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PROGRAMS OF ADAPTIVE TOURISM AS A TECHNOLOGY OF INCLUSION OF DISABLED CHILDREN INTO SOCIETY

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Abstract.

The article examines the essence and main purpose of the adaptive tourism, its role in socialization, integration, rehabilitation and adaptation of disabled children and there are the main barriers to the creation of favorable adaptive tourist services. It notes the necessity of developing adaptive tours for disabled children, their positive impact on the psychological state of the child and his relationships in society. The authors of the article developed a «map» of the accessibility of tourist routes, the classification of adaptive routes to destination, where there are showed the main types of tourist programs, which are the most interesting, comfortable, useful for a disabled child, and apply techniques that help for a child to create a comfortable and positive social environment during the trip. The authors propose recommendations for organizations to adaptive tours for disabled children, present the technological map of the approximate trail for children with special needs in the Kaluga region. In the organization of tours such advice is very important. They will successfully provide all conditions for a complete and comfortable journey for disabled children. The authors develop suggestions and recommendations and confirm the fact that the organization of adaptive tours for tourists with special needs is quite an important and complex process that requires the interaction of the family, tour operators, managers of tourist destinations and resorts. Adaptive tourism makes a huge contribution to the process of development, social rehabilitation of the child and then the adult helps to fully co-exist in the world, to realize themselves in this life, to meet their basic needs, to visit interesting places, to see the various cultural and tourist sites, to get useful information.

Keywords: disabled, disabilities, socialization, integration, adaptation, adaptive tourism, tourist destination, adaptive tours, map of accessibility

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Кривошеева Т.А., Кунцевич Е.А. Адаптивный туризм как технология включения детей с инвалидностью в общество // *Сервис plus*. Т. 11. 2017. № 1. С. 4–12. DOI: 10.22412/1993-7768-11-1-1. Дата поступления: 23.12.2016.

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REGIONAL MANAGEMENT OF DEVELOPMENT OF RURAL TOURISM IN THE KRASNODAR REGION

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Abstract.

The article examines regional management of development of rural tourism in the Krasnodar region, the ways of its implementation, outlines the main directions of state and municipal regulation of development of rural tourism. Authors study normative work of the regional authorities in the sphere of support of rural tourism development, and regional and municipal target programs. The article discusses how to implement support for scientific research in the field of rural tourism and training. They determine the type of the state policy of Krasnodar region in the field of rural tourism. The authors analyze the results of a survey which was conducted in the summer of 2016 among the guests of Sochi. The results of the survey shows that 57% of respondents got familiar with this direction of travel, and only 63% of this part of the respondents heard about the objects of rural tourism in the Krasnodar region, mainly wine tours, fishing and excursions to the apiary. Others 43% were unable to answer the question, what is rural tourism. The article notes that the situation, when the majority of the population unfamiliar with the concept of rural tourism or does not understand the capabilities and types of this rest affects the process of tourism development. This complicates the sales and thus the development of rural tourism in the region. The authors note the role of the availability of clear information about the objects of rural tourism, as well as lack of information on implemented projects by regional and municipal authorities, including tools that could have a significant impact on the growth of this market. The essential solution for the development of rural tourism will be the creation of an interactive information platform focused on all participants in this process that can be implemented in the framework of the regional target program.

Keywords: rural tourism, agricultural tourism, region, Krasnodar region, legislation, regional governance, municipal management, agriculture

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SERVICE ECONOMY AND ITS ROLE IN THE POST-INDUSTRIAL DEVELOPMENT BY THE RESULTS OF STRUCTURAL ANALYSIS

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Abstract.

The subject of research in the scientific article is a modern structure of the regional economy, corresponding to or not corresponding to the theory of structural changes by Fischer and Clark. In accordance with the theme of the study aimed to determine the location and the role of service economy in the modern post-industrial development of the relations of all resident and non-resident of national, regional economies, the authors set the meta-goal of the study – to conduct a structural analysis of the economies of all sizes and development levels and to determine the ideal model of structural changes stimulated both by the state economic policy, and by the direct participants in economic relations. The hypothesis of research is the assumption that, depending on the structural relations presented in the theory of structural changes of the economy sectors by Fischer and Clark, they can assess the achieved level of economic development of individual areas and predict development in the medium and long term with high probability of preserving the key conditions for economic development.

In order to solve practical tasks to achieve the goal the methodology of work included a systematic approach traditionally used in studies of this level and a set of methods included in it, the implementation of the analysis and synthesis of the study subject as a system. Special attention is given to the authors' approach to the assessment of structural changes, which is based on indicators of coordination and the need to use the information base on the structure of gross value added of the national (regional) economy.

The results of research presented in the article, calculations of the structural analysis of indicators and authors' interpretations and suggestions have practical value in increasing of scientific knowledge in the content of the structural analysis, and findings are relevant in the characterization of the structure of the economy of any size and the achieved level of economic development. It is recommended to use this method to monitor the economic development of the results and effectiveness of the implementation of the state of structural policy at regional level (with the availability of the statistical basis for the calculation part of the methodology – and at the municipal level) with the definition of the content of actions by selecting the most appropriate, optimal vector of development for the future.

Keywords: service economy, structural changes, coordination index, industrialization, servicization, balance

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<p><i>Буров А.Н., Булетова Н.Е., Копылов С.И., Шаркевич И.В.</i> Экономика услуг и ее роль в постиндустриальном развитии по итогам структурного анализа // Сервис plus. Т. 11. 2017. № 1. С. 24–36. DOI: 10.22412/1993-7768-11-1-3. Дата поступления: 07.12.2016.</p>	<p><i>Burov A.N., Buletova N.E., Kopylov S.I., Sharkevich I.V.</i>, Service economy and its role in the post-industrial development by the results of structural analysis. <i>Servis plus</i>, Vol. 11, no.1, 2017, pp. 24–36 (In Russ). DOI: 10.22412/1993-7768-11-1-3. Received on 7 December 2016.</p>
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ISSUES OF PECULIARITIES OF POLITICAL DISCOURSE IN CONTEMPORARY RUSSIA

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Abstract.

Discourse as a linguistic phenomenon is deeply studied by Western and Russian scientists representing various scientific schools and directions. However, despite the large number of interesting scientific works in the field of discourse theory and discourse analysis, many aspects of the topic are not studied enough. The article reveals the peculiarities of modern political discourse in a lingual-pragmatic aspect, including strategy, intentions, verbal and psychological tactics. Discourse is examined as a speech due to a certain communicative situation in which not only the factor of addresser and addressee is important, but also the intentions, the time and place of speech (communicative) act. Great attention is paid to the intentions of the addresser, defining the strategy of speech and basic language tools. Political discourse is presented as institutional, status – oriented. Authors take speeches of political leaders of Russia at the world's leading venues as examples for discourse analysis. The article describes the features and mechanisms of contemporary political discourse. The article notes that political discourse is a powerful tool of political power, and it can have a significant impact on the society. Image of the world view in political discourse has some functional and semantic load; in particular it meets the needs of the authorities to have the possibility of using a range of forms and tools of manipulative influence.

Keywords: political discourse, speech tactics, intentions, discourse analysis, lingual-pragmatics, world view

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ANTHROPOLOGY OF ST. AUGUSTINE IN DE CURA PRO MORTUIS GERENDA

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

Keywords: philosophical anthropology, Augustine, Christianity

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THE BORDER BETWEEN PUBLIC AND PRIVATE: WHAT THE CAESAR SHOULD NOT ENTER INTO

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Abstract.

The article examines the pivotal issue of public-religion relationships: “what is God’s and what is Caesar’s” (Matt. 22:21) and where is the distinction between them. The author tried to show problems and deficits of classical views and offers another perspective: the “God’s things” are forced to belong to Caesar and the “Caesar’s” are God’s.

The article reviews the problem of correlation between obligations and the freedom from the point of view of religious consciousness: on the one hand, these concepts seem to be diametrically opposed; on the other hand, the Christian call to freedom can be interpreted as the sum of obligations to other people and to God. Being perceived this way, Christian morality becomes similar to a system of social restrictions the violation of which leads to official punishment. Does this mean that state and religion, forcing a person to respect certain norms, is pursuing the same goal, or there is a fundamental difference between the notion of a virtuous Christian and the notion of a virtuous citizen?

The author focuses on sincerity and submission issues: orthopraxy is not the “tax” we ought to pay to God. “Heart of ourselves” is the one we expectedly need to pay to the Lord – and to the King.

Keywords: God, Caesar, law, freedom, sincerity, submission

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PROBLEM OF SELF-INJURIOUS BEHAVIOR IN THE CONTEXT OF THE CONJUGATION OF THE DISCOURSES OF CLINICAL PSYCHOLOGY AND THE PHILOSOPHY OF EXISTENTIALISM

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Abstract.

Article is devoted to theoretical-methodological reasons for existentialist outlook in the context of psychotherapeutic practice and work with self-injurious conditions. Authors, referring to works of founders and classics of the existential analysis and clinical psychology and psychotherapy, reveal the fundamental principles of existential psychotherapy according to which productive functioning with patients in line with detection, preventions and treatments of the self-injurious conditions can be ensured. Authors base on the world outlook and methodological prerequisite according to which the subjective world of the patient can be estimated from ontological items that is as the full-fledged mental reality having own principles of functioning and regularity of development. In the context of interface of discourses by authors categories of alarm, risk and vitality are comprehended. So, openness to the world is understood as participation to the events happening in external reality, resonance with them that as it is proved in the article, allows on the one hand to avoid mistakes to make events which have not ripened yet or should not be shown at all as they are not existential; it means that they do not promote the highest tasks and the purposes of life, and are anti-vital rather. On the example of the analysis of statistical data, by results of research of the Actual Semantic Condition (ASC), it is shown that the high level of tendency to risk was observed at patients with the ASC type which is characterized with the internal control locus in various areas of activity, orientation to self-updating values, flexibility of behavior, high interpersonal sensitivity. Authors come to a conclusion: in the context of psychotherapeutic work and specific methods within clinical therapy existential methods find the analogs in many modern methods of work with patients (for example, a method "therapies with creative self-expression", methods of "joint life", etc.) and have as a basis – philosophical idea "trust to life", events in the world, participation to the happening processes as main and desirable method of positioning in the world by the person.

Keywords: existential analysis, self-injurious behavior, pairing discourses

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STUDY OF IRRATIONAL SYSTEMS BY EXTENDING THE LOGICAL-MATHEMATICAL APPARATUS

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Abstract.

Every lecturer who had a chance to teach Humanities to students of non-humanitarian directions of training, probably had difficulties with understanding and learning the material. Students oriented towards formulas, numbers and graphs are often hard to perceive abstract entities, which are particularly numerous in philosophy. We offer to use widely logical-mathematical language in learning to describe metaphysical systems, categories, and reasoning. As an example of such use of the logical-mathematical language in the article, we will focus on several philosophical ideas which are not quite rational in modern science and which, we believe, are particularly difficult for a student to understand. Irrational systems are understood as systems in which there are essential elements that are fundamentally not amenable to a strictly rational understanding or even description. These include most of the known systems, for example, religion, art, man and universe. Classical formal logic was fulfilled long ago and has been taking the position of a finished science for many centuries. In parallel with it there is a development of various systems of non-classical logic which attempt either to supply it, or to describe the unknown shape of our thinking. It seems to us that it is possible to use the combined logical-mathematical language, which could, at least, describe the so-called “unscientific”, the irrational system of reality, because irrational systems just count 95% of experience. Systems such as man, the universe, the soul, consciousness, art, religion, image, infinity are totally or partially irrational and not amenable to scientific description. Art, religion and philosophy try to describe these systems, but the method they describe is also irrational. We tend to assume that it is possible to use a rational language, which would take the liberty of adequately describing these systems, at least, if not studying them.

Keywords: logic, irrationality

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I had an interesting debate with Professor Alex Broom (Humboldt-Universität zu Berlin) and Professor Henry Stamberger (University of Alabama). Many of the ideas expressed by them, I hope I will be able to implement in my further scientific work.

I want to express my gratitude to the editor of the journal of Symbolic Logic, Mr. Alessandro Berarducci, who proposed to translate and publish an article in his magazine.

Novelty.

The paper is the first attempt to give a formal logical-mathematical description of irrational theses, extended logical-mathematical apparatus produced by the subsequent synthesis of logical and mathematical languages to describe a non-obvious philosophical statements. For the first time logical-mathematical language is included the author's interpretation of Euler diagram and the theory of limits.

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SYSTEM OF SERVICE IN EMERGENCY MANAGEMENT IN CONTEMPORARY RUSSIA

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Abstract.

The article is devoted to the use of complex service organizations for events localization of emergency situations (ES) and their overcoming. Modern complex of service organizations is very broad and diverse. It allows solving specific tasks at the request of individual customers to meet their specific needs at a very high level of quality. In general, the system of prevention of emergency situations and overcoming their consequences in Russia is of a corporate nature, all the questions in the system are solved in a tightly regulated mode. Here we have standard approaches and focus on providing the average normalized amount of goods and resources required for the survival and recovery from the crisis. The extraordinary nature of the adopted measures largely justifies this state of affairs, but current possibilities allow ensuring the individual interests and preferences even in a period of emergency, especially when it comes to vulnerable populations (women, children, the disabled) and in other cases. The best mechanism for that individual approach is the involvement of service organizations. For all that, the involvement of service organizations to conduct large-scale activities of the security in emergencies has many difficulties and requires effective planning and coordination. This necessitates the creation of effective scientific and methodological basis and appropriate training. Scientifically-based use of this complex organizations in times of emergency will significantly improve the quality and effectiveness of all activities and will provide an opportunity to carry out remedial work so that to improve the quality of residents of the affected population and increase the efficiency of the economy, after the completion of all necessary works.

Keywords: service system, service, emergency situation, development, organization, prevention, safety, people's livelihoods, service organization, prevention of emergencies, disaster overcoming, small enterprises, medium enterprises, potentially dangerous object, disaster area, monitoring, specific services, planning, organization

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