that the site you will see short videos on specific places, historical facts that, according to the developers, not enough interesting and popular today.

The goal of this project is to evoke a sense of patriotism, pride for our country, our citizens and our generation, knew the history of our country how rich and majestic. In addition, the development of foreign and domestic tourism, attracting foreigners, tourists to our country.

The project «National digital history» will be a common base for national history and literature of Kazakhstan. When its development was taken into account successful international experiences.

On this portal also will host exclusive content from leading domestic and foreign scholars on the history of Kazakhstan. In addition, there will be a new supply of this material, in order to immediately grab the attention of our users.

Another important project will be the «National Digital History» — Internet portal aims to keep the history information about the spiritual heritage and development of the country in the global web.

The creation of such Internet projects as «the encyclopedia of Kazakhstan» and «National Digital History» is meant not only to help each citizen to learn more about our state, but also to carry out promoting foreign and domestic tourism. By the way, last year the first section of the Great silk road with a length of 5 thousand kilometers with 33 historical sites on it, became a world heritage site by UNESCO.

Another example. Public avalon Foundation has developed a map-scheme of Kyzylarai. This map is the first of its kind designed specifically for tourists. It was developed as part of the second phase of the project GEF SGP/UNDP project «Ecotourism in Central Kazakhstan: conservation of natural resources protected areas and creation of economic opportunities in the rural areas». The created map includes a map of the Central part of the mountain

massif (with marked trails, including marked and equipped parks), the plans of Aktogai and Shabanbai Bi, situational scheme of tourist attractions of Kyzylarai, situated both at the reserve and in close proximity thereto and at a certain distance from it (Zheltau mountains, Begazy mountains), as well as some useful for traveler information (transport schedule, useful contacts, useful for orientation on the terrain, the words of the Kazakh language and etc.) (Fig. 2). The card is issued in two language versions: English and Russian. The size unfolded is 29,7×42,2 cm, folded to 10,5×15 cm [9].



Fig. 2. Schematic map of Kyzylarai
Рис. 2. Карта-схема Кызыларай

Public «Avalon» found has developed a schematic map of Ulytau. The pocket-sized edition contains a map of Ulytau mountain range, the plan of the village Ulytau, review the scheme of tourist objects of the region, as well as some useful for traveler information (transport schedule, useful contacts, descriptions and pictures of the most iconic tourist sites).

In creating the map section of the publication was attended by the volunteers of the ASA program from Germany Katja Voigt and Gregor Qualitz.

Map published in three languages: Kazakh, English and Russian. The size unfolded is 29.7 x 42.2 cm, folded to 10.5 x 15 cm. it Should be noted, scheme is listed in the Google Maps system.

Based on the analyzed sites, using geographic information system, we conclude that at this stage of the development of modern Internet and information technologies, GIS is new, but the actual means of obtaining information for the independent traveller. The development and use of GIS technologies in new

information projects will allow users to implement their own activities in different types of tourism.

In conclusion, I would like to note that GIS-technologies are actively used in different countries but in most of the studied use of technology involves more than the creation of interactive maps with information visualization facilities and other capabilities that are listed in the studied projects. However, while technology has not been as widespread in the world, let's hope for the emergence of new interesting developments in this sphere and modern methods of providing the necessary information.

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Reviewer

Matayeva B.T., PhD in Economics, Associate Professor of the Chair of Tourism and Restaurant Business Karaganda Economic University of Kazpotrebsoyuz

THE RISKS IN THE CHANGING SOCIAL REALITY РИСКИ В ИЗМЕНЯЮЩЕЙСЯ СОЦИАЛЬНОЙ РЕАЛЬНОСТИ

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Slinkova O.K.

GLOBALIZATION OF THE ECONOMY AND SOCIO-CULTURAL RISKS

Doctor of Economics, Professor, Department of Tourism and Socio-cultural Service, The Institute of Management, Belgorod State National Research University, 85 Pobeda Str., Belgorod, 308015, Russia

E-mail: slinkova@bsu.edu.ru

Abstract. The article outlines the challenges posed by globalization of the economy at the present stage of economic development. The pros and cons of globalization are analyzed. The features of the transformation of socio-cultural space under conditions of globalization processes are shown. The basic contradictions generating socio-cultural risks caused by globalization of the economy are revealed. The author demonstrates some characteristic socio-cultural risks of globalization in the context of modern Russia. The necessity for preventive measures to minimize the consequences of the implementation of socio-cultural risks is discussed.

Keywords: economic globalization; socio-cultural space; socio-cultural risks

Слинкова О.К.

ГЛОБАЛИЗАЦИЯ ЭКОНОМИКИ И СОЦИОКУЛЬТУРНЫЕ РИСКИ

доктор экономических наук, профессор кафедры туризма и социально-культурного сервиса, Белгородский государственный национальный исследовательский

университет (НИУ «БелГУ»)

ул. Победы, 85, г. Белгород, 308015, Россия

E-mail: slinkova@bsu.edu.ru

Аннотация. В статье обозначены проблемы, обусловленные глобализацией экономики на современном этапе экономического развития. Анализируются плюсы и минусы глобализации. Отражены особенности трансформации социокультурного пространства в условиях глобализационных процессов. Выявляются основные противоречия, порождающие социокультурные риски, обусловленные глобализацией экономики. Дается характеристика социокультурных рисков глобализации применительно к условиям современной России. Обосновывается необходимость принятия превентивных мер для минимизации последствий реализации социокультурных рисков.

Ключевые слова: экономическая глобализация, социокультурное пространство, социокультурные риски.

Introduction. Economic globalization is one of the most discussed and debated problem of world economic life in scientific and practical plans. The controversy on this issue is becoming more acute, increasing the number of supporters and opponents of this process. The main argument of supporters of economic globalization is the thesis about the benefits of international cooperation and division of labor to optimize the use of limited resources of individual countries. As an important advantage of the globalization of the economy it is pointed to the development of international competition, stimulating growth in the quality and reducing the costs of

production. Opponents of economic globalization argue that mainly the developed countries have benefit from globalization, that it becomes a hindrance to the development of domestic production, the consequence of globalization is the growing differentiation of countries by level of economic development. With all the convincing arguments of supporters and opponents of economic globalization, it should be recognized that this process exists objectively and develops regardless of the attitude of individual reference groups, representing an irreversible path of global development on its modern stage.

The processes of globalization are not limited by the integration of the economic life of the states, they inevitably affect the political, cultural, social and religious spheres. So to talk about the globalization of the economy, limited to only economic gains and losses, means the inability to see the subject in all its diverse and interrelated aspects. Social and cultural risks arising from the globalization of the world economy are part of these aspects. The need to mitigate these risks leads to the challenge of addressing economic globalization in the context of its social and cultural dimension.

The aim of the work. The aim of this work is the identification and justification of social and cultural risks arising from the processes of economic globalization in order to take preventive measures for their reduction.

The results of the study and their discussion. A significant increase of population mobility in the context of globalization, the rapid development of information technology radically transform modern society, lead to qualitative changes in the socio-cultural space of society. Being an open system, socio-cultural space of the nation state in a globalizing absorbs both positive and negative aspects of other cultures, which gives it controversial character.

Many researchers write about the nature of modern socio-cultural space of society. So, I. Wallerstein, describes the complexity, openness and instability of the socio-cultural space of the society of the first half of the twenty-first century, believes that «the modern world system as a historical system has entered the stage of the final crisis» [3, p. 5].

Another well-known researcher, W. Beck notes that currently «the creative destruction of the global order, which is still dominated by «legitimate» nation state» [1].

Famous Russian researcher S. A. Kravchenko in his monograph «The formation of a complex society: to the justification of humanistic theory of complexity» noted as one of the most striking trends of the modern time, the increasing complexity of «becoming reality» [5].

The increasing complexity of socio-cultural space of a society inevitably leads to the emergence of new risks. Not casually therefore in the description of the contemporary socio-cultural space in one row are concepts such as «global society», «information society», «society of risk». The use of the term «risk society» to refer to the socio-cultural space seems to us quite natural, as the risk becomes an important feature that distinguishes the current stage of

development of society from previous periods. This is indicated, for example, G. Bekhman: «Modern society makes modern their future with the help of risk and thereby find their own specific way of dealing with the uncertainty that distinguishes it from all previous societies» [2, p. 27].

Socio-cultural risks of globalization are arose from the following main contradictions:

- contradiction between the need of integration into the world community and the need to preserve national sovereignty, defending national interests;
- contradiction between the growth of national consciousness and leveling of national identity [10];
- contradiction between universalization and differentiation of the company;
- the contradictions arising from the mismatch of attitudes, values, beliefs, cultural attitudes and traditions of national communities integrable [8].

As recent events have shown, the processes of uncontrollable migration, growth of nationalism, separatism, and terrorism have a special threat.

The concept of risk has interdisciplinary significance and in the most general sense is interpreted as the probability of undesirable deviations in the functioning of any system in the future. We can say that risk is some hypothetical danger. High dynamism of social processes and the uncertainty of the social environment on the modern stage of economic development, greatly enhance the possibility of real implementation of this danger. Therefore, the identification of stress points, which creates the potential risks and forecasting their possible consequences is a major challenge in the analysis of any processes, developing on the basis of contradictory.

When analyzing socio-cultural risks arising from the globalization of the economy, the study of current transformations in the culture has fundamental importance. Culture is the central link, which is subjected to the greatest impact of contradictory tendencies of globalization.

In modern science the concept of culture is defined as «a system of historically developing programs of human activity (activity, behavior and communication), ensuring the reproduction and change of social life in all its major manifestations» [6].

Culture defines the lifestyle of the people, guarded and transmitted from generation to generation. It forms the national identity, defining core values, traditions, habits, customs, beliefs, attitudes, etc., Russia enters the era of globalization is not in the best of its time. The breakdown of the old value system of the socialist period, active

penetration of the liberal value system of the Western world in the post-perestroika period caused a lot of internal contradictions, led to the crisis of the value system of Russian society. In these conditions significantly weaken the ability of the culture to reproduce itself, decreasing the possibility of destruction of cultural stereotypes, forming a kind of picture of the Russian world.

It should be recognized that globalization forms a monocultural world on the Western model, already by the fact that Western countries were the first to embark on this journey, acting as the harbingers of a new world order. In addition, the feature of all integration processes in the socio-cultural sphere is the fact that they occur with a clear dominance of any particular culture, adopted as the standard. This process is implemented in the form of explicit or implicit absorption of local cultures, transformation or replacement of their system of values.

A striking example of such domination is a cascade of proliferation of the English language in all spheres of human activity. Today, we are not surprised that in the formation of ratings of effectiveness of work of the teachers used the criterion of lectures in English, while not all of the teachers, as experience shows, are fluent in the Russian language. English language becomes the global language, but also actively penetrates the ordinary lexicon, standardizing the thinking of English. Meanwhile the language plays a major role in the preservation and transmission to new generations of samples of national culture.

Another aspect suggests the dominance of Western culture in the integration processes of globalization. In the context of globalization is changing the relationship between elite, folk and mass culture in favor of absolute predominance of the latter, in the substantive content which the West plays a leading role. Mass global culture acquires a universal character. Due to the rapid development of mass communications and information technologies of mass culture becomes a powerful mechanism for cultural expansion. Mass culture has the decisive role in the manipulation of public consciousness. Appealing to basic human needs, it elevates to the rank of a culture of consumption, leisure, entertainment, leaving, and, accordingly, the development of the higher spiritual needs of society.

Dissemination of the principles and lifestyle of the Western world to the global community leads not only to impoverishment of world culture, but also bears the risk of loss of the identity of many peoples, the loss of mechanisms of their cultural identity. Arising in the process of globalization, issues of

cultural identity are manifested on the individual level and at the level of ethnos, nation and state. On the individual level this manifests itself in the loss of sensemaking reference points and, to some extent, leads to the marginalization of the individual, which becomes easily manageable and convenient means are not always justified ideas and plans of elites. At the level of ethnos, nation identification problem manifests itself in the loss of cultural identity and in breaking down those social relations that define the spiritual unity of a certain nation or ethnic group. Finally, at the state level, the weakening of the mechanisms of cultural identification may prove to be the loss of state sovereignty that allows us to consider this issue in the context of national security.

Globalization greatly contributes to the openness of the economic, political and cultural life of states, the increasing interdependence of states and of individual states from international supranational structures. And, again, in these structures «legislators» a new world order become the states that were the first to realize and have realized its benefits. This necessitates special efforts to maintain state autonomy (sovereignty). We are not talking about isolation. This way in modern conditions cannot be considered as productive. The task of maintaining state sovereignty is a clear upholding of the state interests on the world stage, in finding the optimal ways of integration, ensuring the preservation of cultural heritage, national originality and identity.

Globalization inevitably leads to the universalization of society, expressed in the unified regulation of all spheres of public life on the basis of common legal rules and social standards. This trend, implemented at the macro level and expressed, essentially, in reducing the diversity of the social world, meets active resistance from the local microenvironment of cultures seeking to preserve their identity and traditional values. On the other hand, as noted by many researchers and is confirmed by the data statistics, the tendency to the formation of uniform world space in the context of globalization is accompanied by the uneven development of individual countries and the increasing income differentiation between separate social groups.

Thus, globalization is a complex, contradictory, dialectical process, detecting a «neighborhood» of very different trends: the universalization and differentiation, integration and individualization, cooperation, interaction and conflict confrontation. In the process of globalization, on the one hand, are global recognition of our common human values, and, on the other hand, have increasingly found the

evidence of the cultural specificities of individual Nations and nationalities. Globalization presents to the world as the growing risks and new opportunities.

In recent years, there are encouraging trends in Russia, which allows to hope for preservation of the Russian world with its specific mentality and understanding in the history of human civilization. The «borderline» geopolitical location of Russia between Europe and Asia forms the Russians have a particular way of life which is an amazing and, at times, very contradictory combination of Western rational-transformational and Eastern spiritual and contemplative mentality. This point was made by another N. A. Berdyaev in his work «Russian idea»: «in Russia face and come in the interaction of two streams of world history — East and West. Russian people is not purely European and not purely Asian people. Russia is a part of the world, a huge East-West, it connects two worlds. And always in Russian soul two principles fought, the East and West» [7].

The peculiarity of Russian culture was always set the priority of the spiritual over the material. Her universalism, universality is based on the principles of humanity, unity and spiritual development. The inculcation of these cultural benchmarks and stereotypes of Russian culture largely owes to Orthodoxy. Purchasing in the context of globalization particularly popular in Western society the position of tolerance, as shown by recent international events, did not stand the test in practice. Statistics show that an increasing number of people who are not ready to perceive tolerant of cultural, national and religious differences that give rise to xenophobia, hatred and violence. And, on the contrary, Russian culture, including more than 120 nationalities and ethnic groups throughout its history proves its ability to consolidate people of different faiths, cultural traditions and customs.

The richness of Russian culture, its spiritual potential also hope that Russia has a significant role in shaping a new world order based on harmonious combination of the unity of the universal values, pluralism of ideas and cultural diversity of the world.

Conclusion. Thus, the analysis of the problem showed that economic globalization is a phenomenon as inevitable as it is deeply controversial. Giving some opportunities for economic development, it poses the country are pretty significant limitations in terms of making decisions about diversification patterns of economic policy. Globalization not only

unites, but also divides the world community: the processes of integration are accompanied by equally active in the process of disintegration. The interpenetration of cultures is accompanied by the clash of national cultures, and sometimes a hard rejection, rejection bring cultural values and stereotypes. These contradictions cause social and cultural risks, which require a very serious scientific study to prevent the potential trends of cultural degradation, loss of national consciousness of Russian society. The task of preserving national identity under conditions of globalization of economy is of particular importance and requires an appropriate ideological, legal and financial support.

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Zhilenko V. Yu.
Bing Pan

TRENDS IN THE FIELD OF RISK MANAGEMENT BUSINESS TOURISM

- 1) PhD in Biology, Senior Lecturer, Belgorod State National Research University, 85 Pobedy Str., Belgorod, 308015, Russia
E-mail: zhilenko@bsu.edu.ru
- 2) PhD in Technical Sciences, Assistant Professor, Department of Hospitality and Tourism Management, School of Business and Economics, College of Charleston, 66 George St., Charleston, SC 29424-001, USA.
E-mail: bingpan@gmail.com

Abstract: The article analyzes the main risk factors in the tourist business, taking into account their specificity. We studied the sequence of steps tourism risk management. Considered a specific method to manage risk through the establishment of time limits for cancellation of the tour. Also investigated methods for transforming risk (the risk of failure, reduce the size of losses, reduce the frequency of damage or loss prevention). The main methods of reducing the account risks: insurance and diversification.

The aim of the study was to analyze the risks in the tourism and ways to address them. The main methods of investigation were: theoretical analysis, problem analysis, statistical. The study recommendations are designed to address the risks in the tourism business.

Key words: risks, tourist business, insurance, diversification.

Жиленко В.Ю.
Бинг Пан

СОВРЕМЕННЫЕ ТЕНДЕНЦИИ УПРАВЛЕНИЯ РИСКАМИ
В СФЕРЕ ТУРИСТСКОГО БИЗНЕСА

- 1) старший преподаватель, кандидат биологических наук, Белгородский государственный национальный исследовательский университет (НИУ «БелГУ»), ул. Победы, 85, г. Белгород, 308015, Россия
E-mail: zhilenko@bsu.edu.ru
- 2) доцент, кандидат технических наук, Департамент гостеприимства и управления туризмом, Школа бизнеса и экономики, колледж Чарльстон, Джордж Стрит, 66, г. Чарльстон, Южная Каролина, 29424-001, США
E-mail: bingpan@gmail.com

Аннотация. В статье проанализированы основные факторы риска в туристском бизнесе с учетом их специфики. Исследована последовательность этапов туристского риск-менеджмента. Рассмотрен специфический метод в управлении рисками через установление тайм-лимитов по аннуляции тура. Так же исследованы методы трансформации рисков (отказ от риска, уменьшение размера убытков, снижение частоты ущерба или предотвращение убытка). Приведены основные методы снижения рисков: страхование и диверсификация. Целью исследования являлся анализ рисков в туризме и методы их устранения. Основными методами исследования были: теоретический, статистический и проблемный анализ. В результате исследования разработаны рекомендации по устранению рисков в туристском бизнесе.

Ключевые слова: риски в туризме, туристский бизнес, страхование, диверсификация.

Introduction. On risk management problem works of such scientists are known: A.V. Vorontsovsky, S.A. Valdaytsev, V. M. Granaturova, V. V. Kovalyov, E.V. Tsvetkova and other authors, whos research formed a theoretical and methodological basis of this article.

Despite a large number of scientific works on risk problems, in these works mainly theoretical questions which not always belong to a practical side of the tourist enterprises activity are considered.

Various aspects of risk management problem are presented in works of such world economists, as:

Godfrey Harris, Robert Braymer, Thomas L. Barton, Luís Gapenski, Kenneth Katz, Paul L. Walker, William G. Shenkir, Eugene Brighkem.

According to the works analysis published on a research subject it is possible to draw a conclusion that, to risk management in tourism economy, the insufficient attention is paid to one of basic management elements. In scientific sources the analysis of risk separate problems is held, therefore there is a need for development of methods and ways of risk management for tourist business.

In Russia, one hundred travel agencies begin the activity annually. Their most part closes down because of a large number of risks capable to ruin the investor. Risks accompany any kind of entrepreneurial activity, not only tourist business. Distinction of risks consists in the emergence reasons, width of action and other indicators, but all risks are united by one – negative consequences which come after their manifestation. Tourist business is characterized as one of the most risky kinds of activity in the sphere of rendering services, in this type of business the quantity of risky cases, common only for this kind of activity prevails [1].

Specific feature of tourist business is its multiplication. Thus, risks in this business are connected with the branches interconnected, included in the tourist industry which have the specifics of risk and therefore bring additional risks in the general level of tourist risk [3].

Therefore, the transport enterprises bring risks of tourist's transportation accident rate, collective means of placement – bring the risks on service connected with tourist service, and in activity of the show business enterprises – infliction of harm to life and health is possible in operating technical game devices. Also on all firms of tourist and recreational complex universal risks make impact, that is risks which affect any subject of managing regardless of risk belonging to whatever branch and a type of organizational and legal form. Universal risks are: financial, investment, inflation, personnel and other risks.

The tourist and recreational complex is characterized by imposing risks on each other, their temporary and spatial dispersal are possible [2].

In Russia economy instability currently affected instability of demand not only in the field of tourist business, but also practically in all available spheres of business [1]. Instability of demand influenced reduction of tourist's services prices by competitors, as a result risk of customers refusal from tourist's service and from payment can lead to emergence of conflict situations, risks of financial resistance deterioration, and loss of travel agency favorable image.

Growth and change of quotations in the market of foreign currencies lead to currency risk for the tourism enterprises. In practice work of the tourist companies is being disrupted for several reasons: owing to economic crisis conditions the conflicts with customers owing to their unwillingness to carry out surcharge for the acquired service because of currencies course change.

At the present stage, because of risk to lose reputation owing to emergence of conflicts with customers, tourist firms are compelled to assume responsibility for currency risks [3].

Opening tourist firm, the businessman has to consider risks which tourist industry can face. The arising risks can be subdivided on external and internal.

When studying internal risks, it is necessary to consider:

1) business form. The businessman the to make decision as he plans to receive the business: purchase of the ready company or the franchise, or he needs to create new firm independently;

2) seasonality. When planning tourist business it is necessary to consider seasonality factor and carefully plan expenses;

3) office location. It is necessary to consider such important factor as office location. The company can suffer losses because of the office being located in inconvenient place. Also when choosing office location it is necessary to consider competitors' location;

4) specialization. When choosing specialization it is necessary to analyze activity of competitors, accurately differentiate tourist product of travel agency to be distinguished from competitors, even if their offices are in close proximity;

5) personnel. Much attention should be paid to staff recruitment as the choice of competent experts – managers – will allow to increase number of the sold permits.

Considering external risks, it is necessary to consider the following factors:

a) relations between travel agents and tour operators. When the tour operator product sells travel agency, image of the company, factor of its stability in the market depends on quality of this product;

b) unforeseen circumstances. The geopolitical situation and natural disasters are the least predicted risks during the work of travel agency and tour operator. One of the effective methods to avoid this risk during essential decrease in demand is having alternative directions in the travel agency.

Work purpose. The purpose of work was studying theoretical methods of risk management in the sphere of tourist business and possibility of its application in tourism organizations practice.

Research results and discussion. *Research methods.* In researches the following methods were used: theoretical, problem analysis, expert assessment.

Research results. According to results of studying the developed techniques for tourism organizations risks zones in system of risk classification according to degree (high, average, low) of risk impact extent on activity of the tourist services sphere organizations were revealed.

According to the carried-out analysis the interrelation of the existing risks and extent of their influence on the tourist enterprises under conditions of financial crisis is established. According to the analysis of theoretical sources, we made the approximate scheme of each zone compliance to

certain risks which can arise in practice of tour operators and travel agents. This scheme is submitted

in figure.

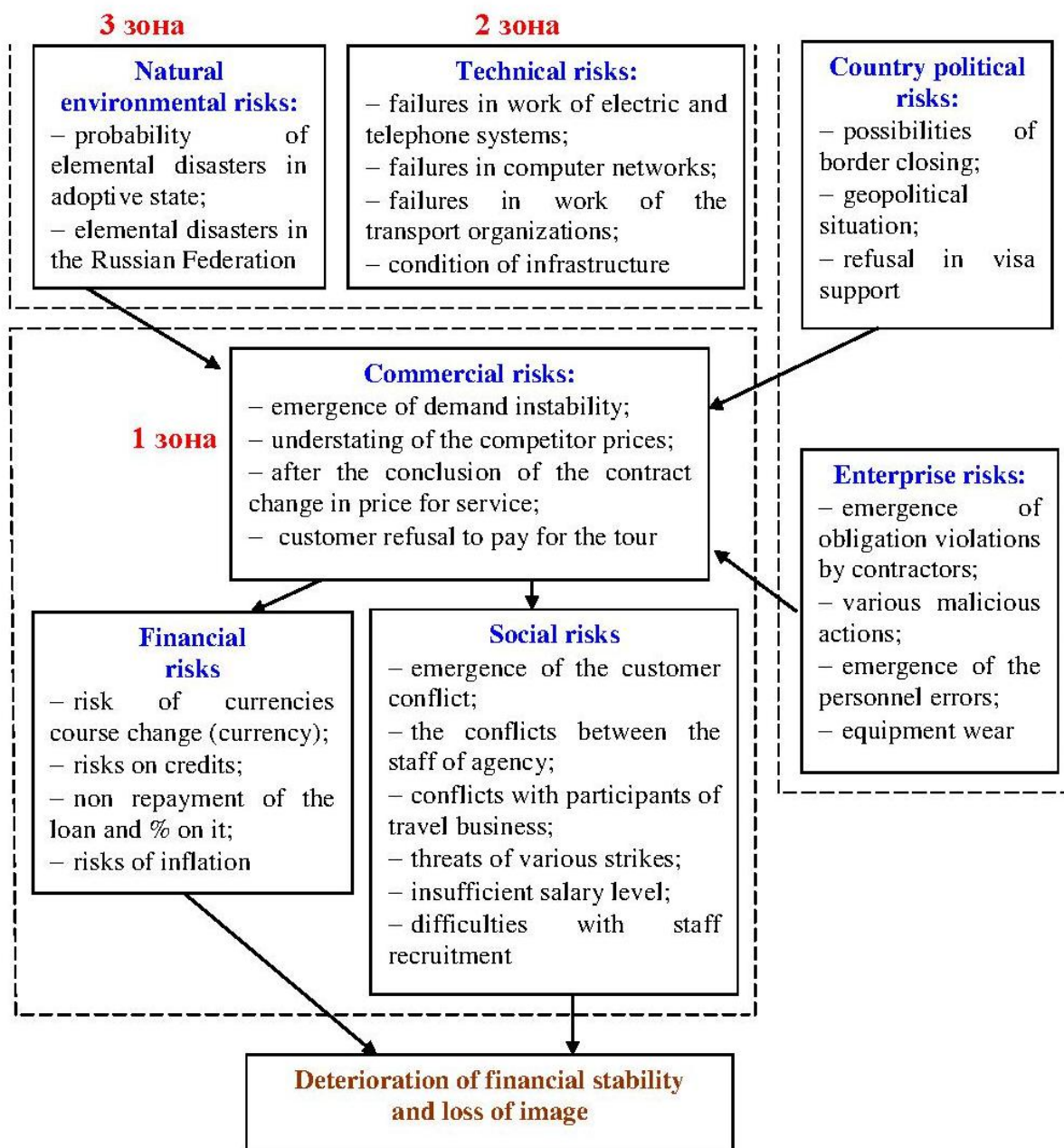


Fig. The relationship of risk and the degree of importance of their impact on tourism organizations
Рис. Взаимосвязь рисков и степени значительности их влияния на туристские организации

As a result of the conducted researches it is revealed that risks which can tourist enterprises face, influence risk of financial stability deterioration and loss of image.

It is necessary to aggregate tourist risks on their influence extent and terms of manifestation as a result of their assessment for the purpose of risk levels determination depending on area of possible losses in the course of tourist business conducting.

As a result of researches the risk area on the basis of expert estimates was defined. The risk area according to scale from 0 to 1, depending on extent of influences and term of risk manifestations in economic activity of tourism organization was estimated in expert way. On the basis of expertized risks the following gradation of risks on degree of their influence severity and terms of application which can be used and at quantitative estimates of risks were received (tab. 1).

Table 1

Graduations risks on terms of their symptoms and the degree of significant impact
Градации рисков по срокам их проявления и степени существенности воздействия

| By extent of risk influences | | By terms of risk manifestation | |
|------------------------------|------------|--------------------------------|------------|
| Name | Risk value | Name | Risk value |
| High (Vv) | 1-0,5 | Short-term (Kp) | 1-0,7 |
| Medium (Sv) | 0.4-0,3 | Medium-term (Sp) | 0,4-0,6 |
| Low (Nv) | 0.2-0,1 | Long-term (Dp) | 0,1-0,3 |

According to the received gradation of risks for each possible risk the empirical scale according to

risks which can be applied at quantitative risk estimates is formed (tab. 2).

Table 2

Risk assessment scale
Оценка рисков по шкале

| Risk type | Name of risk gradation (extent of influence / manifestation term) | Risk assessment | |
|--------------------|---|------------------------|-----------------------|
| | | By extent of influence | By manifestation term |
| Entrepreneurial | Sv / Sp – Dp | 0,3-0,4 | 0,3-0,6 |
| Commercial | Vv / Dp – Sp – Kp | 0,5-1 | 0,3-0,8 |
| Financial | Vv / Sp – Dp | 0,5-1 | 0,1-0,6 |
| Social | Vv / Sp – Kp | 0,5-1 | 0,1-0,6 |
| Political | Sv – Nv / Sp – Dp | 0,3-0,4 | 0,2-0,3 |
| Technical | Nv / Sp | 0,1-0,2 | 0,1-0,5 |
| Nature and ecology | Nv / Dp | 0,1-0,2 | 0,1-0,2 |

These methodical approaches allow to define most clearly areas of risks in relation to the sphere of tourist business by the developed scale of risk assessment. Risk analysis in the sphere of tourism showed that separation of quantitative estimates is great, therefore, there are possibilities of establishment of risk ratings by means of this scale.

Nature of maintaining an internal risk management in tourism organization is influenced by specific factors of the tourist market. The enterprise management system includes system of risk management and has impact on other subsystems by means of the available tools.

As a result of risk control system use it is possible to minimize losses (financial, personnel, material, etc.) in crisis situations.

Risk management in tourism organization is exercised on two main levels – strategic and tactical.

According to an intra organizational control system, strategic level can be realized within subsystems of strategic planning, coordination and control, and tactical – within operational control system.

As a result of element consideration for each subsystem it is possible to determine sequence of all stages by risk management which consist from:

- 1) definitions of the purposes in risk management;
- 2) analysis internal and environment of the tourist enterprise;

3) formulations of strategy and tactics of risk management;

4) choice of methods and means in risk management;

5) distributions of functional duties and resources;

6) the analysis of the major factors influencing risk;

7) identifications of risks;

8) quantitative and quality standard of risks;

9) development and realization of subsystem adaptation to risks;

10) assessment developments on control indicators;

11) comparisons of the available results of a tourist risk management to the set purposes and control indicators;

12) identifications of the main negative deviations;

13) acceptances of the correcting actions on risks;

14) developments of new recommendations on increasing efficiency in risk management.

The basic elements of a tourist risk management is development of risk adaptation mechanisms. The risk adaptation subsystem consists of package use of measures which cover all range of tourist risks influence. Various methods and receptions belong to these measures, such as risk management and economic modeling which are developed individually within an enterprise. These methods are adequately studied in activity of various economic systems

(mainly, production, and also can be applied in tourist sector). Main methods of the risk management are: insurance of risk, deduction of risk, avoiding and dissipation of risk. When using risk management in tourist business it is necessary to consider that in risk management of tourist products specific methods of risk management which are inapplicable in other spheres can be used.

One of a risk management specific methods is application of penalties in the form of tour time limits annulment [4].

Tour time limit annulment is used when client refuses to pay for the earlier reserved tour. When tourist refuse from the reserved tours, the tourist enterprises sustain big financial losses being unable to compensate actual incurred expenses on tours forming and sale as a consequence of numerous refusals from already accepted tours. All expenses which are connected with the organization of tour, are not compensated to travel agency by the third-party organizations as regress. Thus, the only way to minimize risk of tour annulment is to define groups of the temporary periods of annulment date before a tourist trip start date and assigning to a certain penalty each group. The size of penalties depends not only on proximity of the tour beginning, but also on a tourist product type, nature of tariff, type of transport and recreation zone. Within this method the optimum ratio between three parameters is as defined: time limit of annulment (number of nights from the date of tour confirmation before annulment date), annulment term (number of nights from the date of annulment before tour start date) and the penalty size (percent from the tourist product cost). When using this method in practice it is possible to operate risks of tour refusal effectively, to compensate part of the incurred expenses and to minimize probability of such risks, as knowledge of existence and the size of penalties will compel consumers to use annulment procedures only in extreme cases [5].

Also in risk elimination less important are diversification and insurance methods.

According to the Federal Law of the Russian Federation «About tourist's activity bases in the Russian Federation» procedure of insurance is the main form ensuring safety of tourists during temporary stay abroad. When using the insurance policy paid medical care, compensation of various property expenses in case of loss occurrence is provided to them in the country of temporary tourist stay.

The insurance policy needs to be drawn in state language of the temporary tourist stay country or in Russian. Non-compliance with these conditions deprives the tourist of the rights for receiving payments in case of loss occurrence. Features of insurance in tourism involve: risk degree; short durations (under 6 months); existence of uncertainty

from the moment of loss occurrence and the size of possible damage.

Insurance risks are subdivided on: risks of sharp sudden diseases; accidents; and also risks of baggage and other property loss; absence of snow on a ski resort; impossibility of departure on pre-paid tour; delay of planes or other transport at departure – entrance of tourists; lack of visa distribution; bad weather; non granting or incomplete rendering of services [6].

Insurance risks of travel agencies are subdivided on: financial; property; risks of civil liability on the basis of the contract with tourist.

Insurance of tourists who leave abroad, is voluntary, medical insurance for case of the bodily harms or sudden disease resulting from accidents which happened when the tourist stayed abroad. Except such help as medical, tourists often have need to address for other types of help, such as: legal, technical, administrative, etc.

The domestic companies selling policies of foreign insurance, because of these circumstances have to sign contracts with the foreign insurance companies-assistants which specialize in providing tourists with a complex of services: ticket exchange and exit visas extension, transportation, vehicles repair, repatriation home of the deceased tourist remains. On the basis of the contract with the partner the Russian insurance companies determine volumes of insurance services, and their granting is provided by the company-assistants.

Legal relations between tourists and insurance companies are reported by insurance conditions on specific types of insurance events which are developed individually by each organization according to coordination with Department of insurance supervision (federal organ of the executive authority on supervision of insurance activity) within implementation of the general rules of insurance and the current legislation.

Main types of insurance in tourism are: medical insurance – an insurance of life and health of the tourist; property insurance – an insurance of baggage, video and photo-equipment, motor transport and other property of tourists, travel agencies; civil liability – an insurance of tourist responsibility, and also an insurance of hotel owners, transport, travel agencies and other subjects of tourism. Insurance is subdivided on obligatory and voluntary, individual and group. Obligatory insurance is carried out according to the law of adoptive state. Medical insurance for for entering some countries is the integral condition for granting visa. Now two forms of tourist insurance service are used: in the form of compensations -compensatory and providing service – service (assistance). Compensation insurance provides payment by the tourist of all medical expenses and

compensation of them only upon return home that is inconvenient as compels tourists to have a considerable monetary stock with them for this case. To receive the necessary help under tourist insurance service, it is necessary to sign the contract with insurance company and it would be enough to call in one of the specified dispatching services, to report number of the policy, surname and help will be given to the victim.

The insurance policy is the obligatory document in tour. Most part of the countries of the world, such, as: Austria, Belgium, Germany, Holland, Denmark, Spain, Norway, France, Switzerland, Sweden, USA do not issue the visa without existence of the special insurance policy [7].

The insurance policy is the document which guarantees necessary paid medical attendance at a loss occurrence, contains phone number of partner firm to which it is possible to address, information on the insurer, the insured, conditions, costs of insurance and release from responsibility of the company in case of: road accidents, chronic diseases, wars, nuclear explosions, etc. In tour organization the tour operators need to cooperate with insurance companies. Insurance contribution is included in the price of the permit. The amount of insurance premium depends on tariff. Tariffs are subdivided into four types which are based on the following terms: embassy which can determine the minimum sum of an insurance premium, for example, for Western Europe it makes about 30 Eur; trip terms; a number of people in group (discounts to group from 5 to 20% are possible); the age over 60 years (in this case the insured sum can be increased twice fold) [8].

Diversification as a method of decrease in tourist business risks consists of two types of diversification. The first type represents increase in number of tourist programs, used or ready for use; expansion of the provided tourist services range; formation of the offers focused on various tourist groups. Potential of diversification method use is very wide as the modern market of tour operator services is characterized by activity in many areas of internal and international tourism [9].

The second represents diversification of tourist zones and consumers, that is work both on internal, and in the foreign market with different categories of tourists [10]. It allows tour operators one or to compensate several losses on some by progress on others.

Conclusion. On the basis of the carried-out analysis of the tourist enterprises functioning on the present stage, in the changing economy the scheme of risk interrelation in the sphere of tourist services on the basis of which zones of low, average and is high degree of risk influence importance on economic activity of the tourist enterprises are revealed. In the course of research for risk area definition the need of

application of this scale in risk assessment which was constructed on the basis of risks ratings in the sphere of tourist services depending on extent of influence and terms of manifestation was proved. The algorithm of risk management in the sphere of tourist services is reasonable.

Thus, risks have considerable impact on economic development of the tourist industry and can significantly limit the level of tourist activity. Development of the internal and external risk factors system, as well as identification of risk management methods allows to solve effectively many problems of the tourist enterprises economic activity.

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Reviewer:

Ternovsky D. S., Doctor of Economics, professor of statistics department, Belgorod University of Cooperation, Economy and Law

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Klimova T.B.
Vishnevskaya E.V.

TOURIST BUSINESS IN TURBULENCE

- 1) PhD in Economics, Associate Professor, Belgorod State National Research University
85, Pobeda Str., Belgorod, 308015, Russia
E-mail: tklimova@bsu.edu.ru
- 2) PhD in Economics, Associate Professor, Belgorod State National Research University
85, Pobeda Str., Belgorod, 308015, Russia
E-mail: vishnevskaya@bsu.edu.ru

Abstract. Russian tourist business works in an extreme mode, and the basic tone is set by turbulence, risk and uncertainty. The article deals with the factors of turbulence which engulfed the tourism industry with a «whirling flood». The main causes of the impact on the tourist market are: devaluation of the rouble, the bankruptcy of the largest tour operators and Transaero Airlines, the sanctions of the West, the introduction of fingerprinting for Russian tourists, as well as the causes of non-economic nature. In the «new reality» there is an objective need to develop some new management strategies that take into account the likelihood of unexpected fluctuations.

Keywords: tourist business, turbulence, the number of tourists, devaluation, bankruptcy

Климова Т.Б.
Вишневская Е.В.

ТУРИСТСКИЙ БИЗНЕС В УСЛОВИЯХ ТУРБУЛЕНТНОСТИ

- 1) кандидат экономических наук, доцент, Белгородский государственный национальный исследовательский университет (НИУ «БелГУ»), ул. Победы, 85, г. Белгород, 308015, Россия
E-mail: tklimova@bsu.edu.ru
- 2) кандидат экономических наук, доцент, Белгородский государственный национальный исследовательский университет (НИУ «БелГУ»), ул. Победы, 85, г. Белгород, 308015, Россия
E-mail: vishnevskaya@bsu.edu.ru

Аннотация

Российский туристский бизнес работает в экстремальном режиме, и основной тон задают турбулентность, риск и неопределенность. В статье рассматриваются факторы турбулентности, охватившие «вихревым потоком» туристическую индустрию. Основными причинами влияния на туристский рынок названы: девальвация рубля, банкротство туроператоров и крупнейшей авиакомпании «Трансаэро», санкции со стороны Запада, введение процедуры дактилоскопии для российских туристов, а также причины неэкономического характера. В условиях «новой реальности» возникает объективная необходимость выработки новых стратегий управления, учитывающих вероятность неожиданных колебаний.

Ключевые слова: туристский бизнес, турбулентность, турпоток, девальвация, банкротство

Now the tourist business is going through hard times. Turbulence, capturing the tourist market doesn't give a chance to rejuvenate the industry, attacking the new «cyclonic flow».

The concept of turbulence characterizes the chaos of moves and in the most general form is viewed as a common phenomenon of self-organization, which leads to regular or irregular (chaotic) transitions from disorder to order and back [7]. Such a complex trajectory, accurately

characterizes the state of the tourist business which has to survive in a variety of flow changes.

Turbulence means extreme instability of the system, while it itself is unpredictable and it is impossible to troubleshoot. Indeed, market experts abstain from forecasts – pervasive risks arise too quickly and unpredictably change the situation. The influence of turbulence becomes increasingly important, and it only remains to apply maximum effort to exist in the «new reality».

Weighed down by economic turbulence tourism business has faced with other serious disasters, the consequences of which will long continue to affect the state of the industry. Let's consider the main reasons that influenced the tourism industry:

1. A sharp drop in the demand for outbound tours due to the devaluation of the ruble and the declining purchasing power. According to Rostourism, during the first half of 2015 compared to the same period in 2014 there was a significant decrease in tourism activity on all fronts. The collapse of the Russian ruble has naturally halted the

flow of tourists from Russia, a drop in tourist traffic was 34% [9].

Significant structural changes occurred in 2014 relative to 2013. In 2013, a leader in the departure from Russia was the Ukraine. Due to the current political environment, the number of departures to Ukraine decreased by 73%. In 2014 the first place for the departure of citizens from Russia occupied Finland [9]. However, experts predict the number of visitors to Finland at the end of 2015 will be reduced significantly.

Table 1

**Departure of Russian citizens abroad
Выезд российских граждан за рубеж**

| Departure from the RF | | 2013 (total) persons. | Departure from the RF | | 2014 (total) persons. |
|-----------------------|------------|-----------------------|-----------------------|------------|-----------------------|
| 1 | Ukraine | 9 985 145 | 1 | Finland | 4 799 142 |
| 2 | Finland | 5 525 064 | 2 | Turkey | 4 380 558 |
| 3 | Turkey | 4 108 196 | 3 | Kazakhstan | 3 560 089 |
| 4 | Kazakhstan | 3 689 195 | 4 | Abkhazia | 3 285 377 |
| 5 | Abkhazia | 3 359 453 | 5 | Egypt | 2 994 984 |
| 6 | Estonia | 2 252 676 | 6 | Ukraine | 2 675 832 |
| 7 | Egypt | 2 212 662 | 7 | China | 1 923 473 |
| 8 | China | 2 057 810 | 8 | Estonia | 1 844 472 |
| 9 | Poland | 1 647 854 | 9 | Poland | 1 663 730 |
| 10 | Germany | 1 575 714 | 10 | Germany | 1 535 410 |

Thus, it is noted that tourists spend much less than before. Even system taxfree doesn't help – demand for it among the Russians, according to Global Blue, fell by 30% [12]. As citizens of Russia is 4/5 of the market, this decline is very painful for Finland. Amount of pre-orders for the new year holidays decreased by about a third. The sales decrease is a result of the devaluation because the cost of foreign tours (as well as business trips abroad) in the fall of the ruble has grown in half to two times, which means that many people simply abandoned them.

Before the events of October 2015 has been a redistribution of demand from European destinations to visa-free resorts of Turkey and Egypt, which represented the low price segment. Moreover, comparing a field activity of the first half of 2014 with the same period of 2015 on the background of General decrease of tourists, it should be noted that the redistribution of positions: if in 2014 Turkey was the leader in the number of its visitors, in 2015, the flexible price policy of the Egyptian resorts has enabled them to reach the first place visited by Russian tourists.

Table 2

**Indicators for exit from the Russian Federation for the first half of 2014/2015
Показатели для выезда из Российской Федерации за первое полугодие 2014/2015**

| Departure from the RF | | 1 half of 2014, persons | Departure from the RF | | 1 half of 2015 persons |
|-----------------------|----------------|-------------------------|-----------------------|----------|------------------------|
| 1 | Turkey | 1 387 763 | 1 | Egypt | 1 054 569 |
| 2 | Egypt | 1 217 962 | 2 | Turkey | 1 031 525 |
| 3 | Thailand | 545 472 | 3 | Germany | 284 209 |
| 4 | Spain | 410 348 | 4 | Thailand | 255 862 |
| 5 | Germany | 403 973 | 5 | Italy | 233 951 |
| 6 | Greece | 380 148 | 6 | Spain | 233 567 |
| 7 | China | 360 435 | 7 | UAE | 185 355 |
| 8 | Italy | 358 640 | 8 | Greece | 176 807 |
| 9 | UAE | 345 020 | 9 | China | 156 430 |
| 10 | Czech Republic | 218 550 | 10 | Cyprus | 150 018 |

Preliminary data of the Rostourism supports this trend.

2. Bankruptcy of tour operators in 2014. In Russia there were more than 1500 tour operators: due to such a

large number of companies, many engaged in outright dumping, thereby destroying the market. Unfair competition has led to the insolvency of tourist companies, was followed by a series of bankruptcies of leading tour operators of the market («Neva», «Rosa vetrov», «Labyrinth», «Yuzhnyi krest», etc.). Their ruin was an unprecedented phenomenon in the history of modern Russian tourism. In work [8], the authors presented the reasons for the bankruptcy of the leading Russian tour operators. The main ones are: general economic and political situation, selling products at artificially low prices due to low demand and due to this the cash gap [8]. Such a difficult economic situation «cleanse» the market from the weak. Subsequent amendments to the legislation, entailing significant restructuring of the tourist industry, will lead to the fact that barriers to entry are higher and do business will be more difficult. It can be assumed that the market will shrink and will be dominated by a few large companies, more niche tour operators will be hard, so a significant part of them will leave the market.

3. The political and economic situation, Russia's relations with the international community. Differences in approaches to the Syrian issue, the crisis in Ukraine, the exclusion of Russia from the G8, the restrictive sanctions of the EU and the US ban on travel to the employees of law enforcement agencies has exacerbated the crisis in the tourism industry. Conditions for doing tourist business change, and to the market participants stricter requirements of foreign partners, banks and insurance companies. However, sanctions against Russia were the catalyst for realizing the need to take serious decisions and put them into practice with the aim of developing the tourism industry and the advancement of the Russian economy in General [1].

4. The bankruptcy of the company «Transaero». The next «cyclonic flow» that hit the tourism industry was the bankruptcy of the airline «Transaero», which has the largest fleet of aircraft in Russia, CIS and Eastern Europe, as well as an extensive network of domestic and international routes – more than 165. The total depth of sales of tickets on flights of «Transaero» has reached the end of February 2016, and the total loading was 600-700 thousand passengers. Moreover, a significant portion of travel – long-haul, and this determines the average ticket price. From 600 thousand passengers of «Transaero» about 205 thousand is tourists. On October accounted for the largest amount of transportation – 476 thousand passengers, including tourists. With «Transaero» worked for major operators, with large volumes, and their product range will be much narrower than it could be. Given that carriers operate in a competitive environment, of

course, every company strives to create more favourable conditions for tour operators. The terms of agreements with «Transaero» differed from contracts with other airlines. Transaero airlines has been developing relations, using flexible pricing, providing incentives. The bankruptcy of the second largest companies will reduce competition that would have a negative impact on consumers [3].

Bankruptcy of «Transaero» is an image blow to the entire tourism market [2]. To occupy a niche that was in «Transaero» will be extremely difficult, because the charter airlines don't even provide online registration, some don't have business class service. For the independent traveller only flights Aeroflot and foreign carriers, flying in our country is also decreasing.

In largely bankruptcy of «Transaero» is the result of the same downturn in the Russian economy and the tourism industry, which last year began a wave of bankruptcies of tour operators. Moreover, the bankruptcy of a major carrier is a signal about the problems not only in travel industry but in the airline industry as a whole. The number of carriers in the country is reduced, eliminated a major carrier and its flights with a fleet of be useless – it means that the country has not only reduced incomes, people can afford to spend on foreign holidays but also business activity [3]. Of course, the bankruptcy of «Transaero» airlines has caused a sharp devaluation of the ruble in the past year, because more than half of the debt, «Transaero» are debts for the leasing of aircraft, and given that lease payments shall be made in currency, of course, leasing the load has increased about two times.

5. The introduction of mandatory fingerprinting for Russian tourists when issuing Schengen visas, increasing fees for obtaining passports. These changes will lead to at least 50-60% drop already deeply sunken Russian tourist arrivals in Europe [4]. It is noted that the tourist industry of Europe on this occasion, alarmed by even more, than Russian, – this is evidenced by the results of the meeting at the international tourism exhibition TOP RESA in Paris guide Lit with representatives of the European Association of tour operators. To be fingerprinted will have all Russian citizens who apply for visas since the start of operation of the visa information system (vis) in the region.

For European countries the introduction of such a system promises significant costs, particularly «daunting» for States already affected by the crisis and are largely surviving due to Russian tourists. Harder to have those countries in which Russian tourists are a significant «engine of the economy». In

Europe there are several countries which took up to a million Russian tourists annually. It's Spain, Italy and Germany, France took half a million Russian tourists. On average, when accounting for the anticipated drop in tourist arrivals in half for each of these countries, the financial loss will amount to about 2,5 billion euros per year [6]. The introduction of mandatory fingerprinting will lead to the diversification of businesses, many tour operators will most likely add non-European areas into their own product portfolios.

6. The voltage on the organized tourism market, due to recent events related to the tragedy in the Sinai Peninsula and the series of terrorist attacks in Paris. If people see negative news, it immediately affects the tourism, and significantly more than other industries. For example, it is known that a plane crash causes around the world for a week or two a month 20% drop in air travel.

From November 6, Russia imposed a ban on air transport in Egypt. The tour operators and travel agents is recommended to suspend the sale of tours. Although it has sold about 140 thousand trips to Egypt with a depth of sales until March 2016 [11]. Under the ban came and the red sea resorts and Cairo. Tourists rescheduled tours to other destinations. The highest figures to replace Egypt with Turkey were marked in Ufa, Kazan and Yekaterinburg.

According to estimates of the largest tour operators in Egypt, the current damage from a temporary ban for the tourism industry amounted to about half a billion rubles, the government of the Russian Federation developed a package of measures to support the participants of the tourism industry.

Over the past few years, the flights to Egypt were banned several times: In 2011, the sale of tours to Egypt was suspended for 3 months in connection with the revolutionary situation in August 2013 had a similar situation. However, the first legal basis for a suspension of sales – decree of the President.

A series of terrorist attacks in Paris, will definitely affect the flow away from Russia, which is forecast to fall by 40%. According to experts, Paris and other popular destinations which touched on terrorism, will need enough time to «came to itself» after the incident. The newspaper the Telegraph conducted a survey among the British, wanting to find out if they'll come after a series of terrorist attacks in the previously planned a trip to Paris. Currently a survey in which participated 6490 people has been completed. More than half of respondents – 56% are willing to cancel the trip. The remaining 44% risk and still go for the planned trip [10]. Russian tourists are more risky than the British, but

also among our compatriots there are serious concerns about travel to Europe.

In [8] also analyzed the causes of the crisis in outbound tourist market of the Russian Federation. The main ones are: the devaluation of the ruble, a sharp fall in demand for outbound trips and purchasing power of national currency; a high level of competition and years of dumping of the leading players of the tourist market; economic sanctions and the negative political and economic situation.

The facts compel the Russian tourist market to work in extreme mode, where the tone is set by turbulence, chaos, risk and uncertainty. All this forms a «new reality». Instead of the conservative view that growth is preceded by recession and Vice versa now need to develop management strategies that take into account the likelihood of unexpected fluctuations. Markets, companies, business community and the General population are forced to work in these conditions, to adapt and develop new strategies, while learning how to effectively use the opportunities for growth that will open.

In fact, according to John A. Caslione, the main problem is that the adoption, adaptation and consolidation strategies occurs during the quiet periods, which results in companies are not ready for the turbulence, when it occurs [5]. The approach seeks to identify the prerequisites for the occurrence of turbulence, to predict situations in which can show up as weaknesses, and possibilities of increase of efficiency of activity of the company is Chaotics approach, the ultimate goal is the sustainable development of business, implementation of necessary and appropriate measures for its existence in the long term [5]. This approach involves the implementation of a control system that takes into account the factor of instability that enables companies based on business strategies and policies operating in time to make the necessary maneuvers. The management model that takes into account the factor of instability, is a new system and set of strategic principles designed to assist businesses in the process of a successful transition to the new reality and profit in the long term regardless of economic conditions. However, as correctly noted, it is necessary to remember the immutable law of chaos: when designing one thing, we always build something else in the area projected [7].

The new reality creates the conditions of mobilization of all possibilities for development of tourist potential of their country and in the foreseeable future, the situation in the industry is stabilized, because the devastating effects of turbulence will inevitably lead to the necessary for

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Reviewer

Ternovsky D. S., Doctor of Economics, Professor, Belgorod University of cooperation, Economics and law.

TRANSDISCIPLINARY RESEARCH IN THE SPHERE OF SERVICE
ТРАНСДИСЦИПЛИНАРНЫЕ ИССЛЕДОВАНИЯ В СФЕРЕ СЕРВИСА

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Kurbanov Z.M.
Kurbanova R.Z.

IMPROVEMENT OF THE PARADIGM OF SERVICE

- 1) Doctor of Technical Science, Professor, Samarkand institute of economy and service 9 A Timur Str., Samarkand, Uzbekistan
2) Degree-seeking Student, Samarkand institute of economy and service. 9 A Timur Str., Samarkand, Uzbekistan
E-mail: kjamshed@rambler.ru

Abstract. Now science about service as the modern type of service, is at a stage of evolutionary development. Therefore, there are numerous views concerning their essence and mechanisms. We, in this work considered some modern views about concepts service, attempt to give new definitions of concepts service, serving and service is made.

Keywords: goods, service, serving, paradigm, marketing service, service process, interactive marketing.

Курбанов Ж.М.
Курбанова Р.Ж.

СОВЕРШЕНСТВОВАНИЕ ПАРАДИГМЫ СЕРВИСА

- 1) доктор технических наук, профессор, Самаркандский Институт экономики и сервиса ул. А. Тимура, 9, Самарканд, Узбекистан
2) соискатель, Самаркандский Институт экономики и сервиса ул. А. Тимура, 9, Самарканд, Узбекистан
E-mail: kjamshed@rambler.ru

Аннотация. В настоящее время наука о сервисе, как современном виде услуг, находится на стадии эволюционного развития. Поэтому существует многочисленные взгляды относительно их сущности и механизмов. В данной работе рассмотрены некоторые современные взгляды на понятия услуга и сервис, сделана попытка дать новые определения понятий услуга, обслуживание и сервис.

Ключевые слова: товар, услуга, обслуживание, сервис, парадигма, маркетинговая услуга, сервисный процесс, интерактивный маркетинг.

The service industry is broad and progressive scope of socially necessary labor, mediated by the goals and objectives of building a democratic state with a developed infrastructure in the conditions of market relations. According to domestic and foreign experts the growth and importance of services are observed in national economies and world economy.

According L. Berry, recent researches in this area are devoted to the application of other methods [1].

K. Lavlok and E. Gamesson offered the following alternative paradigms of services:

- refusal of the separation of goods and services;
- refusal of consider all services as a single category and organization of researches of various

types of services separately;

- search for a new, more sound characteristics of services that underlie their difference from the goods.

Of course, such offer based on the requirements of the time, was to show the further development of many areas of services, their features of globalization. The correctness of these views is confirmed by deep penetration into the life of the Internet, GALS – technologies and marketing services. For example, scientists from America and Europe analyzing the history of the evolutionary development of marketing services, the conceptual paradigm put forward «on the services market services are different from goods». However, they emphasize the need of new energy and new direction

for the current development of services.

I. V. Khristoforova, analyzing offers of K. Lavlok and E. Gamesson and based on opinion of T. Levit «We all work in the service industry» [2] and R. Norris «Goods are in demand because they are necessary for the provision of services» [3] emphasizes a peculiar feature of this service, which increases the mass paradigm. The author also emphasizes the need for review of new features of services, their theoretical foundations and methods.

Researches conducted in recent years confirm that the services are manifested as a process. Services in the process of their delivery are considered as a specific sequence of actions or operations, «scenarios of service processes», «contacts with customers», «service process as the theater» [4] and «the service is an action» [4].

It is noted the manifestation of marketing services as a process in four of the seven models, in addition to the paradigm of «4 no» («4 He») (immateriality, perishability, inseparability and heterogeneity) in the field of marketing services.

If in the model of D. Ratmel service is referred to as a process of interaction between producer and consumer, in the model of P. Aglis E. Langeard marked the division of the rooms on the visible and invisible parts for the user. The visible part being the most important, is divided into the contact personnel providing services and material environment in which the service process. In the Scandinavian model of interactive marketing is associated with the process of interaction between consumer and firm personnel services, as in the model of K. Lavlok marketing is viewed as the unity of the eight components. Services in each of the above models belong to the paradigm of non-materiality of services and are considered as a crucial element of the service process. Only in model of G. L. Shostak [5], [6] the concept of service is treated as a material commodity production and additional service process. Based on the concept of Khristoforova I. V., Fedulin A. A. shows that in the paradigm of service – it is a process that is carried out during service provision and is aimed at production of goods by individual order. In line with this paradigm the finished product is expressed as a basic service, supplementary service and product complexes.

The analysis of the above definitions reveals that we are studying certain properties of service or the difference from other subjects and make sure that the service and servicing express the unity of the service and their flows to each other. Agreeing with the opinion of K. Lavlok about the refusal of the separation of goods and services, the need for

separate consideration of different types of services, however, it is difficult to accept the offer of refusal to consider all services as a single category.

Showing the nonidentity of the concepts of «service», «servicing» and at the same time to assert the existence of transitions from service to servicing, then the service and again to service is not entirely logical. However, the consideration of a number of authors of the concept of rooms as a process considerably facilitates the correct solution of the problem of defining services.

If you pay attention on the way of evolutionary development of the terms «service», «servicing», service, maintenance in old, for many years, had a low status in society, and currently become one of important areas that have synergistic properties. This requires not only economic, but also philosophical approaches. For this purpose, initially, we should adopt a system of «service - servicing – service». Further, considering the service as a philosophical category, taking the service not only as a simple process, and the process aimed at the development of society, we can give the following new definition of services: services is the act of people providing each other good, use and benefits.

From this definition it follows that service is the action taking place in society, which should be beneficial to both parties. Kindness, virtue, as an important human qualities are the true essence of human activity [7].

The purpose of giving to the service of such paradigmatic definition is a change of attitude to the service, providing moral perfection, the welfare of society in all areas of the service sector, in the progress of society to achieve a distribution of qualities such as courtesy, generosity, honesty, and providing the benefits of kindness and goodness in society.

Now, considering the service as a philosophical core, we can give the following definition of maintenance: maintenance is an activity of the person (people) to the provision of benefits associated with goodness and virtue [8]. This maintenance should be undertaken in conjunction with economic activity.

If you accept the service and service as a process (action) of the special relationship of people to themselves and the environment to achieve the purpose, on receipt of the funds and of the results, the service should be beneficial to both parties. This activity can be organized by enterprises, organizations, firms and other actors of maintenance.

The service activity includes research on the creation of tools, products, production, quality control, standardization, registration, storage, communication, implementation, etc. Under the

current service, including the service, which has a socio – economic nature and philosophical essence, refers to comprehensive services with highly qualified employees and modern tools. In this case, we can give the following definition: a service is a highly complex activity (the simultaneous provision of multiple services) using modern means, which is associated with human actions (people) to the provision of good, virtue and benefit.

In order to accelerate the development of services, expansion of types and improvement of quality of services (especially in rural areas), increasing the role and importance of service sector in sustainable and dynamic development of the economy, providing employment, increasing incomes and increasing welfare of population of Uzbekistan, currently adopted program of services development in the Republic of Uzbekistan for 2012-2016.

Evolution of service in the years of independence can be divided into 3 major stages of development:

Stage 1 (1991-1997) – the reform of the service, liberation from ideology, the freedom, the transition to a multi-sector economy;

Stage 2 (1997-2006) the creation of socio-economic conditions for the development of maintenance and service;

Stage 3 (after 2006) – improvement and development of service.

During the first stage of initiation the state of development of small business and private entrepreneurship has changed the property relations in the service serving businesses out of the control of the state, developed private property, stopped the monopolistic activities of state and cooperative enterprises, unit administrative management (application of economic methods for economic freedom, independent management of economic responsibility is administrative planning). These changes have positively changed the situation and existing system.

The second stage of development of service in Uzbekistan was the creation stage of the socio-economic environment. At this time, created the environment for legal staff, regulatory styles, financial and material standards, etc. As in other sectors of the economy of maintenance and service carried out was adopted in 1997 the Law «On Education» for the reformation of education, freeing it from old ideology, the training of highly qualified personnel on a democratic basis, meet moral and ethical requirements. The second stage of development of service suited to the second phase of the «National guidelines training».

In the direction of maintenance and service were opened hundreds of specialized secondary and higher educational institutions began competing of highly qualified personnel. For example, by order of the Council of Ministers of the Republic of Uzbekistan from March 26, 2004 was organized Samarkand institute of economy and service which was entrusted the duty of training of highly qualified personnel in the direction of service.

Despite the conduct of many Affairs in the second stage, the share of services in GDP was low.

In the third stage of development in an environment of increasing incomes, reduce inflation, the President I. A. Karimov at the meeting of the United Supreme Council of the house of law and Senate said in his report, « ... it is necessary to increase the volume and types of service, especially to the rural population» and adopted the law «On measures for the development of maintenance and service in 2006-2010 years in the Republic of Uzbekistan». At this time, based on the law of the President «About additional measures of acceleration of development of service in the period up to 2010 in the Republic of Uzbekistan» the government of the Republic of Uzbekistan was developed by the State decree about the development of maintenance and service. To eliminate the negative effects of the global crisis in 2009-2012, measures were taken aimed at the development of services and small business, enhancing the amusement of the population and standard of living of the population. The announcement of 2011 the «Year of small business and private entrepreneurship» shows increasing value of service. In the basis of the «Uzbek model» of service development, phased development of service enterprises is the principle of a strong social policy, social protection of the population. Including, in the initial stages of development of maintenance and service of the free state was prepared physicians, created favorable economic and financial conditions.

Practice service activities requires entry into a certain relationship of the two main parties. So, it presents specialized structures that produce services for which service activity is a kind of professional labor, business, and management in the field of management. Consumers act by the other party, which through market exchange wishes to receive specific benefits based on their needs. The service providers are faced with customers who report service activities is largely non-economic characteristics, generated by their interests, emotions and value orientations. Based on the foregoing, lawful, the government set requirements for the development of comprehensive territorial programs on development of services sector for 2011-2016,

including:

– further improve the structure of the service sector, the market is saturated with modern services;

– improving the quality of service and increased availability of various kinds of social and household services for residents of regions;

– priority development of enterprises to provide services in rural settlements;

– wide involvement into the sphere of services of subjects of family businesses and graduates of professional colleges and higher educational institutions.

As can be seen in the improvement and development of services special emphasis on the state, especially in the period of transition to a market economy.

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**Deynichenko G.V.
Kolesnichenko T.A.
Dyatchenko K.A.**

**OUTSOURCING AS A TOOL OF MODERN DEVELOPMENT
OF SUPPLY AT INDUSTRIAL ENTERPRISES**

- 1) Doctor of Technical Sciences, Professor Head of Department of Food and Hospitality Industry Equipment named after M.I Belyaeva, Kharkiv State University of Food Technology and Trade. 333 Klochkovskaya Str., Kharkov, 61051, Ukraine. *E-mail: DeynichenkoGV@rambler.ru*
- 2) PhD in Technical Sciences, Associate Professor, Head of Department of Food Technologies, Dnipropetrovsk National University named after Oles Gonchar. 72 Gagarin Ave., Dnepropetrovsk, 49000, Ukraine
E-mail: ktatyna_74@mail.ru
- 3) Degree-seeking Student. Dnipropetrovsk National University named after Oles Gonchar 72 Gagarin Ave., Dnepropetrovsk, 49000, Ukraine. *E-mail: karina-dyatchenko14@rambler.ru*

Abstract. The necessity of improvement of catering services at industrial enterprises using outsourcing services, which will be focused on improving the efficiency of services in order to meet the best needs of working collectives.

Organized nutrition at industrial enterprises is an important part of modern organization of material production. The practice of outsourcing will help manufacturing enterprises to solve the problems of nutrition organization and provide savings of budget funds. By using outsourcing of secondary functions, enterprises can focus on their core business. Attraction the catering company for nutrition organization at industrial enterprises will have a beneficial economic impact as a whole. Such innovation increases the chance of providing the quality and safety of food for the employees of the customer, budget savings at industrial enterprises due to exemption of non-core functions, the maximum use of innovation potential available at the restaurant management enterprises. Organization of corporate nutrition is the most effective solution for basic social package. By satisfying, thereby, one of the most important needs of employees, industrial enterprise increases loyalty of the staff and creates more comfortable working environment.

Actualized organization of corporate nutrition at industrial enterprises that is solved by attracting outsourcing catering company. Proved, that this type of nutrition organization is an efficient, productive and profitable for the production.

Keywords: outsourcing; catering service; production; food.

**Дейниченко Г.В.
Колесниченко Т.А.
Дятченко К.А.**

**АУТСОРСИНГ КАК ИНСТРУМЕНТ СОВРЕМЕННОГО РАЗВИТИЯ
ПИТАНИЯ НА ПРОИЗВОДСТВЕННЫХ ПРЕДПРИЯТИЯХ**

- 1) заведующий кафедрой оборудования пищевой и гостиничной индустрии им. М.И. Беляева, доктор технических наук, профессор, Харьковский государственный университет питания и торговли, ул. Клочковская, 333, Харьков, 61051, Украина. *E-mail: DeynichenkoGV@rambler.ru*
- 2) заведующая кафедрой пищевых технологий, кандидат технических наук, доцент Днепропетровский национальный университет имени Олеся Гончара, проспект Гагарина, 72, Днепропетровск, 49000, Украина. *E-mail: ktatyna_74@mail.ru*
- 3) соискатель. Днепропетровский национальный университет имени Олеся Гончара, проспект Гагарина, 72, г. Днепропетровск, 49000, Украина. *E-mail: karina-dyatchenko14@rambler.ru*

Аннотация. Обоснована необходимость совершенствования организации питания на производственных предприятиях путем использования услуг аутсорсинга, который будет ориентирован на повышение эффективности услуг в целях наиболее полного удовлетворения потребностей рабочих коллективов. Правильно организованное питание на производственных предприятиях является важной составляющей современной организации материального производства. Практика аутсорсинга поможет производственным предприятиям решить проблемы организации питания, обеспечит экономию бюджетных средств. Используя аутсорсинг второстепенных функций, производственные предприятия смогут сконцентрироваться на своей основной

деятельности. Привлечение кейтеринговой компании для организации питания на производственных предприятиях будет оказывать благоприятный экономический эффект в целом. Такая инновация увеличивает шанс обеспечить качество и безопасность питания для сотрудников заказчика, экономию бюджетных средств на производственных предприятиях за счет освобождения от непрофильных функций, максимальное использование инновационного потенциала, имеющегося на предприятии ресторанного хозяйства. Организация корпоративного питания является наиболее выгодным решением для базового соцпакета. Удовлетворяя, таким образом, одну из самых важных потребностей сотрудников, производственное предприятие повышает лояльность персонала и создает более комфортные условия труда.

Таким образом, актуализирована организация корпоративного питания на производственных предприятиях, которая решается с помощью привлечения аутсорсинговой кейтеринговой компании. Доказано, что данный вид организации питания является эффективным, продуктивным и выгодным для производств.

Ключевые слова: аутсорсинг; кейтеринг; производство; питание.

Introduction. Scientifically grounded provision of mankind with the highest-quality food is a mass issue of formation of the international community. Nowadays nutrition industry became a part of people everyday life. One of the leading trends of world economy development is a rapid expansion of the service sector. Competition between the organizations of service sector forced business to adapt to rapidly changing external conditions, find new ways and methods to take more stable positions in the market. Restaurant management enterprises are occupying a special place in the system of service sector.

There are several basic variants of arrangements of feeding for employees at manufacturing enterprises. In order to choose the most appropriate one, a huge number of moments should be taken into account, including presence or absence of specially equipped dining areas, maximum amount of money which the management agrees to allocate for cooking and food delivering. Presently food services either are not being provided at all or there are only dinners at the majority of manufacturing enterprises. In such cases workers have to resort to services of surrounding food companies or use snacks.

Organization of corporate nutrition at the enterprise as an element of a social package is a progressive solution of the existing issue. Despite there is the initial stage of industrial nutrition formation in our country, the wish to increase the culture of employers and management companies, which realize that high-quality and cheap food contributes to labour efficiency and increases employee's loyalty, is obvious. Organization of employees' industrial nutrition for enterprises with personnel from few hundred to several thousand employees is a single opportunity to maintain employees' health and operability, without failing into the loss of working time and optimize the schedule of working day. Key principle of corporate nutrition is a provision of enterprise staff with a balanced meal cooked from high-quality and fresh products.

Thus, there is a need in research and reorganization of the system of workforce nutrition at manufacturing enterprises in present situation.

Analysis of recent studies and publications.

Analysis of literature sources showed that workforce nutrition in modern economic realities is not only a part of social package stimulating to work but an essential condition of staff performance ensuring. During the period of crisis, which was being observed in 2008 in the country, a subsidization of employees' nutrition was stopped almost on all production enterprises. As a result employees had to incur expenses for meals themselves. Unfavourable changes in employees' financial standing, wage reductions forced the majority of them to refuse from food service, provided by restaurant facilities institutions at production enterprises. Semi-finished products, purchased meals or homemade dinners carried with employees became basic food products for staff during lunch breaks. Nutrition, the diet of which includes products of inappropriate quality and often unreheated ones has a devastating impact on health and is a demotivating factor [6,8].

Personnel are often dissatisfied with the level of arrangements of feeding in the company. Presently one of the first factors at service selection is a pricing for acquired quality that does not meet expectations of employees at restaurant management institutions and entails a decision to abandon the use of service provided. Manifestation of indifference in nutrition service providing in long-term period can lead to accumulation of public discontent and degraded performance [10].

Premises which provide daily meals to staff were built at the moment of enterprise construction. Thus, deterioration and obsolescence of food institutions equipment reached their peak. Restaurant management institutions themselves are subsidized or unprofitable.

Leading technologies, material base, qualified personnel, logical organization of labour, effective management are necessary for enterprises in providing with appropriate quality services.

There is a need in development and implementation of quality management systems of catering services, which allow increasing efficiency of customer-service suppliers interaction, ensuring planned quality level depending on its cost through harmonization of economic interest of the parties, controlling services quality on all stages with the purpose of early identification of reducing the level of quality within the permissible range [3,6].

In order to reach maximum concentration on core activities of the company and achieve high results it is worth to resort to one of the most successful schemes – outsourcing services. If the company gives its non-core functions to the work of professional business partners, the efficiency of core business is increasing.

The aim of the article is to improve the efficiency of outsourcing services in the arrangements of feed at industrial enterprises.

Materials and research methods. Scientific concepts and theoretical workings of local and foreign scientists on the matter of outsourcing efficiency in service area are the theoretical and methodological foundation for research. General scientific and special methods of investigation are used as a basis for research. Abstraction, analysis and synthesis, comparison, systematization and generalization methods are applied to clarify the conceptual apparatus, determining the nature and content of food outsourcing at industrial enterprises and rationale of corporate nutrition implementation.

Results of research and discussion. Basic issues which are met during arrangements of feeding at industrial enterprises are the following: imperfection of the legal framework in the field of food organization at enterprises, lack of the required number of qualified professionals, poor quality of the raw materials used.

Requirements to services quality can be specified by national standards, technical guidance documents of international organizations including professional ones and also be formed within quality systems operating on the enterprise.

By its nature outsourcing is a transfer of certain business processes or production functions by organization to other company specializing in the correspondent area for their maintenance.

In relation to industrial enterprises outsourcing is a method of their work optimization due to focusing on the ongoing work and transferring of

non-core, auxiliary functions to external specialized organizations (outsourcers) on a contractual basis with a corresponding reduction of personnel performing non-core and auxiliary functions of the enterprise [3, 4].

Outsourcing catering company works with numerous amounts of institutions providing them with food services and concentrating on them solely. All that allows accumulating relevant experience and possessing all aspects of knowledge in the arrangements of feeding. Also it allows catering companies to implement advances of science efficiently and use innovative techniques.

Outsourcing practice will help industrial enterprises to solve food organization issues. Production enterprises can focus on their core activities by using outsourcing of secondary functions [5].

The process of outsourcing can be divided into 4 stages conditionally: initiation, research of practicability, implementation and monitoring.

Outsourcing company staff consists entirely of qualified specialists, which are engaged into the development of balanced diet and calculation of energy value of dishes for employees on production. Outsourcer adheres to a strict compliance with technological processes and has a proven control system, mandatory components of which are quality inspection (daily check of quality compliance) and taking daily samples of each dish (in the case of complaints) for further independent expertise.

Competition on the market of services makes catering operator to increase efficiency through optimization of internal processes, conducting permanent works with suppliers on improving of cooperation conditions, using leading technologies in the area of food. Due to professional specialization outsourcer achieves higher efficiency the part of which a customer receives as well. Main savings come from the fact that they render similar services to multiple customers at once which allows them to save money on bulk purchases of raw materials, increase a load of fixed assets, optimize the quantity of managerial staff, and almost immediately solve issues with the replacement of temporary absent employee.

Modern development of social nutrition industry provides quality changes of strategic purposes in that field. However, development trends of restaurant management enterprises in countries demonstrate that feeding of organized population subgroups with possible full or partial reimbursement of funds from state budget most appropriately is to be developed as the activity of low-cost catering sector.

Arrangements of feeding with the help of outsourcing catering company are a corporate nutrition.

Corporate nutrition is beneficial both for employees and managers of industrial enterprises. They receive the ability to impact the growth of work performance of their employees by paying for food.

Engagement of catering company for arrangements of feeding at industrial enterprises will have a beneficial economic effect as a whole. Such an innovation increases a chance to ensure quality and security of nutrition for customer's staff, savings at industrial enterprises due to release from non-core functions, maximum usage of innovation potential available at restaurant management enterprise [9].

Outsourcing of work teams feeding organization was investigated and differences in working with specialized company-outsourcer comparing with own food service were identified.

In market competition conditions a company-outsourcer strives to constantly improve and maintain adequate quality at a lower cost unlike own food service.

To exclude the need to maintain staff, performing the same work on one object, a company-outsourcer has reserves on other objects, and in the event of vacations, increase of services turnout can allow moving the personnel between the facilities.

Company-outsourcer maintains only high-quality professionals with work experience in the area of nutrition who take constant refresher course unlike own food service.

Own food service has a limited range of food due to the small volumes of purchased raw materials. Company-outsourcer supports long-term partner relationship with existing raw materials supplier and also is always working on the expansion of new types of food in their range and raw materials being purchased.

Presence of own equipment repair service in a company-outsourcer excludes long down time of the shop and ensures quick replacement of the existing prototype of equipment from company fund as well as quality repair of failed device.

Companies-outsourcers work on favourable conditions with suppliers, providing with food services, and agree on fair price and deferred payments, which are reflected in the cost of services.

One of the basic criteria for company-outsourcer is obtaining a long-term profit which is achieved due

to providing customer's employees with quality and moderate food service. Such companies are not interested in one-time profit gain.

Taking into account the above-mentioned, we see that there are a lot of advantages in the real activities which encourage industrial enterprises to use outsourcing services.

Conclusion. Analysis of services quality showed that there is a need to improve the arrangements of feeding at industrial enterprises, to focus on improving the efficiency of services to best meet the needs of the working teams. Engagement of outsourcing catering company services for the solution of work teams' nutrition issue will let industrial enterprises to focus on their core business. Presence of quality staff, clear system of control over the full cycle of food services, implementation of leading technologies are the factors which separate and become the basic ones during advantages identification of a specialized company-outsourcer over an own food service.

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**Golovko N. P.
Primenko V.G.
Golovko T. N.**

**ON THE ISSUE OF HYGIENIC SAFETY
OF EMULSION TYPE SAUCES ENRICHED WITH SELENIUM**

1) Doctor of Technical Science, Professor, Head of Department of Commodity Research in Customs Kharkiv State University of Food Technology and Trade. 333 Klochkivska Str., Kharkiv, 61051 Ukraine

E-mail: tov_mito@hduht.in.ua

2) PhD Student, Department of Commodity Research in Customs Kharkiv State University of Food Technology and Trade. 333 Klochkivska Str., Kharkiv, 61051 Ukraine

E-mail: vlad-primenko@yandex.ru

3) PhD in Technical Sciences, Associate Professor, Department of Commodity Research in Customs Kharkiv State University of Food Technology and Trade. 333 Klochkivska Str., Kharkiv, 61051 Ukraine

E-mail: golovko_tn@mail.ru

Abstract. The need to create the sources of bioactive selenium that is suitable for insertion into the daily diet is proved.

The fundamental technological scheme of «Selenium» emulsion-type sauce (ETS) production is developed. The ETS is enriched with selenium by using the «Sivoselen Plus» and «Neoselen» selenium-protein dietary supplements (SPDS) as the source of organic selenium.

The data confirming essentially complete normalization of the intestinal barrier permeability in experimental rodents are given. The influence of ETS «Selenium» with SPDS «Sivoselen Plus» and «Neoselen» on the state of the intestinal barrier in rats is studied. This is confirmed by the following data: the serum alanine aminotransferase activity in experimental animals compared to the indicators of intact rats of the control group varied slightly during the study period; there were no statistically reliable oscillations of aspartate aminotransferase activity; the alkaline phosphatase activity of serum of rats was not statistically significant differences from those in the control group of rats. The biochemical parameters of white linear rats blood serum are in the range of normalized indicators for healthy animals.

The hygienic safety of ETS «Selenium» with SPDS «Sivoselen Plus» and «Neoselen» is studied and proved.

Keywords: safety; emulsion-type sauce; selenium; supplement; «Sivoselen Plus»; «Neoselen».

**Головко Н.П.
Применко В.Г.
Головко Т.Н.**

**К ВОПРОСУ ГИГИЕНИЧЕСКОЙ БЕЗОПАСНОСТИ
СОУСОВ ЭМУЛЬСИОННОГО ТИПА, ОБОГАЩЕННЫХ СЕЛЕНОМ**

1) заведующий кафедрой товароведения в таможенном деле, доктор технических наук, профессор Харьковский государственный университет питания и торговли, ул. Клочковская, 333, г. Харьков, 61051, Украина

Email: tov_mito@hduht.in.ua

2) аспирант кафедры товароведения в таможенном деле Харьковский государственный университет питания и торговли, ул. Клочковская, 333, г. Харьков, 61051, Украина.

Email: vlad-primenko@yandex.ru

3) доцент кафедры товароведения в таможенном деле, кандидат технических наук, доцент Харьковский государственный университет питания и торговли, ул. Клочковская, 333, г. Харьков, 61051, Украина

Email: golovko_tn@mail.ru

Аннотация. Доказана необходимость создания источников биологически активного селена, пригодных для введения в ежедневную диету. Разработана принципиальная технологическая схема производства соуса эмульсионного типа (СЭТ), обогащенного селеном, «Селенового» с использованием источников органического селена – добавок диетических селен-белковых (ДДСБ) «Сивоселен Плюс» и «Неоселен».

Приведены данные, подтверждающие практически полную нормализацию проницаемости кишечного барьера у подопытных грызунов. Исследовано влияние СЭТ «Селеновый» с ДДСБ «Сивоселен Плюс» и «Неоселен» на состояние кишечного барьера у крыс, о чем свидетельствуют следующие данные: активность аланинаминотрансферазы сыворотки крови подопытных в сравнении с показателями интактных крыс контрольной группы за период исследования изменялась незначительно; не было отмечено статистически достоверных колебаний активности аспартатаминотрансферазы; активность щелочной фосфатазы сыворотки крови крыс не имела статистически значимых отличий от соответствующего показателя у крыс контрольной группы. Биохимические показатели сыворотки крови белых линейных крыс находятся в пределах нормируемых показателей для здоровых животных.

Изучена и доказана гигиеническая безопасность СЭТ «Селеновый» с ДДСБ «Сивоселен Плюс» и «Неоселен».

Ключевые слова: безопасность, соус эмульсионного типа, селен, добавка, «Сивоселен Плюс», «Неоселен».

Introduction. Today there are no doubts in the fact that food substantially influences health state of a person. Physiologically good nutrition, from its integral component in the form of high-quality and quantitative providing an organism with necessary nutrients, is capable to support the high level of immunological resistance and antioxidant protection. The essential role in antioxidant cell protection, maintenance of cellular immunity, normal functioning of thyroid, prostatic glands and active course of spermatogenesis is played by selenium [1, page 21]. Shortage aggravates diseases of respiratory organs [2, page 749]. Deficiency of selenium is noted for patients with malignant blood diseases [3, page 4260]. Its experimental deficiency leads to intestines cancer development for rats [4, page 1298] and skin cancer for mice [5, page 2813].

Thus, there is a need for creating sources of biologically active selenium suitable for introduction into daily diet.

Main Part. One of ways to complement the essential micro-nutrients lacking in a human body is regular inclusion in food rations of all the population categories of the specialized foodstuff enriched with vital components. In this regard there is a need of products creation, for example, of the emulsion type sauces (ETS) which will allow to carry out alimentary correction of diseases and pathological states.

The selenium-lack situation in Ukraine tends to deterioration due to reduction of selenium amount in soils and, as a result, in products of plant growing and animal husbandry. Therefore a question of economically developed and at the same time safe

food products enriched with organic compounds of selenium becomes timely.

We developed technologies of receiving additives dietary selenium - proteinaceous (SPDS) «Sivoselen Plus» and «Neoselen» [6]. Creation of new SPDS provides interaction of selenium ions source with proteins of whey. Including them in the population diet will allow to support the antioxidant resistance of human body to aggressive environment.

For today the complex of SPDS quality indicators, parameters of their acute toxicity is defined [7, page 222-231]. Toxicity class of additives is 5th, that shows their relative non toxicity.

Also, we developed the production technology of ETS «Selenic» (fig.) enriched with selenium.

Apparent from the schematic diagram of ETS production is that the above SPDS are entered into its compounding. The basis of development was formed by the production technology of high-fat mayonnaise «Molochny».

As SPDS «Sivoselen Plus» and «Neoselen» contain enough serumal proteins of milk (mainly laktoalbumina, lactoglobulins) and carbohydrates, it was decided to replace completely powdered skim milk with above-mentioned additives for the purpose of reduction in the final product cost.

At this stage of scientific activity a number of researches proving «appeal» and safety of ETS «Selenic» to the consumer is carried out [8, page 137-141]. But, nevertheless, keen interest causes a question of hygienic safety of this product, its toxicokinetics and toxicology.

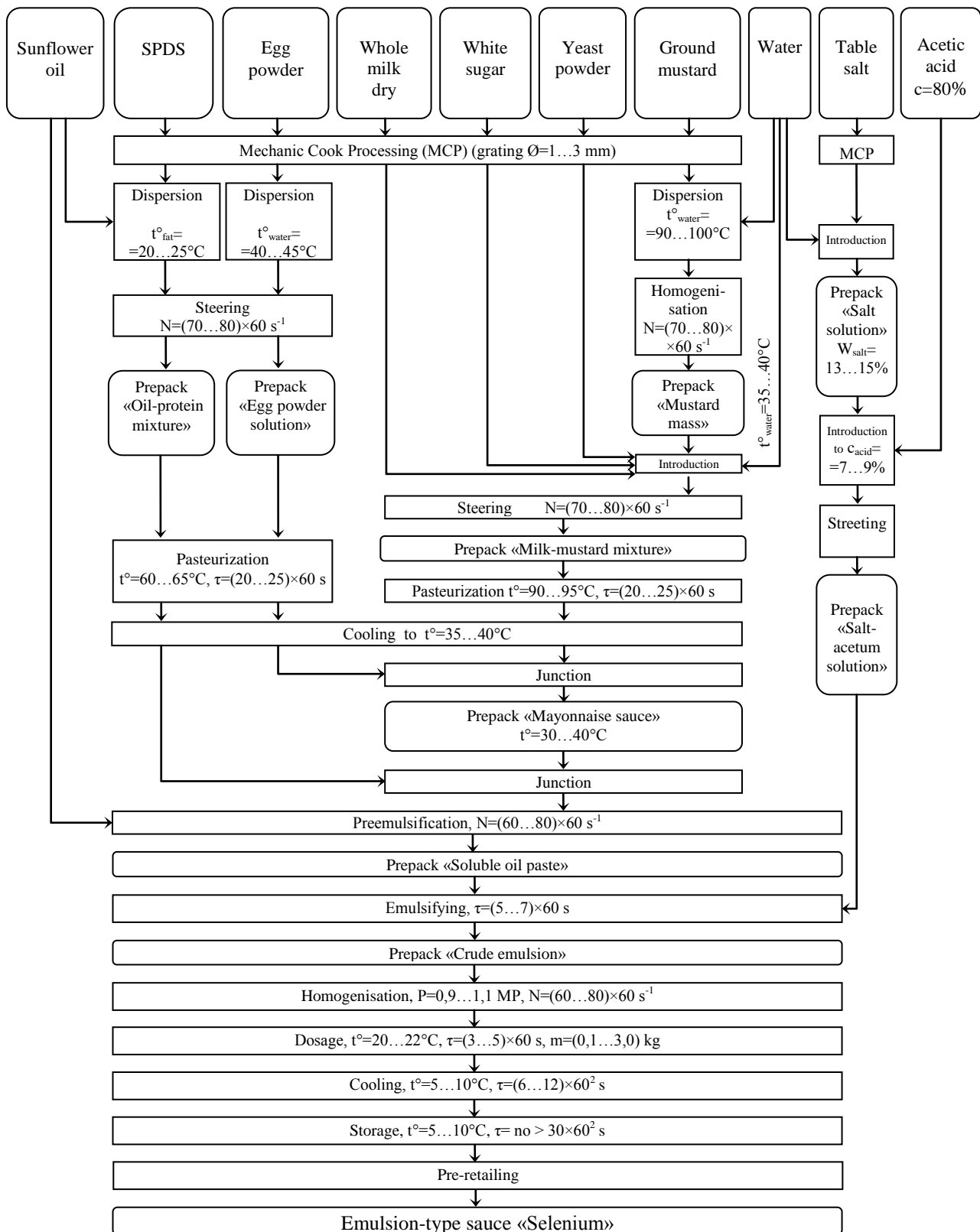


Fig. Process flow diagram of the production of emulsion-type sauce «Selenium»

Рис. Принципиальная технологическая схема производства соуса эмульсионного типа «Селеновый»

It is known that aminotransferases are key enzymes of a proteinaceous exchange and a link between it and a carbohydrate exchange. The increase in the contents serumal alaninaminotransferaza (ALAT) and an aspartataminotransferaza (ASAT) serves one of the markers of hepatocytes destruction at which there is a strengthened exit of these intracellular enzymes in blood.

Therefore the high level of these enzymes shows cytolytic syndrome. ALAT is more specific marker of liver diseases than ASAT. The Alkaline Phosphatase (AP) is present practically at all tissues of an organism. However blood serum research SP usually is of interest in connection with diagnostics the gepatobiliary diseases. The increase in activity of serumal SP can show violation of biliary tract bile outflow [9, page 455].

Thus, discovering activity of the specified enzymes in blood serum in a complex gains bigger value during assessment of gastrointestinal tract functioning violations and confirmation of structural changes in liver.

Work purpose. Studying of hygienic safety of the emulsion type sauces enriched with selenium became the purpose of this work.

Materials and research methods. Research of safety indicators of ETS enriched with selenium was

carried out on samples of white linear rats blood on the basis of the Research center of bio-safety and environmental control of agrarian and industrial complex resources of the Dnepropetrovsk State Agrarian and Economic University.

Experiments were made on 60 white non purebred mature rats divided into the following groups: the first – control (intact animals, n=20), others – animals who were fed with ETS from SPDS «Sivoselen Plus» (n=20) and «Neoselen» (n=20). Before introduction of ETS animals were kept on a hungry diet within 6-8 hours [10, page 5]. Sauces were entered into an animal stomach by means of a gastric probe. Blood-sample was taken in 2-3 h after introduction of ETS and brought to laboratory in 20 min. after.

Defining activity of enzymes in rats blood was carried out on the automatic biochemical Cobas Integra 400 plus analyzer (Hoffmann-La Roche Ltd., Germany) by means of kinetic UF and photometric methods.

The obtained figures statistically processed by means of the descriptive and comparative analysis with use of Student criterion. Distinctions considered reliable if $p < 0,05$.

Research results and discussion. Results of the biochemical analysis of white linear rats blood serum are given in tab. 1 and 2.

Table 1

Results of complex biochemical research of rats blood indicators (ETS with SPDS «Sivoselen Plus»)
Результаты комплексного биохимического исследования показателей крови крыс (СЭТ с ДДСБ «Сивоселен Плюс»)

| | Values | Results | | Norm |
|-----|------------------------------------|--------------|--------------|-------------|
| | | Experiment | Control | |
| 1. | Common protein, g/l | 72,8 ± 3,6 | 60,0 ± 3,0 | 72,5 ± 3,5 |
| 2. | Albumins, g/l | 32,0 ± 1,6 | 30,0 ± 1,5 | 30,5 ± 4,5 |
| 3. | Globulins, g/l | 40,8 ± 2,0 | 30,0 ± 1,5 | 41,5 ± 8,5 |
| 4. | Proteinaceous coefficient, u. | 0,8 ± 0,04 | 1,0 ± 0,1 | 0,78 ± 0,28 |
| 5. | Urea, mmol/l | 6,6 ± 0,3 | 8,8 ± 0,4 | 8,95 ± 1,75 |
| 6. | Urea nitrogen, % mg | 12,7 ± 0,6 | 16,8 ± 0,8 | 34,5 ± 3,5 |
| 7. | Creatinine, μmol/l | 83,4 ± 4,2 | 87,0 ± 4,4 | 86 ± 18 |
| 8. | ASAT, unit/l | 170,2 ± 8,5 | 120,0 ± 6,0 | 134 ± 62 |
| 9. | ALAT, p./l | 125,0 ± 6,3 | 122,0 ± 6,1 | 125 ± 15 |
| 10. | De Ritis's (ASAT / ALAT) index, u. | 1,4 ± 0,1 | 0,98 ± 0,05 | 1,05 ± 0,35 |
| 11. | Alkaline phosphatase, unit/l | 262,0 ± 13,1 | 235,0 ± 11,8 | 204 ± 86 |
| 12. | α- amylase, g/c×l | 125,3 ± 6,3 | 100,5 ± 5,0 | 120 ± 40 |
| 13. | Bilirubin common, μmol/l | 3,9 ± 0,2 | 4,0 ± 0,2 | 5,2 ± 1,9 |
| 14. | Glucose, mmol/l | 2,6 ± 0,1 | 2,96 ± 0,1 | 5,97 ± 0,92 |
| 15. | Calcium, mmol/l | 2,4 ± 0,1 | 2,56 ± 0,1 | 2,51 ± 0,16 |
| 16. | Inorganic phosphorus, mmol/l | 2,7 ± 0,1 | 2,7 ± 0,1 | 3,01 ± 0,78 |
| 17. | Ca/P, u. | 0,9 ± 0,04 | 0,9 ± 0,05 | 0,9 ± 0,2 |
| 18. | Cholesterin, mmol/l | 698,5 ± 34,9 | 720,8 ± 36,0 | 600 ± 200 |
| 19. | Lipoproteins general, % mg | 1,4 ± 0,1 | 1,24 ± 0,1 | 1,7 ± 0,4 |

Table 2

Results of complex biochemical research of rats blood indicators (ETS with SPDS «Neoselen»)
 Результаты комплексного биохимического исследования показателей крови крыс
 (СЭТ с ДДСБ «Неоселен»)

| | Values | Results | | Norm |
|-----|------------------------------------|--------------|--------------|-------------|
| | | Experiment | Control | |
| 1. | Common protein, g/l | 73,2 ± 3,7 | 60,0 ± 3,0 | 72,5 ± 3,5 |
| 2. | Albumins, g/l | 32,5 ± 1,6 | 30,0 ± 1,5 | 30,5 ± 4,5 |
| 3. | Globulins, g/l | 40,4 ± 2,0 | 30,0 ± 1,5 | 41,5 ± 8,5 |
| 4. | Proteinaceous coefficient, u. | 0,8 ± 0,04 | 1,0 ± 0,1 | 0,78 ± 0,28 |
| 5. | Urea, mmol/l | 6,6 ± 0,3 | 8,8 ± 0,4 | 8,95 ± 1,75 |
| 6. | Urea nitrogen, % mg | 12,7 ± 0,6 | 16,8 ± 0,8 | 34,5 ± 3,5 |
| 7. | Creatinine, μmol/l | 84,7 ± 4,2 | 87,0 ± 4,4 | 86 ± 18 |
| 8. | ASAT, unit/l | 171,0 ± 8,6 | 120,0 ± 6,0 | 134 ± 62 |
| 9. | ALAT, p./l | 127,1 ± 6,4 | 122,0 ± 6,1 | 125 ± 15 |
| 10. | De Ritis's (ASAT / ALAT) index, u. | 1,4 ± 0,1 | 0,98 ± 0,05 | 1,05 ± 0,35 |
| 11. | Alkaline phosphatase, unit/l | 264,0 ± 13,2 | 235,0 ± 11,8 | 204 ± 86 |
| 12. | α- amylase, g/c×l | 126,2 ± 6,3 | 100,5 ± 5,0 | 120 ± 40 |
| 13. | Bilirubin common, μmol/l | 3,9 ± 0,2 | 4,0 ± 0,2 | 5,2 ± 1,9 |
| 14. | Glucose, mmol/l | 4,2 ± 0,2 | 2,96 ± 0,1 | 5,97 ± 0,92 |
| 15. | Calcium, mmol/l | 2,4 ± 0,1 | 2,56 ± 0,1 | 2,51 ± 0,16 |
| 16. | Inorganic phosphorus, mmol/l | 2,7 ± 0,1 | 2,7 ± 0,1 | 3,01 ± 0,78 |
| 17. | Ca/P, u. | 0,9 ± 0,04 | 0,9 ± 0,05 | 0,9 ± 0,2 |
| 18. | Cholesterin, mmol/l | 682,8 ± 34,1 | 720,8 ± 36,0 | 600 ± 200 |
| 19. | Lipoproteins general, % mg | 1,4 ± 0,1 | 1,24 ± 0,1 | 1,7 ± 0,4 |

Researching changes of serumal enzymes activity in blood we observed the following picture. Activity the ALAT blood serum of control group intact rats, experimental in comparison with indexes, during research changed slightly. The index varied within 125 ± 4,0 units/l.

Activity of serum ASAT at intact rats of control group and activity of this enzyme in rats to whom ETS with SPDS was injected, in all points of comparison statistically important did not differ. That is, during the whole time of experiment statistically reliable fluctuations of the ASAT activity was not noted.

After introduction of ETS with SPDS activity of SP blood serum in rats it had statistically no significant differences from the corresponding index in rats of control group.

Conclusion. Research of ETS «Selenic» with SPDS «Sivoselen Plus» and «Neoselen» influence on rats intestinal barrier condition showed the almost complete normalization of intestinal barrier transmittance.

Generally, results of biochemical blood serum research of white linear rats are in limits of the normalized indicators for healthy animals. Therefore, ETS with SPDS are sanitary safe foodstuff and can be recommended for special health nutrition.

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