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J21312-001

Zaitseva NA Kulikova ES

TRAINING OF STUDENTS OF TOURIST HIGHER EDUCATION INSTITUTIONS IN CONDUCTING COMMERCIAL NEGOTIATIONS

This article deals with the problem of preparation of students of tourism schools to conduct commercial negotiations and recommendations over what forms of education most effectively to use for this purpose.

Keywords: commercial negotiations, tourism, technicians of negotiations, active forms of learning

Success of travel business depends on a set of factors including from how many successfully heads of travel agencies can lead commercial negotiations.

Negotiation involves taking into account not only the mutual interests and requirements, as well as the national characteristics of partners, which can play an important role for the successful start of the negotiating process.

Tourism business owner or manager of the office (in case the owner is not engaged in operational management) for carrying out successful negotiations has to be not only a good speaker, but also in some degree a psychologist to understand the physiognomy, as well as own various technicians of negotiating.

According to available statistics, and expert assessments of commercial negotiations [2], It can be concluded that the losses from inefficient negotiations are on average 3.5 hours per week per employee. Even for small firms with fewer employees not more than 5 persons and their remuneration at the rate of about 300 per hour (about 50 thousand rubles. Per month), the total loss amounted to about 300 thousand rubles. And this is only the direct costs because of lost work time. Much more significant are the losses connected with the missed benefit.

Unfortunately, the training of students in profile higher education institutions pay not enough attention to formation questions formations of abilities of conducting commercial negotiations taking into account specifics of travel business..

Let's consider, on what, it is necessary to pay attention by preparation of students for conducting commercial negotiations and what methods of training thus to use.

First of all, students must be aware of the concept of "negotiation" and "commercial negotiations". In the most general sense is the process of negotiating the discussion of any questions to clarify the positions of the parties to enter into any agreement sludge. Considering the concepts of commercial negotiations, a number of authors (KL Gulenko, SM Logachev, and others) are defined, the main purpose of negotiations. Commercial negotiations aimed mutually beneficial agreements based on the exchange of reciprocal concessions. In addition, features of commercial negotiations in tourism, as a rule, is orientation to continuous cooperation on mutually advantageous conditions without pressure and threats from participants of negotiations.

For acquaintance of students with concept and essence of the main components of negotiation process can be used standard forms of education; lecture and seminar. But just to be distinctive features of the general meeting of commercial negotiations, use active forms of learning, such as mini-case studies with examples of situations that describe various types of negotiation with different goals and commercial negotiations.

Students need to be taught what stages of negotiation process exist and who participates in them.

The standard algorithm of preparation of carrying out commercial negotiations includes such stages as: preparation for negotiations, the introduction in contact, identification of true needs of participants of negotiations, offer presentation, work with a resistance of participants of negotiations, completion of contact, the analysis results of negotiations.

Students have to understand that at all stages of preparation and conducting commercial negotiations in travel business the different staff participates of several firms. How the parties were prepared for negotiations as they were organized, depends not only its result, but also that, how much time for them was spent, how

many conflict they were what will become further the relations between the parties of negotiation process

For acquisition at least some skills of conducting commercial negotiations it is possible to use such active form of education, as a role-playing game. From group of students get out 2-3 which will play roles of participants of negotiations, the others play a role of experts and after the end of the improvised negotiations give an assessment to actions of the chosen students. After analyzed the mistakes made by the first group of "negotiators", it is possible to carry out once again all over again, selecting new members of the negotiating process. As option of carrying out a role-playing game – it is possible to change subjects and conditions of negotiations. In the first case it can be clarification of positions of the parties, and in the second – the conclusion of any contract.

In the course of such role-playing games, students have to learn to pay attention that by preparation for negotiations it is necessary to work by such aspects as: subject of negotiations, economic or legal aspects, technology of negotiating.

Students can be convinced by their experience of on how is important to create correctly the group representing travel agency at negotiations and learn to coordinate roles in the delegation and to build negotiation process taking into account the personal parties of each of participants of group.. In addition, in such games the teacher might give the job to work out the skills to plan and conduct a few behaviors of who plays the role of a representative of the company in the negotiations.

It is important to show difference in behavior of the skilled negotiator and the one who only begins his way in negotiations. On the basis of expert's estimates and polls of experts in the field of negotiations it was made tables (tab. 1.).

Table 1.

These researches of efficiency of conducting commercial negotiations

Behavior during negotiations	Experienced negotiator	The employee having initial skills of negotiating
Charges of other party (parties) of negotiations	1,9%	6,3%

Use in negotiations examples and words - irritants	2,3%	10,8%
Diversity of offers on discussion points	5,1%	2,6%
Mention of long-term prospect of cooperation	8,5%	4,0%
Mentions of general views and interests	38%	11%

The researchers conducted among managers of travel agencies, showed that most often they in the course of commercial negotiations apply such technicians as "waiting", "overestimate of requirements", "community underlining".

For training of students by these technicians it is possible to use some active forms of education: by means of cases it is possible to acquaint with different situations and to analyze, which technicians were used in the course of negotiations. Then it is possible to use role-playing games and work in teams for working off of skill of application the most extended the technician of conducting commercial negotiations

The high efficiency of the application shows video clips, including the well-known films, which shows the process of negotiations. This is due to the fact that in Russia the majority of the population belongs to the group called "visual" and, second, the movies can be analyzed several times, including in the modes: "muted" or "off the image." This allows you to focus in the analysis or the behavior and gestures of the negotiators, or the tone, pace and rate of speech, and other important characteristics.

Thus, use complex approaches in training of students of tourist higher education institutions in technicians of conducting commercial negotiations will allow not only to acquaint students with features of this process, but also to gain at least initial skills about that, properly to prepare for negotiations and to carry out them. All this will

promote increase of competitiveness of students on a labor market and at the expense of it is competitiveness of the higher education institution.

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J21312-002

Zenkina O.N.

**FORMATION OF THE PROFESSIONAL COMPETENCES WITHIN
STUDYING THE EDUCATIONAL MODULE «INFORMATICS» BY
BACHELOR STUDENTS OF THE SPECIALTY 100400 "TOURISM"**

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This article deals with the development of bachelors professional competences of the specialty "Tourism" within studying the educational module «Informatics».

Keywords: professional competence, computer science (Informatics), information and communication technologies.

In the conditions of market concurrence, it is very important for the employer to attract people to perform different professional duties, who have sufficient knowledge and skills, and who are also capable of constantly up-grading their professional level.

In this case the task of Higher Education Institutions consists in training the specialists, meeting these requests.

Training of students according to the new federal educational standard of higher education [1] has been carried out since 2011. Modern educational standards make certain demands to results of training – personal, metasubject and subject, and also

requirements to develop in pupils universal educational actions [2] in the course of training.

As a result the formed ability "to study" makes it possible to learn individually and successfully new knowledge, skills and competences. I.e. knowledge, abilities and skills are formed, applied and remain in close connection with active actions of pupils.

Competence is a new growth of the subject, being formed in the course of the professional training, representing a system demonstration of knowledge, abilities and personal qualities that allow to solve the functional problems, making the main idea of professional activity [3].

According to the Federal State Educational Standard of Higher Professional Education and curricula of the «Tourism» specialty, the working program of the educational module on the discipline "Informatics" was worked out, including theoretical and practical components, intended to form and develop professional competences of students in the field of computer science, information and communication technologies [3].

Labor input of this educational module makes 72 h (54 h. class hours (24 h. lectures, 30 h. practical training) and 18 h. self-guided work). When the course is completed there will be an examination. The students who have performed all laboratory works are allowed to examination.

Control of laboratory works execution is conducted during the whole semester. The form of control is demonstration of the performed work, answers to control questions and task accomplishment.

As from the professional point of view it is important to have good skills in working with computer technology as an instrument to provide information in tourist activity, the practical component of training process gains a special value, in particular effective performance of a laboratory practical work [4].

Theoretical bases of the informatics are studied within a lecture course [5].

The laboratory practical work of the educational module «Informatics» assumes studying of the main office programs (MS Office 2007/2010 package: Word, Excel, PowerPoint, Access).

The approximate plan of practical class hour trainings is provided for acquaintance (30 h.) (tab. 1):

Tab. 1

Lesson number	Name of the lesson theme
1	Creation and editing of documents in a text editor MS Word 2007
2	The main working methods in the tabular MS Excel 2007 processor. Data input, input of formulas, registration of tables
3	Drawing up difficult conditions. Absolute and relative links in MS Excel 2007
4	Combination of the text with data of cells. Work with dates and time in MS Excel 2007
5	Construction and editing of charts in MS Excel 2007
6	The analysis of data in MS Excel 2007. Work with lists. Sorting methods. Filters. Creation of summary tables
7	Binding of data between workbook sheets in MS Excel 2007. Work with statistical and mathematical functions. Studying ways of data's consolidation
9	Presentation creation in the MS PowerPoint 2007 program
10	Database creation in the MS Access 2007 program

When the studying of the educational module "Computer science" is completed, the following professional competences [1] have to be formed:

to know:

– theoretical bases of the informatics, opportunity and principles of the modern computer equipment usage;

to be able:

– to know how to apply mathematical methods to solve different tasks in tourist activity, using possibilities of computer technology and software;

to manage:

- skills of work with computer technology and applied software;
- ability to process and interpret the data necessary for project activity in tourism with the usage of mathematics and informatics basic knowledge;
- ability to calculate and estimate expenses on the organization of the enterprise activity in the tourist industry;
- ability to find, analyze and process scientific and technical information in the field of tourist activity with the usage of information and communication technologies.

To summarize, the development of theoretical knowledge and, mainly, performance of the offered practical work allow pupils to gain skills necessary for professional activity and experience of working with computer technologies and applied programs that results in formation of the specified professional competences.

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UDK 338.48

Pecheritsa Elena

MEDICAL TOURISM - A NEW DIRECTION OF TOURISM

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Abstract . In this paper, the peculiarities of medical tourism in Russia and abroad. Shows the economic importance of medical tourism. The conclusion about the prospects of the development of this type of tourism in Russia.

Key words: "medical tourism", "hotels", "hospitality industry", "resort", "hospital", "health resort".

Medical tourism has appeared recently, but is already one of the most popular forms of tourism. It combines several areas: leisure, recreation, treatment. Medical tourism - a journey of people in their own country or across borders in order to obtain some form of health care services of the highest level at an affordable price. Medical tourists are not only receiving treatment and diagnosis in hospitals and specialized places, but regains his strength, gets new experiences and emotions of the trip.

If you examine the proposals of intermediary companies, it can be concluded that the "health" trips are of two kinds - health and wellness. Health - is the clinic treatment of nervous disorders breathe the mountain air. Or particularly rare mud - fight cellulite. Medical - save yourself from the disease, which are not taken to cure the doctors in Russia.

The popularity of medical tourism countries is determined by two main factors: a tourist attraction and the level of effectiveness of the proposed health care of any country.

In the ranking of the League of patient advocacy Russia occupies 130th place on the level of care.

According to the results of the survey of Russian tourists in 2011, the most popular trends in terms of recovery were South Korea (many residents of the Far East

have already regularly restore their health is in South Korea), Thailand, Hungary and Germany . In 2010, of the 12 million Russian citizens who went abroad, only 120,000 people have done it and wellness goals. Thus , medical tourism is only 1% in the exit stream of Russia . Medical tours sell no more than 10 tour operators of the country. However , medical tourism is a new and actively developing field . According to the forecasts of the World Association of Health , the annual turnover of this type of tourism is \$ 600 billion . (See Table 1).

Table 1.

Capacity of outbound tourism market - medical + health tourism -1% [1]

Type of tourism	%
Medical and wellness	1
Beach Vacation	62
Treatment	23
Sightseeing	14

One of the key factors in choosing the citizens of Russian medical institutions abroad are the highest quality of care, affordability and the lack of a language barrier. Besides, it's not going to save money. Only about 1% of Russians opt for medical tourism. It should be noted that, according to information published in the report «Medical Tourism - Profit from Global Health Care», Russia has great potential for development in the field of outbound medical tourism.

Table 2

The cost of health care in some countries in comparison with Russia

<i>Belgium</i>	<i>12,1</i>
<i>Brasil</i>	<i>10,9</i>
<i>Kosta-rica</i>	<i>13,1</i>
<i>Czech Republic</i>	<i>11,8</i>
<i>UAE</i>	<i>12,5</i>
<i>Germany</i>	<i>12,1</i>

<i>India</i>	8,7
<i>Mexico</i>	9,2
<i>Phillipines</i>	9,2
<i>Singapour</i>	14,9
<i>Torque</i>	9,8
<i>Usa</i>	27,9
<i>Great Britain</i>	15,3

Speaking about the treatment in Russian clinics, it may be noted that there are two options: either the clinic has a super-modern medical equipment, but then the sky-high prices for services or medical institution famous for its doctors, then, as a rule, maintenance and condition of the equipment is poor.

Health tourism, could compete with the foreign, as in Russia, too many hot springs, mud and similar unique natural resources. However, the infrastructure is often not amenable to criticism, prices going through the roof, and information about these resorts foreigners practically nowhere to take. There is another global problem - the language barrier. If abroad to explain in English - in the order of things, the Russian staff of sanatoriums English language almost none. But keep in mind that medicine - is a specific branch, here you need to operate in specific terms. Why foreigners to us exactly not go - at home, they will recover much cheaper. And we must not forget about the problems with visas - is also one of the key points.

350 resorts in 35 countries of the world are represented on the Russian market of medical tourism (excluding spa and wellness hotels), about 126 thousand Russians spend their holidays in foreign resorts, spas and wellness centers (approximately 1% of all trips).

Table 3

Outbound medical tourism Russia (in thousands)

First half year 2009 (thousands people)	First half year 2010 г.
Egypt— 689,7	Egypt — 1 140,5
Torque— 642,8	Torque — 923,5
Czech Republic— 102,9	Czech Republic — 121,5
Germany— 160,8	Germany — 213,1
Israel— 98,7	Israel — 126,3

According to WHO, by 2022, tourism and healthcare sector (together) will be one of the key global industries. And as the world population is aging, with medical tourism, paradoxically sounds - a great future.

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ANALYSIS OF STUDENTS TOURIST FLOWS FROM PRIMORYE

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The article considers the current situation of youth tourism in Primorye Russia. Analysis of the youth tourism is given under the data of questionnaires. To analyze data used are authorial methods to process data of questionnaires

Key words: youth policy, youth tourism, social tourism, reduced tariffs

World tendencies in development of touristic trips prove increase in the share of youth tourism. At present youth tourism (persons under 39 years old) makes about 50% total number of travels in the world [1]. It is the mostly dynamic and developing

tourist sector. Money funds which are spent by young people and students for last 5 years have increased in 40%. The growth of youth tourism is mostly conditioned by the social policy realized by many countries to support this type of tourism.

In Russia there are no many young people going in for tourism. The number of young people leaving for abroad as tourists is extremely low as compared with developed countries. We haven't got many tourist companies specialized in youth and student tourism.

There are no official published data on the youth tourism. Therefore we have made an own assessment of students tourist flows for our region (Primorye). Primorye is far from being the worst region for the youth tourism. Firstly, it is the powerful transport unit wherefrom there are flights to many countries of Asian-Pacific region. Secondly, the region is characterized by the high percent of urban citizens (77%). Thirdly, most students have international passports. The latter is connected with the fact that most young people go in for trips to near-border cities of China. The cost of such a weekend trip makes from 2 up to 4 thousand rubles. This direction of mass tourism is researched by us independently. The research results can be found in works [2-4]. Due to the mass character of such trips we exclude this direction from consideration.

To research tourist trips from Primorye we have questioned residents of the region (the period of questioning since December 2012). 1606 respondents of different age categories were questioned (residents of Vladivostok make 68%). 438 students took part in the questionnaire.

We are to consider results of the students answered to two questions of the questionnaire:

- Name the world countries (but for China), visited by you;
- What large cities of Russia you have visited for last three years.

These questions are referred to the category of open questions. In their answer respondents could give any text (in this case, names of countries and cities). To process such questions we used a special computer technology which allows transferring unstructured data of answers into the structured presentation [5].

Frequency lines of distributing answers are given on Figure 1 and 2.

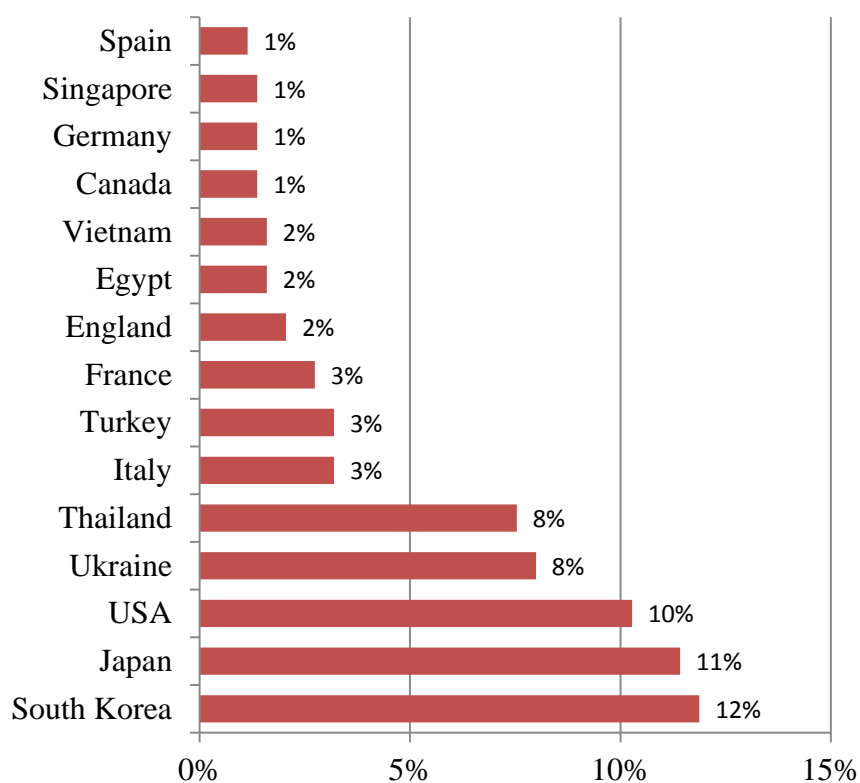


Fig. 1. Frequency of the students visiting most popular countries

55% students haven't gone to other countries (but for China). Their answers contained the names of 56 countries. From the list of stated countries underlined were the countries which were visited by over 1% students (Fig. 1). The most popular countries named by students are three following countries – South Korea, Japan and the USA. The first two countries by their geographical position are mostly close to Primorye. The USA was visited by most students in educational purposes. The Ukraine is also named in the list. But we think that the number of young people from Primorye who have visited the Ukraine is much higher. Low results are connected with the fact that students from the Far East does not think the Ukraine and Belarus to be “abroad” and not always name these countries in their answers.

Over 30% students have not left Primorye, i.e. not visited large cities of Russia and the world. In their answers students named 105 cities of Russia and the world (Fig. 2). Three cities are remarkably outlined under the background of other cities. By understandable reasons marked out are capital cities as Moscow (42%) and Saint-

Petersburg (18%). Khabarovsk is visited as the nearest large city to Vladivostok (the distance is about 800 km).

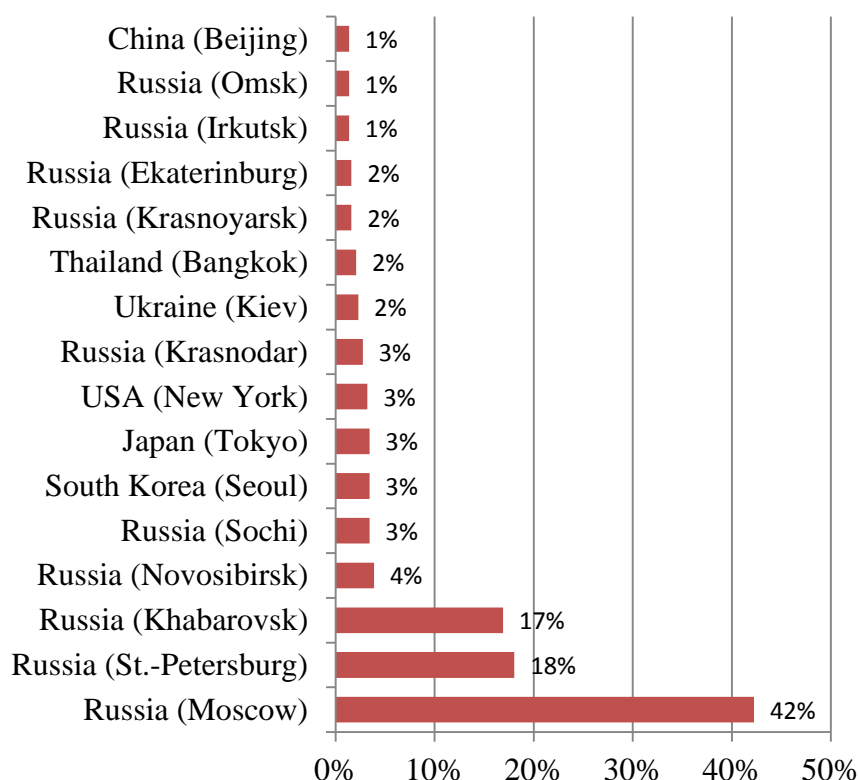


Fig. 2. Frequency of the most popular world cities among students

For Primorye the most serious constraint factors of tourist trips is the amount of transport costs. It is clear that major costs on student trips are covered by their parents. In Table 1 there is the price order (low result) for air flights in popular directions.

It is important to notice that for last years the price of tickets for the Far-East people to Moscow is subsidized by the state. For instance, now it is more profitable to flight from Vladivostok to Novosibirsk or Yekaterinburg not by the direct flight but via Moscow. Present data on tourist trips of students mostly conditioned by lower air tariffs to Moscow.

Table 1.

The price of air tickets from Vladivostok in most demanded directions (one way)

Trip direction	Cost of tickets in thousand rub.
Moscow	9,5
St.-Petersburg	11,5
Beijing	6,5
Seoul	18,5
Tokyo	23,5
Bangkok	22,0
New York	32,5
Novosibirsk	22,5

If to proceed from the average salary in Primorye (less than 20 thousand rubles) only few people can afford them. In our researches we follow the results of costs distribution among parents of the students. The questionnaire also included the question about the income interval. Distribution of salaries in Primorye at the age category from 36 up to 55 years old is given on Fig. 3. Results are analyzed by 620 forms.

These data confirm that to pay the tourist trip is possible only for the limited number of people. Over 30 thousands are paid to 43% questioned people. It can be noticed that this result is nicely correlated with the selection of students. It is explained by the fact that data was collected by students and they mainly asked their relatives and people close to them.

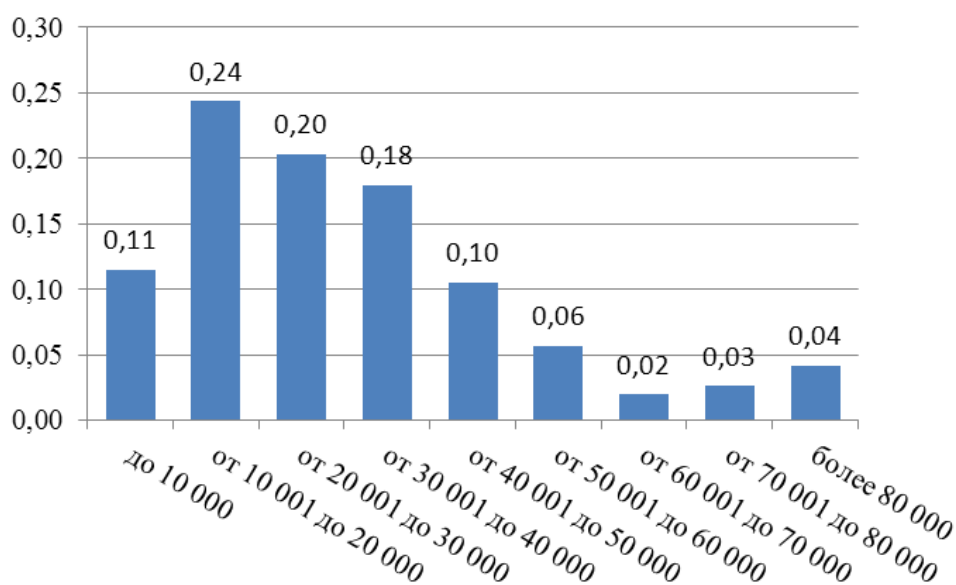


Fig. 3. Frequency of residents' distribution in Primorye at the age category from 36 up to 55 years old by salary

It is required to mark out that these results of tourist trips correspond to favorable conditions. Favorable conditions are connected with beneficial air tickets for residents of the Far East introduced in 2009. Discounts are given for all age categories up to 23 years old and pensioners. Benefits are valid in the period since 1 April till 31 October. Introduction of benefits resulted in increase of the youth tourism flow in many times.

Summary

In our country the youth policy and organization of rest and free time for young people is insufficiently attended. It is one of reasons which provide the growth of criminal among the youth for last years in Russia.

The modern life of young people is going on under global changes, breach of old values and society splitting. But methods of the organizational work with the youth are often based on obsolete schemes and stereotypes. Therefore it is required to study constantly priorities and life orients of young people [6].

The youth tourism is referred to the social category and most actively developed under the available state support. The youth tourism needs more attention due to the

income level of these people category in fact makes no favorable conditions for trips and vacation.

Organization of the youth tourism promotes upbringing of the young generation following the health life mode and assists in moral and patriotic education. «If a young man chooses tourism, it means that he says “no” to drugs, drinking and passive life» (it is the most often answer among students concerning tourism).

The contribution of the youth tourism in education of young people is enormous. About 70% young people travel with clear purposes: to learn a foreign language or generally to study abroad under the volunteer programs, etc.

The market of student tourism has a great potential in the railway, bus, sea, automobile and city transport. It is required to use the interaction experience of young tourist organizations and passenger carriers.

At present Russia needs to cooperate constantly with international tourist organizations working with young people and in every possible way to promote the entrance international tourism [6].

Legislative authorities should work over formation of the normative and legal base to develop the international tourism in Russia.

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