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Section 1. Management

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ETHICS OF LEADERSHIP IN MILITARY PROFESSIONALISM

Abstract: Today's practices show that contemporary ethics pay more attention to action, hence that what people ought to or should not do at a time when much attention is paid to the character of people so that should be human beings. Ethic rules have to be followed in all the aspects of social and professional life. Military is not excluded. The paper treats the meaning of "professional ethics" in the military framework discusses the role of Albanian institution in reaching of the consensus in several fields, especially in military.

1. Ethics of Leadership and reaching of consensus

In everyday use, the term ethics takes different meanings. One of the most common meanings attributed to this term is related to the principles that govern the behaviors of an individual or a certain group of individuals. In this context, the term "professional ethics" is used to refer to the rules by which an individual regulates his or her life. The term "professional ethics" is used to refer to the code governing a particular profession. The discipline of ethics differs greatly from the disciplines of natural sciences, as unlike natural sciences, which deal with physical study of objects, theoretical study in the field of ethics deals with moral judgments or evaluations used in the process of making moral decisions.

Moral norms are behavioral standards that require, prohibit, or allow some types of behavior. Prohibition of liars, theft, insults, and many others like them are all moral norms. While moral principles are more general standards, which are used to assess the appropriateness of the policies, social institutions, and behavior of the individual. Therefore, a decision involves issues of ethics when it has an impact, since it does not respect or respect one or some moral standards.

A person is morally responsible only for those actions for which the person had knowledge and freely performed, or for which the person was aware and freely did not or has prevented their conduct. Taking into consideration what is mentioned above, we can say that at the essence of every ethical point of view lays a system of values that serves as a guide to judging your behavior or others, which as a rule, resists towards the changes because our values come from several different sources like:

– Family, institutions (churches, schools);
– Previous experiences (trainings, successes, etc.);
– Media;
– Professional roles and models;
– Our professional codes of ethics (developed through experience in ethical conflicts and various pressures).

According to Aristotle, good moral customs are developed only through training and repetition. Moral rights, unlike legal rights, are thought to be universal, as they are not restricted by any particular jurisdiction. Accepting the moral right of an individual means to accept that there is a certain space in which this individual is not conditioned by the wishes of others, and the interests of this individual do not depend on the interests of others. There is an area in which we are autonomous. Negative rights constitute that series of rights, which are distinguished by the fact that other members of the society have the obligation not to interfere in the activity of the individual having one right.

On the other hand, positive rights impose more the positive interference than impose the negative obligations of non-interference. While the contractual rights and obligations constitute limited rights, which arise whenever an individual enters into an agreement with another individual. If no compromise is agreed, then neither rights nor contractual obligations can be mentioned.

2. Reaching of consensus

Consensus is not a formal concept that expresses approval for drafting the strategy, but it is a summary of all social interests on security issues, priorities, opportunities, and ways of solving them. In this context, consensus represents the unity and harmonization of all inputs, trends, and perspectives on particular aspects of NSS.

The process of reaching political and social consensus on security issues is not easy. The democratic system, based on political pluralism and free market economy, has proven to be a superior system to other proven systems so far. No other system has given more stability, development, freedom to citizens, and peace for people. This kind of system of organizing the society, state, and politics has a long list of positive ones, which not only allow but also guarantee the rights of public debate, development, and democratic control.

Regardless of the importance, the need for reaching broad consensus is never imposed on itself. It should come as a logical flow, harmonization, and reflection of the representation of all basic requirements in the National Security Strategy. Achieving this goal requires consciousness and self-responsibility of the political class and representative actors in the society.

Consensus emerges as a union of the political and social factor about a thematic, agenda and concrete action plan as a strategy directly linked to the two main blocs in a democratic society, the government, and the opposition. The notion of consensus in Albania does not have a long experience. Before 1991–1992 the word “consensus” was not known.

Albanians, like any other people, and Albania, just like any other country, have their own strategic interests and objectives. These objectives are not utopian, but consist of real, practical, and pragmatic objectives. They are realistic targets because they affect interests and issues related to the vital and universal interests of citizens and society, such as issues of integration, prosperity, peace, and security. They are practical targets because they rely on the real Albanian conditions, in a limited environment where the number of inhabitants and the surface of the country in the language of the figures are at lower levels than most European countries. They are pragmatic targets because they take into consideration a new reality of the functioning of Albanian institutions and relations between our country, states, or other states communities in Europe and beyond. Under these circumstances, the concept of national security is interdependent from the concept of regional and global security, which limits the means and opportunities of permanent security guarantee based solely on our forecasts and assessments.

Such a leading role it cannot even play in our region. There are a number of geographic, demographic, political, economic, and military factors that impose the Albanian position on global politics. In these circumstances, its results are measured by the opportunities it has to play in an imposed space and in a fierce competition.

Conscious of this position, Albania chose the West, its values and structures as the best way to achieve national aspirations for prosperity, security, and stability. Our Armed Forces are in constant monitoring by NATO missions and structures; secret services are in partnership and consequently control of well-known Western intelligence agencies; as well as State Police.

Almost all the important reform development projects, such as those in the field of justice, education, health, security forces, political institutions, media, etc., have been realized with foreign financial support.

The same opening process has occurred in other countries in the region and beyond in the former Southeastern European countries, Western-like similarity, a functional and competitive economy, a rule of law and a guaranteed space for all rights of citizens of these countries.

3. Conclusions

The Albanian model of opening policies did not result in the expected effect. Today, Albania has a security system largely based on international alliances, principles, and guarantees. The principles of the security strategy and the instruments operating in their function are still far from the level, efficiency, and role required by the national security strategy documents.

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Section 2. World economy

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FEATURES OF SEGMENTATION OF THE MODERN WORLD MARKET OF INFORMATION AND COMMUNICATION TECHNOLOGIES

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ОСОБЛИВОСТІ СЕГМЕНТАЦІЇ СУЧАСНОГО СВІТОВОГО РИНКУ ІНФОРМАЦІЙНО-КОМУНІКАЦІЙНИХ ТЕХНОЛОГІЙ

Сучасний світовий ринок інформаційно-комунікаційних технологій є одним зі світових ринків, які розвиваються дуже динамічно як у кількісному, так і в якісному вимірі. Цей ринок характеризується структурою, яка постійно і досить швидко змінюється внаслідок швидкого старіння і диверсифікації продукції і послуг, які на ньому пропонуються, появи нових форм торгівлі та організації бізнесу в сфері інформаційно-комунікаційних технологій.

Оскільки структура світового ринку інформаційно-комунікаційних технологій є досить складною і розгалуженою, що включає низку основних ринкових сегментів та безліч складових, то актуальна його сегментація є однією з необхідних умов ринкового успіху компанії на цьому ринку внаслідок того, що це є ефективним засобом конкурентної боротьби, дозволяє виявити нові тенденції розвитку та перспективні ринкові ніші, ще ніким не зайняті, є основою для здійснення ефективних стратегій міжнародного маркетингу на цьому висококонкурентному ринку.

У цьому дослідженні під сегментацією ринку інформаційно-комунікаційних технологій будемо розуміти процес і кінцевий результат діяльності з аналізу та ідентифікації існуючих і виявлення потенційних споживачів певної продукції або послуг, які притаманні цьому ринку на поточний момент часу або можуть бути притаманними в найближчій часовій перспективі.

Загальним принципом сегментації, який використовується і відповідає існуючим підходам до сегментації, є принцип класифікації основних сегментів світового ринку інформаційно-комунікаційних технологій за продукцією, загалом розділяючи її на матеріальну (обладнання) та нематеріальну (програмне забезпечення та послуги) складові.

Крім того, при проведенні сегментації світового ринку інформаційно-комунікаційних технологій також будемо дотримуватись наступних принципів[1]:

– принципу різниці між ринковими сегментами (мають бути отримані відмінні одна від одної групи споживачів продукції або послуг);

– принципу подібності споживачів у ринковому сегменті (передбачається однорідність ставлення споживачів до конкретної продукції або послуг);

– принципу достатнього розміру ринкового сегмента (цільові сегменти мають бути достатніми для покриття витрат компанії);

– принципу вимірності характеристик споживачів (передбачається можливість виявлення потреб потенційних споживачів і вивчення реакції цільового ринку на маркетингові дії компанії);

– принципу досяжності споживачів (наявність каналів комунікації з споживачами для організації просування конкретної продукції або послуг).

Зазначимо, що сегментацію світового ринку інформаційно-комунікаційних технологій будемо здійснювати шляхом аналізу продукції та послуг за методом угруповань, згідно з яким здійснюється послідовна класифікація всієї сукупності продукції та послуг на окремі групи за найбільш значущими ознаками (критеріями групи) з одночасним формуванням у межах

[1] Єжова Л. Ф. Інформаційний маркетинг: навч. посібник / Л. Ф. Єжова.– К.: КНЕУ,– 2002.– 560 с.

кожної групи окремих підгруп за частковими критеріями в рамках загального критерію певної групи.

Як інформаційну базу для здійснення класифікації сегментів ринку інформаційно-комунікаційних технологій було використано аналітичні, статистичні та довідкові матеріали таких відомих компаній, агенцій і асоціацій, як Forrester Research, EITO, IDC, Gartner, CompTIA, TAdviser, а також матеріали інших публікацій щодо світового ринку інформаційно-комунікаційних технологій[1].

Встановлено, що світовий ринок інформаційно-комунікаційних технологій включає три основні ринкові сегменти: сегмент обладнання, сегмент програмного забезпечення і сегмент послуг, які розгалужуються на певні окремі складові. Розглянемо їх детально і дамо визначення.

Під обладнанням розуміємо технічні і технологічні прилади, пристрої, апаратуру і інструменти, які використовуються для певної обробки інформації у формі даних та забезпечення різноманітних форм комунікації і зв'язку.

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[1] Worldwide IT Spending Forecast to Sustain Growth of More Than 3% Through 2020 Led by Financial Services and Manufacturing Industries, According to IDC [Електронний ресурс].– Режим доступу: URL: https://www.idc.com/getdoc.jsp?containerId=prUS42298417; ИТ (мировой рынок) [Електронний ресурс].– Режим доступу: http://www.tadviser.ru/index.php/Статья: ИТ_(мировой_рынок); Gartner Says Worldwide IT Spending Forecast to Grow 2.7 Percent in 2017 [Електронний ресурс].– Режим доступу: URL: http://www.gartner.com/newsroom/id/3568917; IT Industry Outlook – 2018. [Електронний ресурс].– Режим доступу: URL: https://www.comptia.org/resources/it-industry-trends-analysis; Митин В. В какие сегменты рынка вкладываться сервисным ИТ-компаниям? [Електронний ресурс].– Режим доступу: URL: https://www.crn.ru/news/detail.php? ID=118016span; Смирнова А. В. Характеристика и тенденции развития мирового рынка информационных технологий в 2008–2013 гг. // Молодой ученый.– 2014.– № 8.– С. 590–593.– Режим доступу: https://moluch.ru/archive/67/11402; Войтко С. В. Ринок інформаційно-комунікаційних технологій: структура та аналіз / С. В. Войтко, Т. В. Сакалош // Вісник національного університету «Львівська політехніка».– 2007.– № 594.– С. 384–392; Литвак А. Г. Пространственная организация мирового рынка ИТ-услуг.– М.: ООО «Вектра», 2007.– 161 с; Сардак С. Е. Дослідження структури і тенденцій розвитку світового ринку інформаційних технологій / С. Е. Сардак, А. В. Ставицька // Технологический аудит и резервы производства.– 2015.– № 4(5).– С. 96–100; Бавико О. Структура і тенденції розвитку ринку інформаційно-комунікаційних технологій / О. Бавико // Торгівля і ринок України.– 2015.– Вип. 38.– С. 141–151.– Режим доступу: http://nbuv.gov.ua/UJRN/Tiru_2015_38_16

До сегменту обладнання віднесено два підсегменти: підсегмент ІТ-обладнання і підсегмент комунікаційного обладнання.

До ІТ-обладнання віднесено наступні складові: персональні комп'ютери, мультимедійні планшети, сервери, системи зберігання даних, периферійні пристрої (принтери, багатофункціональні периферійні пристрої, подібні пристрої) та інше ІТ-обладнання.

Під персональними комп'ютерами розуміємо комп'ютери загального призначення для одного користувача, які підтримують підключені периферійні пристрої та інстальовані програми.

Під серверами розуміємо комп'ютери або пристрої, які керують мережевими ресурсами. До серверів відносимо файлові сервери, які призначені для зберігання файлів, сервери друку, які керують одним або декількома принтерами, мережеві сервери, які управляють мережевим трафіком, сервери бази даних, які управляють доступом до бази даних.

Під мультимедійними планшетами розуміємо електронні пристрої, які служать для створення і доступу до широкого спектру цифрового контенту та послуг, включаючи медіа та комунікації. Вони мають менші розміри і вагу в порівнянні з портативними персональними комп'ютерами.

Під багатофункціональними периферійними пристроями розуміємо пристрої, які мають, принаймні, дві з наступних функцій щодо документів: копіювання, факсимільний зв'язок, друк і сканування. Причому однією з цих двох функцій має бути функція друку.

До іншого ІТ-обладнання відносимо інші компоненти персонального комп'ютера, компоненти-замінники, монітори, електронні книги та інші додаткові пристрої.

До підсегменту комунікаційного обладнання віднесено наступні складові: корпоративні системи комунікації, системи смс-повідомлень і телекомунікаційне обладнання.

Під програмним забезпеченням розуміємо сукупність комп'ютерних програм певної обробки інформації у формі даних, а також необхідних для їх експлуатації супутніх програмних документів.

До сегменту програмного забезпечення віднесено системне, прикладне, мобільне прикладне, проміжне та спеціальне програмне забезпечення.

Системне програмне забезпечення включає системне інфраструктурне програмне забезпечення (програмне забезпечення управління системами і мережами, програмне забезпечення безпеки, програмне забезпечення систем зберігання даних) та суто системне програмне забезпечення.

Прикладне програмне забезпечення включає призначені для користування, комерційні, промислові та технічні програмні засоби, які призначені для автоматизації бізнес-процесів або бізнес-функцій, для підвищення продуктивності роботи окремих осіб або груп осіб, а також для задоволення потреб користувачів у сфері розваг, освіти чи обробки інформації.

Мобільне прикладне програмне забезпечення є окремим різновидом прикладного програмного забезпечення, яке розробляється спеціально для мобільних пристроїв.

Проміжне (зв'язувальне) програмне забезпечення включає проміжне програмне забезпечення сервера прикладних програм і проміжне програмне забезпечення інтеграції та автоматизації процесів.

Проміжне програмне забезпечення сервера прикладних програм є основою сучасних пакетних або спеціально розроблених прикладних програм, а також багатьох видів програмного забезпечення інфраструктури (порталів, систем управління контентом або сервісних шин підприємств).

Проміжне програмне забезпечення інтеграції та автоматизації процесів включає програмні засоби, які використовуються розробниками, бізнес-аналітиками та адміністраторами для автоматизації процесів, створення і розгортання технологічно орієнтованих прикладних програм, інтеграції прикладних програм, обміну даними, контролю ефективності бізнесу, а також для моніторингу ефективності роботи програм і процесів.

Спеціальне програмне забезпечення включає програмне забезпечення розробки і розгортання прикладних програм (управління структурованими даними, розробки прикладних програм, доступу та передачі даних, забезпечення якості та життєвого циклу програмного забезпечення).

Під послугами в сфері інформаційно-комунікаційних технологій розуміємо комплекс процесів, технологій і дій, основаних на використанні інформаційно-комунікаційних технологій і спрямованих на підвищення ефективності інформаційно-комунікаційних процесів. Такі послуги умовно будемо розділяти на послуги з підтримки і супроводу обладнання та програмного забезпечення і професійні послуги (консалтингові послуги,

послуги з розробки та інтеграції, послуги з управління інформаційно-комунікаційними технологіями, послуги з управління бізнес-процесами[1].

До сегменту послуг віднесено: підсегмент послуг ІТ-консалтингу та системної інтеграції, який включає стратегічний та операційний ІТ-консалтинг і системну інтеграцію на основі проектів, підсегмент послуг ІТ-аутсорсингу та обслуговування ІТ-обладнання, який включає управління прикладним ПЗ, аутсорсинг прикладного ПЗ, хостинг, надання ІТ-інфраструктури, аутсорсинг ІТ-інфраструктури, управління мережами, апаратна підтримка ІТ-обладнання та інші послуги ІТ-аутсорсингу та обслуговування ІТ-обладнання, і підсегмент телекомунікаційних послуг, який включає дротяний, бездротовий та супутниковий зв'язок та зв'язок через інше телекомунікаційне обладнання.

Таким чином, в результаті дослідження проведено сегментацію сучасного світового ринку інформаційно-комунікаційних технологій, виявлені та проаналізовані основні ринкові сегменти та їх складові і на цієї основі сформована актуальна структура світового ринку інформаційно-комунікаційних технологій за підсумками 2017 року.

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BUSINESS AND MIDDLE CLASS IN MODERN GEORGIA

Abstract: the middle class in terms of market and marketing appeal – a group of people to satisfy two criteria: 1. The average income per person per month in the range of 800–1,000 to $5,000–6,000 dollars. 2. Such people in society should be at least 50–60%. So, we can say with confidence that we have about a third of the population can be attributed to the middle stratum. According to the statistics service, as of March 1, 652046 business entities were registered in Georgia, but only 171532 of them – about 26% – are actually operating. In Georgia, the development of small and medium-sized businesses is hindered by such factors as lack of skills in business skills and inexperience, low level of competitiveness, lack of access to finance and investment resources, insufficient knowledge of the international market, lack of opportunities for introducing new technologies, high level of expenditures. In addition, the presence of cartel transactions on the Georgian market seriously hampers the development of small and medium-sized businesses.

Keywords: middle class, small business, medium business, Competition, unemployment.

In the beginning, the question is asked: why is the problem of middle class formation in Georgia topical? Because without it, when society is presented only by the largest number of the poor people and the smallest number of the rich people, there is a high probability of collision of opposing parties, namely the revolutionary threat, and accordingly the risks of instability in the country. In addition, in a society which is presented only by rich and poor structure even the talk about effective, innovative economy and democratic, impartial, free elections is needless. The poor, without clothes, hungry and thirsty, without medical and educational services, human's economic, creative and social activity returns are low. In addition, during the elections he priori (in the automatic mode) inclined to those who will give him the money or material assistance. In short, poor man can never be independent and impartial in the election decision-making. In such conditions the political elite and radically minded marginals can freely cause the protest actions, the civil wars, coups and revolutions. In the post-socialist Georgia, to avoid all the aforesaid and create a truly democratic society, competitive, innovative national economy and effective state the best way is formation of the strong middle-class.

How to separate the middle class? Taking into account international standards and attractiveness of the market and marketing, the middle-class is a group of people which satisfies two criteria: 1. The average person's income should range from $800–1000 to $5000–6000.Just such income enables a person to reveal consumer, saving and investment activity, realize a minimum set of a personal and working freedom. Let's say, to freely move during vacation, don't have a fear of losing a job and find a decent job; 2. Such people in society should be no less than 50–60%, as the middle-class only in this way with its consumer and social behavior can influence the development of society and the economy.We must distinguish American-western and Georgian middle-class. If in view is the American middle-class with all its attributes, then we will find it in Georgia, but it will be no more than 15% of the population[1]. In our calculations and considering the peculiarity of the country, in Georgia poor constitute 40%, transition layer from the poor to the middle class-10%, the middle-class-30–35%, wealthy layer-10% and rich layer-5%[2].One can confidently say that we have about a third of the population which belongs to the middle class. Our middle class is characterized by the use of standards: these people buy products in mass production of popular brands. Its representatives investing more in the development of their own and family members, they more often read magazines, visit resorts, restaurants, cinemas, concerts and exhibitions, than the average Georgian.

World practice shows that social status of a certain layer of society is another key criterion: if what percent of the family budget is spent on the purchase of food products? If a family spends on food products about 10%, then it belongs to the category of the rich, but if more than 75%-poor category. Empirical analysis shows that in our country a large number of the population spends their family budgets 50–80% on food products, what demonstrates their

[1] Samadashvili U. Formation of the middle class- dominance problems in Georgia. Magaz. economy and business.– 2009.– No. 5.– P. 17.

[2] Ibid.– P. 11.

poverty. That is about 40% of the population In Georgia. The analysis of social groups, as well, showed that the representative of the middle class spends on the purchase of food from 11% to 50%[1].

What role or what are the functions of the middle class in the development of society? Science substantiated and practice proved, that the middle class performs a range of functions in the development of the society. These are: political stability function; social contradictions mitigation and providing development of the evolutionary character function; economic function; function to create an innovative and competitive economy; function of protecting cultural property and development; raising a healthy generation function; competent decision-making function; personnel "supply" function[2]; administrative-performing regulation function; impact on the society function. It should be emphasized, that in Georgia the middle-class because of relatively small number and weak positions can't fully implement these functions, which it performs in the developed countries. Despite this, it's its merit, that today in Georgia is though unsustainable but still stability. Georgian middle class's unfavorable positions must be explained, as small and medium businesses, low level of economic innovation and human capital development, as well considering the country peculiarities its proper level scientific uncultivated. The present work right mentioned emptiness somehow filling one modest attempt, which aims defining the essence of the middle class, criteria, scales, structure, also analysis of economic and social activities and on this basis elaborate proposals and recommendations for the achievement of its dominant position.

What reserves are in Georgia to increase the number and quality of the middle class? As it was said, the middle class is a social layer, whose skeletons are small and medium business which acts as a factor of development. It includes people also, who should turn Georgia into a competent country with active construction of innovation economy. Too many entrepreneurial and creative potential of the people (young people, workers of budgetary organizations), even today is in captivity "Paternalistic" worldview. Exactly expense of these people (who wish, but still can't manage their self-fulfillment in the small and medium business or, say, in the field of creative activity) must grow the

[1] Marina Shcherbakova. The middle class: features of national identity. Columnist. September 8,– 2010. P. 49.

[2] Avraamova E. M. The middle class of the Putin era/ E. M. Avraamova // Social sciences and modernity.– 2008.– No. 1. P. 22.

middle class and labor productivity. There are those (in Georgia approximately 10%), who are no longer poor, but has not yet passed into the middle class. It may be called transition layer from poor to the middle-class.

Actually, how to achieve the increase in the quantity and quality of the middle class in Georgia? To achieve the increase in the number of middle class and the dominant position in society, in my opinion is required: 1. To form maximally comfortable environment and effective incentives entrepreneurial activity and the human capacity for self-realization. Currently in Georgia 23% of employees are engaged in small business. That's when in the economically and democratically developed countries (Germany, Switzerland and other) the same figure is 50–60%. Hence, small business, which forms the main core of the middle class, needs more informational, economic, material- technical, organizational, financial, legal, infrastructural and consultative support from state and local government; 2. Establish tax breaks at innovative business projects and introduce the credit interest state subsidies or co-payment, and also favorable lease terms. Promote business education widespread in the entrepreneurial spirit people (to do your job – you should know, to know- you should learn!); 3. From country oriented on transit function, import and outside income, where high-value jobs are few, transform Georgia into an innovative economy, whose effective functioning is impossible without highly qualified and highly paid, creative jobs; 4. Create available continuous and effective education system for horizontal and vertical social mobility (extensive network of Professional training, retraining and qualification improvement), to people of average and pre-retirement age stay competitive in the labor market. It means that, say, a 50-year-old man will be able to raise the qualification, or change profession and at least 15 years of effective work in the field of specialization; 5. Become massively available credit (mortgage) scheme of purchase apartments and durable goods, to encourage joint demand and economic growth; 6. Establish a health care system that provides minimally necessary medical services in free and affordable prices, also encourage employers and employees to participate in voluntary medical insurance program; 7. In legal basis support the forms of human self-regulation (Based on the professional interests created clubs, non-governmental structures and political parties) formation and development, which provides protection of human rights, freedom and dignity; 8. Activate the local self-management bodies, to improve the local social environment for them finding additional tax sources and transferring real functions; 9. Provide wide propaganda for a new kind (professors, lawyers, doctors, managers and representatives of small and medium businesses) of middle-class achievements. These people need to gain the proper respect and recognition in the community. They have to turn into an example of successful social behavior. For example, in Georgia entrepreneur of the Year should be identified not only between large enterprises, but also between small and medium businessmen. And finally, in order to the middle-class of Georgia cover 50–60% of the population, it is necessary some time and radical changes in the economic, social and political field, ie the country requires full transformation. In addition, the Georgia's goal is not just the formation of the middle-class, but also transforming it into a competitive, universal but the differential welfare, prosperous and modern country.

What is the state of business in Georgia? According to the International Monetary Fund, in 2016 the average annual gross domestic product (GDP) per capita in Georgia is \$4,160, and Georgia ranks 108th among 190 countries[1]. Это указывает на недостаточный уровень жизни населения Грузии и на его серьезную отсталость от ЕС (32000 долларов США на душу населения). This indicates an inadequate standard of living for the population of Georgia and its serious backwardness from the EU (\$32,000 per capita). To get out of this situation and a rapprochement towards the European Union, it is not necessary to achieve an annual three percent growth of the economy, but higher rates, stable and long-term growth.

The main determinant, to accelerate the economic growth of Georgia, is the development of business, and in particular of its innovative form-entrepreneurship. Unfortunately, in the country, entrepreneurship develops asymmetrically, both in the sectoral and in the regional context. The national economy can be returned separately, not by industry, tourism or, if you like, the agricultural sector, but by entrepreneurship, which is a broader phenomenon and concerns all sectors and regions of the economy.

According to the statistics service, as of March 1, 652046 business entities were registered in Georgia, but only 171532 of them – about 26% – are actually operating. This means that 479514 companies in the country exist only on paper. The most active are business entities working in such areas as trade, car imports, and repairs. 130488 companies are registered in these spheres, of

[1] Georgia is in the 108th place in the world with income from one community. Forbes.ge. April 20,– 2017.

which 66528 are operating. The processing industry takes the second place, where out of 29574 registered companies, 13028 actually work. On the third place are real estate agencies – they are registered with 25585, actually they work – 13849. According to expert Vakhtang Charay, the fact that only a third of the registered business entities actually work, is connected with several factors – in particular, the fact that many entrepreneurs register several companies – in order not to pay VAT. Such a low figure of really working companies shows that the market is not a very healthy situation. It is difficult to talk about specific reasons, which in each case may be different, but there are some factors that are likely to prevail – in particular, entrepreneurs register several companies in order not to pay VAT. Negative statistics are also facilitated by the extremely simplified procedure for registering a business, in addition, it is almost worthless. Accordingly, anyone can open a company, and then forget that he has it at all. Another reason may be the complexity of the bankruptcy procedure in Georgia. The fact that the largest number of real companies operate in the sphere of trade, this is typical for developing countries. Money goes where you can make quick profits. While in developed countries the emphasis is on long-term lending. In addition to the fact that the entire financial sector is aimed at short-term loans, the problem is also high interest rates for those long-term loans, which are still issued. Therefore, so many companies are engaged in trade. In general, the situation is very unhealthy, and it does not give any possibility for long-term plans[1].

Despite the fact that small and medium businesses account for the majority of companies existing in the country, its share in GDP is still very low – it is about 20%. This indicator is low not only in comparison with Europe, where small and medium business accounts for 60–80% of GDP, but in comparison with Armenia, where this figure is 43%[2]. In Georgia, the development of small and medium-sized businesses is hindered by such factors as lack of skills in business skills and inexperience, low level of competitiveness, lack of access to finance and investment resources, insufficient knowledge of the international market, lack of opportunities for introducing new technologies, high level of expenditures. In addition, the presence of cartel transactions on the Georgian market seriously hampers the development of small and medium-sized businesses.

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[1] Business can not create enough jobs. URL: http://commersant.ge 2017–07–10

[2] URL: http://bizzone.info/business/2017/1488840717.php

At present, the main problem for business in Georgia is competition with banks. Today, banks are competitors in almost all spheres of business, so we have very low economic growth. Business does not count on banks, and this in itself is already a problem. In a normal situation, entrepreneurs should have the opportunity to partner with financial institutions, but in reality we are on the contrary, they are mostly competitive. Georgia is a small country, and the financial market is adequate, therefore, 2–3 large banks are quite enough here. But they must be subject to mandatory regulations. About 3% of the earnings of the majority of Georgian residents goes to repay loans, despite the fact that even the income tax is less – 20%. We have a lot of problems to be solved, including within the framework of the draft law on banning banks from owning non-core assets. Today, we have an abnormal situation, when banks are getting richer, and the population and business, on the contrary, are getting poorer every day[1].

Unemployment is a growing problem for all countries. For example, US statistics show an increase in unemployment. The resources and opportunities that are currently in Georgia in business are not enough to create so many jobs that would solve the problem of unemployment. it is unemployment that is the main reason for pushing Georgian citizens to emigrate to more prosperous countries. Along with high unemployment, there is a shortage of qualified personnel in Georgia[2]. When we talk about the employment policy, we mean that the population should be given the right direction, show what specialties there is demand, what can be done, which profession should be upgraded, and, accordingly, increase their chances of finding a job. It is also important to stimulate investment activity on the part of migrants. There are cases when a specific emigrant contains a whole village with his own money, but at the same time he does not hurry to invest – there are factors that interfere with this, so they should be well studied and analyzed.

The state's participation in stimulating small and medium-sized businesses should take at least 10–15 years. The state can create infrastructure, laboratories, research centers, where producers will receive relevant knowledge, etc. Georgia is only at the beginning of the road, and the concept of "business" for us is still new[3]. The country must learn from the experience of developed

[1] URL: http://bizzone.info/business/2017/1488840717.php

[2] URL: http://www.geostat. ge/?action=page&p_id=133&lang=geo

[3] Samadashvili U. Formation of the middle class- dominance problems in Georgia. Magaz. economy and business.– 2009.– No. 5.

countries and international organizations. The main thing is education and information. It is necessary to work in this direction. They say that small and medium-sized businesses will be able to develop independently no less than 50 years after the existence of a market economy in the country. At us the real market economy as such, exists about 15 years. So we still have a lot to go through.

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Section 3. Regional economy

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DETERMINATION OF ECONOMIC DEPENDENCE IN THE DEVELOPMENT OF VITICULTURE

Abstract: The article focuses on the development of the vine growing and winemaking industry, one of the priority areas of agriculture, the creation of favorable economic conditions for the attraction of investors and the provision of state-of-the-art, competitive advantage in the market and the production of quality products.

Keywods: grapes, wine, domestic market, foreign market, agrarian reform, income.

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ОПРЕДЕЛЕНИЕ ЭКОНОМИЧЕСКОЙ ЗАВИСИМОСТИ В РАЗВИТИЕ ВИНОГРАДАРСТВА

Анотация: В статье основное внимание уделяется развитию виноградарство и винодельческой промышленности, одной из приоритетных областей

сельского хозяйства, созданию благоприятных экономических условий для привлечения инвесторов и предоставлению современных конкурентных преимуществ на рынке и производству качественной продукции.

Ключевые слова: виноград, вино, внутренний рынок, внешний рынок, аграрная реформа, доход.

Являясь ценным продуктом питания, виноград занимает важное место в развитии сельского хозяйства и национальной экономики в целом ввиду характера его употребления.

А. М. Негрул отмечал в своих исследованиях: «Виноград содержит 30% сахара, органические кислоты, минеральные вещества, витамины A, B_1, B_2, B_6, C, которые являются основным условием жизни и здоровья человека. Виноград используется в свежем виде, также служит сырьем для производства вина, коньяка, виноградного сока, варенья, компотов, маринада, сушеных виноградов, бекмеса, уксуса, а из отходов промышленной переработки получают эфир, спирт, из косточек (этанит, кофе и масло) – винную кислоту, винный камень, энатанен» [1].

Отметим также, что приготовление с использованием виноградных листьев одного из видов долмы, которая является одним из основных символов национальной кухни, и принятие и готовка данного блюда во многих странах мира, породило необходимость предложения на рынки консервированных виноградных листьев. Именно поэтому хозяйства могут получать достаточно прибыли и за счет сбыта виноградных листьев. С другой стороны, жмых, получаемый при обработке винограда, используется при кормежке животных, а остальные продукты – при удобрении почвы, что порождает необходимость развития виноградарства и формирования ее как прибыльной отрасли сельского хозяйства.

Одна из положительных особенностей развития виноградарства с экономической точки зрения заключается в том, что эта культура, прорастая на засоленной почве, позволяет получить богатый урожай, развиваясь в неполивных условиях и условиях орошения на всякой почве предгорных районов со склонностью до 0,6°, повысить урожайность, увеличить доход на каждый расходованный манат. То есть, хозяйство, занимающееся виноградарством, позволяет получить больше прибыли в сравнении с другими производственными отраслями. В то же время трудоемкость виноградарства и требование

[1] Негрул М. “Виноградство”.– Москва.– 1959.– 5 с.

ухода за виноградными садами почти 9 месяцев в году, положительно влияет на обеспечение населения работой и повышение уровня занятости.

Плодородность природно-климатических условий способствует выращиванию в Азербайджане многих сортов винограда и получению большей прибыли от его сбыта. Так, высокая урожайность и быстрое созревание столового сорта кардинал приводит к предложению на рынок товара уже в первую десятидневку августа. Сталкивание с меньшей конкуренцией как на внутреннем, так и на внешнем рынке и реализация продукции по высокой цене, позволяет хозяйству получать больше прибыли.

Развитие виноградарства обеспечивает население ценным продуктом питания, а винную и консервную промышленности – сырьем. Наряду с тем, ягоды винограда заключают в себе состав из витаминов, микроэлементов, органических кислот и прочих компонентов, необходимых для человеческого питания. Отходы виноградарства используются в производстве винной кислоты (Tartaric Acid). Из виноградных косточек получают ценное масло для пищевых и технических целей. Также они используются в качестве корма в животноводстве. Данные факторы делают необходимым наибольшее ускорение развития виноградарства[1].

Основной целью всех мероприятий в направлении аграрных реформ и формирования в стране современного сельского хозяйства является удовлетворение потребности страны в продуктах сельского хозяйства и обеспечение продовольственной безопасности.

Исследование показало, что развитие сельского хозяйства заключатся, в первую очередь, в умелом применении научных достижений и передовой практики, получение богатого урожая, большой прибыли от земельной единицы с правильным использованием инновационных технологий в животноводстве и растениеводстве. Для этого основной целью хозяйств должно являться снижение себестоимости продукции, повышение трудовой продуктивности и обеспечение роста рентабельности, экономя расходы на производство продукции в производственных отраслях, присущих экономическим районам и естественным земельно-климатическим условиям каждого района.

Мы считаем, что для обеспечения экономической рациональности современного сельского хозяйства.

[1] Панахов Т. М. Развитие виноградарства в Азербайджанской Республике и ее перерабатывающей промышленности // Азербайджанская аграрная наука,– 2010.– № 1–2.– С. 67–71.

Мы считаем, что для обеспечения экономической рациональности современного сельского хозяйства основной целью хозяйства должно служить повышение урожайности полей при минимальных затратах, и увеличение общего урожая, общего дохода, прибыли, выпадающих на земельную единицу, рентабельность хозяйства и, в конечном счете, возможности хозяйства для широкого осуществления повторного производства.

Как показывают проведенные исследования, показатели общей доходности, прибыльности и рентабельности недостаточны для определения экономической выгоды, как конкретной производственной отрасли, так и хозяйственной деятельности. Поскольку данные показатели не охватывают полностью общую продукцию. Так, производимый общий урожай используется для хозяйственных и семейных нужд. Поскольку общий доход и прибыль определяются по поступившему доходу от реализации товарной продукции, они не отражают прибыль хозяйств в полном объеме.

Отметим, что рост производства винограда делает сельское хозяйство рациональным как с точки зрения государства, так и с точки зрения хозяйства или предпринимателя. Так, свежий виноград и получаемые из него продукты пользуются большим спросом на внутреннем и внешнем рынках, они занимают важное место в валютном наплыве страны, в сравнении с другими производственными отраслями обладают значительным весом при обеспечении населения работой и увеличении прибыли.

Как известно, для развития виноградарства и посадки новых виноградных садов требуются большие средства, и виноградные сады становятся плодовитыми садами и дают урожай через 3–4 года после посадки. Низкий уровень обеспечения работой населения на местах в других сферах и слабое развитие других отраслей сельского хозяйства, животноводства, создает серьезные проблемы и в их прибыли, что является одним из препятствий для посадки хозяйствами новых виноградных садов за свой счет.

С другой стороны, повышение уровня механизации в посадке обширных виноградных садов, приводит к снижению себестоимости продукта, что в свою очередь играет важную роль в повышении конкурентоспособности продукции.

Глобализация винного рынка вынуждает производителей вина вносить многие изменения. Как нами было отмечено выше, инновации на рынке должны находиться в центре внимания предпринимателя для того, чтобы он мог получить превосходство в конкуренции. Именно с этой точки зрения производители вин должны максимально использовать запасные ресурсы для производства наилучшего вина, и производить вина с использованием отборных сортов с элегантным вкусом и смаком.

Гянджа, Газахский район Азербайджана – это регион, производящий наибольший урожай винограда. Выращиваемый здесь виноград составляет 30–40% от производства по всей республике. В 2015 году в стране было произведено 157076 тонн винограда. Районы с наибольшим производством винограда – это Шамкир, Товуз, Акстафа, Самух и Гейгель.

Для определения специфики экономической зависимости между развитием виноградарства и виноделия в регионах, обеспечения рационального использования виноградного сырья в производстве продуктов виноделия и изучения уровня обеспечения рынка винной продукцией, требуется проведение глубокого анализа происходящих на рынке процессов. Так, для формирования жесткой конкуренции в условиях рыночной экономики и принятия решения оптимального управления производители вин должны приобрести как можно больше коммерческой информации о других местных и заграничных производителях. Поскольку, в соответствии с результатом, к которому приходят на основе полученной коммерческой информации, для определения стратегии поведения на рынке вина и получения наибольшей прибыли, необходимо развитие методологии, соответствующей рыночным исследованиям.

Отметим, что возникает необходимость в анализе и прогнозировании рыночной ситуации любого агропродовольственного рынка и анализе особенностей деятельности индивидуальных субъектов.

Для приобретения первенства на рынке в первую очередь необходимо определить концепцию «рыночной конъюнктуры». Мы считаем, что понимание любого момента рыночной ситуации как части рыночных условий, процесс закупки и реализации товаров является самым приемлемым для оценки рынка вина. Наиболее точное изучение рыночной ситуации, определение наименьшего экономического риска его участников, увеличивает предложение продукции на рынки.

Отметим, что исследование рынка состоит из двух основных блоков:

– Изучение социального положения – процессы наблюдения и рассмотрения, изменения в экономике страны в целом, экономическое сообщество или мировая экономика, совокупность секторов, представляемых в отдельный период, объект анализаи исследования направлений в основном макроэкономическом соотношении, и изучение отдельных продуктов в рыночных условиях;

– Анализ и прогнозирование винного рынка на основе системы показателей изучения и развития рынка винной продукции.

Для достижения конкурентного превосходства на рынке производству вина требуется поддержка государства. Отметим, что производители продукции стараются добиться производства недорогой продукции для превосходства на рынке. Естественно, здесь требуется большое внимание к качеству продукции, то есть, внедрение на рынок поддельной, некачественной продукции не допустимо[1]. В производстве вина в Азербайджане одним из основных факторов, влияющих на конкурентоспособность продукции, считается экспорт упаковочного материала, стеклянной тары. Развитие данной отрасли и предоставление льготных кредитов, предоставление налоговых уступок могут сыграть важную роль в развитии виноделия и виноградарства.

Как показывают исследования, в 2006 году в Грузии, в Ахметском районе Кахетии был введен в эксплуатацию грузино-итальянский винодельный завод «Бадагони» с ежегодной производительностью 3 миллиона бутылок. Итальянцы вложили в этот завод инвестицию в размере 12 миллионов. В том же году планировалось открытие нового винодельного завода Эстонских инвесторов. Объявление рынка вина открытым для инвесторов и создание плодотворных экономических условий привлекло внимание также и чешских инвесторов. Для обеспечения развития аграрной сферы и экономики страны в целом своевременно предпринятые верные шаги в кратчайший срок привели к росту экспорта продукции[2].

С другой стороны, развитие виноделия в Грузии и применение уступок в таможенных тарифах в 2006 году позволило предпринимателям этой страны экспортировать в 2006 году 500 тысяч литров беспошлинного вина, а 300 тысяч литров – под таможенные уступки в 50%.

Развитие виноградарства и виноделия считается одной из привлекательных отраслей сельского хозяйства. Поэтому в отличие от других отраслей развитие виноградарства и виноделия наиболее привлекательно

[1] Фаталиев Х. К. Микаилов В. Ш. Виноградарство: текущая ситуация, проблемы и приоритеты //Азербайджанская газета. Баку,– 2011.

[2] URL: https://daily.rbc.ua/rus/show/gruziya_otkryla_rynok_vinodeliya_evropeyskim_investoram_1161968961

для инвесторов. Однако, поскольку создание плодородных экономических условий для инвесторов и предоставление государственной гарантии являются не менее важными факторами, то инвесторы обращают на них больше внимания при принятии решений.

В настоящее время развитие виноградарства осуществляется в Гянджа-Газахском экономическом районе и Аранском экономическом районе, в основном на орошаемых землях в Сальянском районе, Ленкоранском экономическом районе, Джалилабадском районе, а в Нагорном Ширване, Шемахе и Исмаиллинском районе – на неполивных участках. Затраты на производство продукции на орошаемых и неполивных землях, и количество содержания глюкозы различное. Высокий уровень виноградного сахара в производстве винной продукции является одним из основных факторов, влияющих на производство конкурентоспособного вина. Именно поэтому эти факторы и ведение правильного учета являются одним из основных условий в рациональном использовании запасов земли, развитии виноградарства и ведении правильной квалификации[1].

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[1] В Азербайджане развивается виноделие. [Электронный ресурс]. Режим доступа: URL: http://new.dayaz.fr/ society/408364.html/ (дата обращения:27.11.2017).

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ASSESSING FACTORS THAT INFLUENCE THE PERCEPTION OF RISK FROM DISASTERS IN GRAPES FARMS IN VLORA AREA – FACTORIAL ANALYSIS

This study is part of the dissertation's topic of Msc. Bitila Zhuli (PHD Candidate).

Introduction

Natural disasters have been, are and will continue to be a serious problem for farms as well as for the whole economy as a whole. In small and in progress economies this problem becomes even more sensitive to the contribution of agriculture to GDP growth. The case of Albania is even more pronounced if we refer to the fact that the majority of the population works in this sector, about 48%, and agricultural production accounts for about 19% of GDP. Although the risk of natural disasters is an important problem for the development of the agricultural sector, there is almost no academic study of risk perception and the factors influencing its perception.

For the above reasons, the risk to natural disasters for farms will be the focus of this study by trying to answer the following questions:

- Are Albanian farms exposed to the risk of natural disasters?
- Are farmers aware of the risk of natural disasters?
- How is disaster risk perceived?
- What are the factors that affect the perception of risk in the farm?

To answer the first questions of the study we will make a summary of the farm situation in Albania.

Albanian agriculture is dominated by small farms. The list of current problems in the agricultural sector includes poor trade in agricultural goods, lack of processing facilities, underdeveloped irrigation and drainage systems and low culture of cultivation, lack of developed technology and high exposure to natural disaster risk.

Natural hazards often lead to the total reduction or loss of food produced for consumption and the income earned by the harvest. Natural disasters have always been present due to the position and geographic extent of our country in the Western Balkans.

The history of natural disasters in Albania shows that events that have caused the greatest damage and casualties in the past have been floods and earthquakes. Thus, after 1945 when there are more accurate data on these events, there are counted at least 9 major floods, mainly in the northwest of the country (Shkodër, Lezhë), 7 major earthquakes (magnitude above 5.7 head) and a number of events of magnitude lower temperatures such as extreme temperatures (1985 and 2012), droughts (1989–1991) or storms (2002, 2005).

All the historical data show that even farms are directly affected by the danger of natural disasters.

The study project aims to identify the factors that affect perception and how they are grouped, studied in farms in the Vlora area.

Methodology

The aim of the research problem

The purpose of the research problem is to determine the factors that affect the perception of risk in the farm. Case study grape farms in Vlora region.

Data

Sources of important information from where we collected the primary data are 136 farmers in Vlora district. The study was conducted through questionnaires conducted in this area during 2017. The farmers were randomly selected. In this paper, we are focused on analyzing the impact of factors on the perception of the risk of natural disasters. The empirical analysis of the problem is based on the use of the factor analysis method using the SPSS program.

Problem analysis

The problem analysis is focused on the study of the relationship between the factors that affect the perception of risk and their grouping.

The implementation of factorial analysis is realized through a process called analysis phase:

1. Review the literature;
2. Specification of the appropriate economic model;
3. Design and testing of the questionnaire;
4. Collection of data;
4. Evaluation of the model;
5. Interpretations of results.

Objectives of factor analysis

In this factorial analysis we are interested:

1. for discovering “hidden” constructs below data obtained from farmers’ responses;

2. for the compilation of data and the creation of new composite meters to use them in other analysis techniques.

In groups with a minimum number of sub-factors and a good theoretical definition, priority will be on reducing the number of variables and creating new composite meters that measure a multifaceted concept and that will also be used in other analysis techniques multivariate.

Design of factor analysis

The object of the analysis will be the structure of the variables rather than the respondents. We are interested in the correlations between the sub-factors affecting the farmers and not the possible correlations between the characteristics of the farmers themselves. As such, our factorial analysis is a type R analysis.

The variables that will be included in the factor analysis are scale variables. These variables were measured through a question addressed to farmers. The assessment of their perception of each variable was done through a 5-level Liker scale.

It is reasonable to think that beneath sub-factors grouped according to certain criteria (their content, domains, public policies to which they belong or other criteria deemed reasonable in their groupings), as confirmed by the literature, experience or conditions there may be farmers’ estimates that go to a certain direction or that may receive a certain estimate from them and, consequently, may form factors or broader definitions of what they represent. Separation in groups, as shown in the literature review, has a powerful conceptual basis. What we are looking for are these broader concepts, formulated in the names of subgroup groups. But since strict theories on how many groups of factors had and how and what sub-factors should be included in each group, the analysis cannot be confirmed. However, the preliminary breakdown in groups is a good basis to continue with exploration analysis within groups, where sub factors are more likely to form constructs that lie ‘hidden’ below them, or that even if we simply do data reduction, the results of the factor analysis will be more meaningful and useful.

Analysis and Results

The questionnaire was designed in three sections. A. Demographic and social data, B. Risk perception factors, and C. Economic farm situation.

Sector B consisted of 36 questions related to the perception of risk in farms, ranging from the group of economic factors, market factors, climatic factors, production factors, attitude to innovation, and credibility to institutions, etc.

Reliability Statistics measured with "Cronbach's Alpha" resulted in a value of $0.780 < 0.8$. A high value of "Cronbach's Alpha" indicates that the sub factors included in a set are linked and can form a compact set.

We also look at Alpha of Cronbach if the item is deleted, which gives the values of the general α if an item is not counted. If deleting an item increases Cronbach's α, then it means that deleting that item improves credibility.

Therefore, all items that result in α value significantly greater than the general α may need to be deleted from the scale to improve its reliability.

For this reason all the factors affecting the decrease of Reliability statistics were re-analyzed in SPSS and it was concluded that analyses of 28 factors had reliability value of $\alpha > 0.80$ and were included in the factor analysis. This was also based on ANOVA with Friedman's Test that was found to be significant $p = 0.00000 < 0.001$.

The analysis was taken into consideration in 136 cases.

For factorial analysis based on the VariMax Rotation Method in SPSS, factors that have Eigen value greater than 1 were grouped into 9 components and explained in total 73.29% of the variance. The explained variance criterion is considered a satisfactory solution when calculating 60% of the total variance, in social sciences.

In the first component of the factorial analysis, 4 factors were grouped as important to show how the economic situation of farms is considered compared to other farmers in the area. This component can be termed "Farm Economy Situation in the Zone". In the second component of the factorial analysis, three factors related to risk prevention were grouped as important. This component is called "Risk Prevention". In the third component of the factional analysis, five factors were grouped that relate mainly to the elements of production. This component is designated "Agricultural Production Factors". In the fourth component, three factors related to the market expectations of agricultural products were grouped. The component was named "Market Expectations". The fifth component consists of two important factors related to the farm's financial performance over the years. This component was named "Financial Development". In the sixth component there are included three important factors related to the perception of climate change. This component was named “Climate change”. In the seventh component, 3 factors related to lack of information and inclusions in the associations were important. This component was called “Information and Inclusion in Associations”. In the eighth component of the factional analysis, two factors related to trustworthiness of the institutions were grouped as important. This component can be termed “Institutional Reliability”. In the ninth component of the factor analysis, two factors related to the attitude towards technological investments were important. This component can be termed “Technological Investments”.

Conclusions

The analysis of the risk perception in farms and in particular the factorial analysis of factors affecting the perception of risk is difficult because it influences many macroeconomic, micro economic and personal factors. The research project has been designed in such a way as to analyze the impact of various factors related to perception and the large number of factors complicates the analysis. For this we used factorial analysis for the grouping of important factors, where we came out as nine reactive components. Data testing and factorial analysis resulted in the need to remove some of the questions from the analysis to increase the reliability of the analysis and to rename the 9 important components that account for over 73% of the variance in order to make the analysis simpler in the subsequent studies in related to the impact on the perception of risk and how the factors found in factorial analysis influence. Through this study, we open the way to other studies regarding the impact of risk factors on natural disasters in farms in the Vlora region, which can serve as a reference point for studies or different projects, but also for the surveyed farmers themselves.

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STATUS OF THE CRYPTOCURRENCY IN THE FINANCIAL SPHERE

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СТАТУС КРИПТОВАЛЮТ В ФИНАНСОВОЙ СФЕРЕ

Деньги, являясь ключевым и фундаментальным инструментом финансовой системы и товарооборота, основой функционирования экономики, прошли поистине долгий путь становления и развития. Сегодняшний вид всеобщего эквивалента был приобретен эволюционным путем. Первые аналоги денег появились на рубеже 8 и 7 века до нашей эры в быту у различных племенных общин. Практически всегда они являлись объектом природного происхождения, иногда с небольшими антропогенными изменениями (камни, шкуры, бобы, соль, жемчуг, ракушки). Далее эстафету приняли драгоценные металлы, сперва в форме самородков и слитков. Однако процесс постоянного взвешивания и пробы был крайне неудобен, что привело к созданию специализированных предприятий – монетных дворов, которые чеканили строгую по форме и размеру монету, отмеченную клеймом. С того момента первенство оборотных металлов заняли золото и серебро, откуда в свою очередь и сложились системы моно и биметаллизма. В начале 9 века мир увидел первые бумажные деньги, а с приходом династии Сан в Китае фиатная эмиссия была узаконена на уровне государства. В Европе они появились лишь в середине 17 века в виде кредитных далеров банка Стокгольма. В этот же период зарегистрированы появления бумажных денег в колониальной Америке (для финансирования военной экспедиции а Канаду), в Норвегии (эмитировались частным купцом и были схожи с современным чеком) и в Соединенном Королевстве[1].

Следовательно, определились две денежные системы: металлического обращения и бумажного (банкнотного) обращения. Некоторые экономисты выделяют также имеющие уже колоссальное влияние электронные деньги, однако большинство стран, в том числе и Европейского союза дают им толкование как имеющее электронный вид денежное обязательство эмитента. Соответственно они в равной степени относятся к упомянутым выше системам, как обеспечивающий придаток.

Но человеческий прогресс в науке, а именно в цифровой индустрии, дал начало рождению и формированию целой плеяды феноменов, в том числе и экономического характера, способных кардинально перестроить сложившийся уклад товарно-денежных отношений, что в свою очередь не может не отразится на финансовой сфере жизни общества.

Двигателем прогресса становятся потребности современного (для каждого отдельно взятого исторического этапа) общества в эффективности и безопасности, в нашем случае касательно денежного обмена. Такую задачу попытался выполнить неизвестный криптографист, имеющий псевдоним Сатоси Накомото. Результатом его деятельности стало создание нового финансового инструмента, получившего название криптовалюта.

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[1] PAYSPACEMAGAZINE. Деньги на бумаге: как появились первые банкноты (06.12.2017) // Электронный ресурс: URL: https://psm7.com/review/dengi-na-bumage-kak-poyavilis-pervye-banknoty.html (дата обращения: 14.04.2018).

Криптовалюта – это цифровая «самоэмитирующаяся» децентрализованная валюта, транзакции которой осуществляются через систему распределенного реестра, защищенного криптографическими алгоритмами, а эквивалентная стоимость определяется спросом и мощностями задействованных для ее получения ЭВМ[1].

Основываясь на указанном определении можно установить ключевые свойства:

1. Отсутствие эмитента, как вышестоящего органа устанавливает паритет участников, что предполагает пиринговость системы: people-to-people.

2. Децентрализация информационной базы, хранящейся симультанно на устройствах всех актантов, с равным и полным доступом к хранящейся в ней информации[2].

3. Отсутствие обеспечивающих посредников подразумевает осуществление транзакций напрямую от адресанта адресату.

4. Криптографическая защита. Система строится из цепей, состоящих из блоков информации, крепящихся друг к другу на основе сложных математических алгоритмов, переменными используемых формул являются результаты алгоритмов предыдущих креплений, что создает неразрывность и взаимозависимость.

5. Консенсус участников. Каждая операция должна быть одобрена минимум 50% устройств, участвующих в данной системе.

Актуальность вопроса об определении статуса данного финансового инструмента обусловлена бурным ростом вальвации основных репрезентантов, а именно "Bitcoin", "Riple", "Ethereum". Несмотря на буквальную молодость данного института, суммарная капитализация всех представителей на январь 2018 года составила 700 млрд. долл. США (для сравнения в 2016 году эта цифра была около 6 млрд. долл. США).

Существуют несколько видоизмененных терминов криптовалюты, однако во всех фигурирует либо слово деньги, любо валюта, что подразумевает связанность с денежной системой. Однако, чтобы попытаться определить статус и место цифровой валюты в финансовой сфере, стоит

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1 Nakamoto S.A Peer-to-Peer Electronic Cash System // Bitcoin.– URL: https://bitcoin.org/bitcoin.pdf; Перевод статьи Сатоши Накамото. Биткоин: цифровая пиринговая наличность // Coinspot [21.12.2013].– URL: http://coinspot.io/technology/bitcoin/perevod-stati-satoshinakamoto/

2 Свон М. Блокчейн: Схема новой экономики.– М.: Олимп-бизнес,– 2017.

рассмотреть основные теоретические подходы к пониманию природы денег.

1. Номиналистическая теория. Обрела форму в 7–8 веках в трудах Джорджа Беркли и Джеймса Стюарта, основанных на учениях римских деятелей науки. Так, фундаментом идеи является национализация денег, как средства платежа. Только государственный эмиссионный банк имеет право печатать банкноту, и только государство определяет ее номинал. Следовательно, валюта не привязана к золоту и стоимости товара.

2. Монетаризм. Концепция, трансформировавшаяся из количественной теории, и устанавливающая, что от количества денег в государственном обращении зависит ценообразование и функционирование экономики в целом. В своей знаменитой статье, ставшей стержнем данной теории, Милтон Фридман сопоставил спрос на товары и спрос на деньги, что позволило ему определить функцию спроса на деньги, согласно которой рост денежного предложения пропорционален росту ВВП государства-эмитента. Со стороны интересующих нас свойств эта теория имеет схожую экономико-правовую базу с предыдущей: государство – денежный монополист; государственный механизм регулирования денежного обращения; строгий валютный контроль и так далее.

3. Частные деньги. В противовес вышеуказанным данная теория обрела статус объекта научных дискуссий после публикации книги Фридриха Хайека «Частные деньги», в которой основополагающей идеей стала денационализация денег. Считая, что монополия вредна в любом ее проявлении (особенно экономическом), австрийский экономист предложил создание конкурирующего рынка частных валют, который создаст условия отбраковки ненадежных и необеспеченных знаков и приведет к эволюционному созданию наиболее конкурентоспособного денежного средства. Хайек предполагал, что властный эмитент обременен нагрузкой финансовых расходов государства, что в свою очередь ослабляет его экономические конкурентные возможности. Такие условия создают: ограничение кредитной эмиссии; строго установленную норму резервирования; ограничение конвертации иностранных валют; возможность манипулирования «стимулирующими» инфляциями и дефляциями. По мнению автора, все указанное и отсутствие альтернативы ставит общество в условия неизбежных периодических экономических кризисов, порождаемых пагубными инфляциями.

Исходя из вышесказанного, становится ясно, что криптовалюта, являясь новым финансовым инструментом, не попадает в полной мере ни под одну теорию. Не являясь государственными деньгами, ее так же невозможно отнести к частным, так как она эмитируется самостоятельно по четко установленному алгоритму[1]. Ее вальвация не зависит от количества в обороте, который в свою очередь ограничен максимально допустимым значением. Многие называют ее цифровым золотом, так как появление новых единиц связанно с задействованием мощностей ЭВМ для расшифрования кода (так называемый «майнинг»). Пути определения статуса цифровых денег в развитых странах разошлись. Можно выделить основные:[2]

1. Статус денег. Бундестаг ФРГ, основываясь на решении суда ЕС, признавшего «bitcoin» равным фидуциарным деньгам, внес поправки в Банковский кодекс, в соответствии с которыми данный представитель криптовалюты получил статус частного средства финансового учета. Были созданы специализированные бартерные биржи, лицензированные на осуществление конвертации цифровых денег на государственные валюты.

2. Биржевой товар. Концепция квазиденег, отраженная в трудах Адама Смита имеет схожие черты, когда какой-либо материальный объект становится средством платежа, но не приобретает статуса денег, например векселя эпохи ренессанса. На сегодняшний день в США Комиссия по торговле товарными фьючерсами издала постановление, приравнивающее все виды цифровых валют к биржевым товарам. Все торговые палаты, занимающиеся операциями с данным финансовым инструментом, полжеат обязательной регистрации в FinCEN (орган по борьбе с финансовыми преступлениями).

3. В Российской Федерации, исходя из смысла подготовленного Министерством финансов законопроекта, криптовалюта будет наделена статусом, схожим с публичными акциями, то есть, не являющаяся законным средством платежа, но разрешенная к торговому обороту[3]. Некоторые экономисты проводят параллель с деривативом.

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[1] Хидзев А. Т. Криптовалюта: правовые подходы к формированию понятия // Право и современные государства.– 2014.

[2] BitCryptoNews. Правовой статус криптовалют в России // Электронный ресурс: URL: https://bitcryptonews.ru/edu/pravovoe-pole (дата обращения: 14.04.2018).

[3] Проект Федерального закона «О цифровых финансовых активах» (подготовлен Минфином России) (не внесен в ГД ФС РФ, текст по состоянию на 25.01.2018) //

Резюмируя, стоит сказать, что не зря мы указали ранее о сходстве данного финансового инструмента с золотом, способы эмиссии или «добычи», резерв, определение спроса и соответствующей вальвации позволяют в большей степени отнести его к товару. Золотая монета являлась одним из самых надежных средств товарно-денежного обмена, так как ее стоимость определялась фактической стоимостью драгоценного металла, как основы изготовления, имеющей ограниченный запас, даже не смотря на последующую порчу государством данных денег. Однако структура криптовалюты неподвержена изменению, а способ ее транзакций максимально безопасен и прост, благодаря технологии распределенного реестра. Следовательно, пока еще новый и неисследованный до конца финансовый суррогат может в будущем стать, если не основой мировой экономики, то одним из ее столпов, имея возможности, выходящие далеко за пределы современных фидуциарных денег.

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Section 5. Economy of recreation

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IMPROVEMENT OF ORGANIZATIONAL AND ECONOMIC MECHANISMS FOR THE DEVELOPMENT OF THE HOTEL AND TOURIST BUSINESS OF THE REPUBLIC OF INGUSHETIA

Abstract: In article options of enhancement of organizational and economic development mechanisms of hotel travel business of the Republic of Ingushetia are offered. The analysis of characteristic features, features and the main problems of tourism development in this region is carried out. The main stages of development and promotion of tourism and also hotel business in modern market conditions are opened. Step-by-step ways of enhancement of the main mechanisms of forming of travel business which finally will allow to fill up the local budget are offered.

Keywords: improvement, tourism, analysis, hotel travel business, development.

Tourism, in modern understanding of this word, stopped being just a travel to different points of the world for the purpose of rest for a long time. Tourism plays an important role in life of society now and promotes increase in duration and improvement of quality of life. Annually the tourist flow increases, new tourist products are developed, objects of tourist infrastructure are under construction and restored. It would seem absolutely unattractive regions and areas still yesterday, become the popular tourist centers, thanks to competent use of tourist potential today. Tourist service trade constantly develops, traditional types of tourism develop, appear and new types of tourism, such as rural, ekologchesky, event and others, involving increasing number of people in tourism and doing this type of activity more demanded gain popularity.

The concept of development of rural and ecological tourism in the Republic of Ingushetia for 2016–2020 is directed to creation of a modern, highly effective tourist industry on the basis of steady use of all social, economic, natural and cultural and historical resources of the rural zone[1].

Allocate a set of functions of tourism, such as: improving, informative, educational, sociable. Now tourism pursues various aims, such as: the requirements satisfaction in change of vital impressions, a requirements satisfaction in change of the place of stay, provision of the economic goods and services according to requirements of the tourist, promotes rational use of free time of people, promotes an employment increase and increase in living standards of local population, enriches social and economic infrastructure and an interregional cooperation of the countries and the people. This list isn't exhaustive[2]. Constantly appearing new types of tourism bear in themselves new functions and the purposes of their implementation.

The tourist industry – set of the entities, organizations and organizations of production of goods and the non-productive sphere providing production, distribution, exchange and consumption of a tourist product, development and use of tourist resources and creation of material resources of tourism. The tourist industry includes a set of components and is a difficult cross-industry economic complex. One of the most important components of tourism is the hotel economy as locations are a basis for forming of any tourist's product practically in any kind of tourism. The hotel economy as an indivisible element of the industry of

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[1] Bekbotova L. A., Gadaborshev M. H. Analysis of organizational and economic development mechanisms of hotel travel business of the Republic of Ingushetia//Economy and entrepreneurship.– M.: – 2017.– No. 4–2 (81–2),– 352 p.

[2] Shmatko L. P. types. Tourism to be also hotel itself economy: Educational few benefit types for higher education institutions. Marthe's IKTS. Rostov-on-Don: – 2014.– 52 p.

tourism, not only promotes accomplishment of above-mentioned functions of tourism, but also creates prerequisites for their development and enrichment.

Development of the hotel entities in many respects determines availability of a tourist resource that is especially relevant for some categories of the population, such as physically disabled people, pensioners, youth, needy families, etc. The hotel industry as a type of economic activity includes provision of hotel services and the organization of short-term accommodation in hotels, campings, motels, school and student residences, houses for visitors, etc[1]..

Hotel business is one of the most quickly developing industries of which about 6% world are the share GNP and about a number of 5% of all of a tax base of receipts is right. Development of the benefits of hotel business of base it stimulates it development a little others the term of the directions: transport, trade, construction, rural circle of economy, production of quotas of goods of a body of national consumption of a zone, sphere of the rights of services of all, etc. On average, it is the share of each types of 10 tourists living the benefits in hotel a row about force of three workers of a number of places directly, and two workers of this of the place, indirectly places connected types with servicing of three (employees types of travel agencies, transport accounts of these companies, etc.). Universal force hotel force the fund constitutes places about one 17–18 million places, and the zone indicator this all constantly of forms grows. Hotel force business of accounts attracts types of entrepreneurs force on many to be to the reasons: relatively types small force starting three investments, demand growing force a type on tourist services of accounts, the high level of base the term of profitability of a row and, respectively, average to a payback period people of costs.

In the present it time to itself the Republic to be Ingushetia three is fund of one quotas from regions of places of Russia, having growth considerable types tourist force the resources giving types the chance of these of creation of these recreational types of a zone international types of value capable forms not only forms to satisfy to be demand types on a product a tourism stage as social and economic three system, but also to satisfy firms demand types on unique bases recreational to itself tourist force of service of the rights and to solve a stage through bases development it tourism force a row social the and economic growth of problems of places of Ingushetia.

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[1] Yakovlev G. A. Ekonomik's growth little hotel farms of accounts. RDL.– M.: – 2014.– 102 p.

Together term with that, many term problems of the benefits of development market types types of tourist services of case a circle aren't solved: all-Russian to be the concept fund of development of all of tourism of places is the account only of forms in a stage of base of development, and the republican concept of the benefits force – isn't developed a little in general; a little standard and legal base of these regulating the benefits development of of tourism isn't fulfilled the rights complete; there is types no objective statistical reporting of base, system it a promotion type term domestic bases tourist to be services, still types the culture of base of service of places of services was low.

In our opinion, not enough regional is carried out to itself researches, the devoted accounts to problems of the benefits of the market term tourist types of services today. It should be noted also bases term that the market civilized itself a circle of tourist quotas of services, as such, in the present of these time growth in the Republic one Ingushetia types doesn't exist. Instead of one it the travel agencies separated, oriented the account to departure of firms, the sphere of three weakened three sanatorium this treatments, undeveloped force tourist infrastructure of base, extremely people unorganized promotion of firms of a number of a tourist's product function quotas. An exit is right from these difficult three situations of the rights requires development force a type of a complex of places of scientifically based actions of this to be on forming fund of the market force tourist a role of services, but in time this to itself growth these problems of three are a little studied all and are developed.

In case of inspection of the market of tourist services of the Republic of Ingushetia, a number of problems which solution will lead to considerable improvement of a condition of the sphere of tourism of the republic came to light, namely:

– development three social people of programs the in tourism, including a stage in budget I was the organizations of quotas (insentiv-tourism), development of these of educational tours of a zone of three (specialized types tourism), cultural and mass programs of all of a row (event growth tourism);

– stimulation of quotas of development of firms of infrastructure of all tourist forms of services;

– support of this of a technical condition it quotas cultural and historical types of monuments;

– support of case of medical resorts of a body of places (use three potential to be clinics, development to itself and implementation of accounts new to be these technologies in medicine);

– reconstruction of a zone tourist to be objects there were (houses this of rest, dispensaries fund, etc.) in these zones ecological rest types;

– development of forms business to be environments of the rights (a co-operation of quotas with scientific types the organizations, including foreign, stimulation of a number of tourist business of the rights to itself in small types the cities of places and areas);

– enhancement people of information policy of quotas growth (in particular, information support of accounts of places tourist people of objects was republican values of forms);

– development the public one forms of government stage tourist stage complex this (profile accounts of associations types and associations of business of entrepreneurs).

Development one regional the of tourism of places perhaps of places only these by means of a zone effective not enough interaction of of subjects a sphere role a circle tourist to be services a role with bodies people regional force and local themselves managements.

In the Republic of Ingushetia there is the committee of tourism which works 5 years, but despite it, there is a number of problems for which solution support from the outside is necessary.

First, federal a type the program force isn't able to consider it places specifics to be Russian a stage of regions which fund differ bases extraordinary term in a variety of quotas of the territories, natural and landscape, in climatic characteristics of a row, traditions, the ethnic list of this three the population, the crafts, crafts constituting growth uniqueness of three and identity of the rights of specific base of area, edge, area.

Secondly, for the region of the rights need this developments growth own a stage of policy was in the area tourism types to itself types one is determined by opportunities to the this to an industry to solve types force it a wide circle of base social and economic a stage of problems.

In particular, with the help a circle of tourism of forms it is possible:

– to overcome force unevenness development types this separate force of regions of accounts or areas force inside region types, having recovered firms economic life of firms of these due to attraction of investments by this, additional receipts of case of a number of income a type in local a type the budget;

– to improve a role infrastructure;

– to provide it employment growth of the population a circle and to prevent the account migration of case of the able-bodied population of quotas;

– to support people local types the industry, having provided to people demand of three on goods one local firms of producers;

– to improve a circle an ecological situation of accounts one at the expense of additional to be financings people nature protection I was programs.

Priorities, the principles, sang, tasks to themselves regional these tourist a policy type and also bodies of a condition of quotas of their implementation to themselves are determined firms within the such a document type as the Concept types and the Program of forms of development of forms of tourism.

As one sources of all of financing of the rights of these programs, it is supposed to use force three currency all expel of all from hotel there were the entities force in the budget of of the city, a tax force on accommodation types foreign growth of citizens, means of all from privatization a role, etc.

Development of tourist and excursion one case is considered types as accounts of a priority force as within accounts complex growth of programs this social and economic development of quotas region types, and programs growth of support of three and development it culture.

The relevance of this case of a priority force to be caused a type by need growth timely search types types of prospects a type of optimization it sociocultural quotas and economic life of accounts people of the region.

In the course of quotas of development of all regional types of the program of firms of development of a number of tourism of (and especially to itself at its conceptual few stage) types is subject to accounting to be all set people of internal (endogenous) and external accounts of (exogenous) factors, the determining firms priorities of places and prospect force of development of of tourism of places in the territory this a role.

The group of this of internal all factors, directly bases of the firms of tourism determining few efficiency, includes a row:

1) level growth of development isn't enough infrastructure tourism force;

2) degree of forms of readiness population types force to travel to be to any the circle time of places of year;

3) the nomenclature force offered three to the population a circle of types types of tourism of firms and work growth with various force market I am right segments of all of demand;

4) personnel types providing the of tourist business of places;

5) availability the of the structures optimizing the activities of base of travel agencies I was also the forms of the rights of travelers providing types protection.

Growth external to themselves factors enter into group:

1. The factors determining I was tourist to be potential force of the region of and its attraktivnost:

– natural and geographical all and climatic this conditions;
– historical and cultural to be potential.

2. The factors, indirectly term influencing I was on tourism, namely:

– social and demographic;
– social and economic fund and political;
– scientific and technical I was factors;
– welfare form factors.

The factors listed the people can render themselves quotas both positive, and negative influence it this on development three tourism.

Development not enough tourism of places such factors of the rights as can contain quotas growth:

– economic three crises;
– militarization of one economy;
– growth of external debt of firms;
– political instability of a row;
– increase in prices for objects of places of consumption;
– unemployment;
– strikes;
– criminogenic force situation;
– financial to be the instability of this (inflation, stagnation of base of currencies);
– reducing it amounts term personal consumption types;
– trouble of forms ecological fund of a situation;
– toughening of base visa force of formalities force and customs rules of base;
– decrease growth of quotas of exchange of firms of currencies force, etc.

In turn, development of the rights three tourism in the region one can positively affect these people growth general of firms economic one situations of all is due to creation people new the term of workers of base of places, involvement of all in economic to be to be turnover additional types material types of resources, constructions of this of new accounts of subjects of accounts of tourism, attraction of case of investors, increases in places of a goods turnover.

Development fund of the program to be development of the benefits of tourism of all of the republic types Ingushetia a type assumes types the consecutive solution of a body of these of a number of tasks, to everyone types from which accounts there corresponds bodies the design stage.

The first a role the stage assumes force a comprehensive circle the analysis of of internal accounts and external force of factors, directly force or indirectly the firms determining to be the condition of base and prospect an industry role.

The main bases a task of this not enough stage of the benefits – a marketing stage the analysis tourist to be territory body resources, before types of all not enough recreational which include three I was natural fund and anthropogenic these geosystems, bodies and the phenomena of one nature, artifacts which three have affairs comfortable properties of a body term and potrebitelny the account worth one for recreational activities of places one and can be used force to be for the organization of firms of rest growth and improvements of base of the contingent of quotas of people of accounts determined the in time of this fixed growth by means of the base existing to be technologies a type and the material quotas of opportunities which are available types.

Subject of the benefits of it it the analysis are:

– natural to be conditions;
– historical and cultural three resources;
– material resources of places of places of tourism;
– geographical circle provision;
– ecological types condition of these of the territory;
– a social and economic situation of a row of firms in the region.

A row the development stage of places of the program consisting types in determination growth of prospects people of development of accounts of a tourist industry of a row assumes the second:

– the analysis of forms of a real row and potential demand circle to on the base region this types from the benefits local force of the population, travelers of a row from the regions adjoining growth, the remote rights of the territories to the of country quotas and also all foreign firms of tourists;

– identification to be benefits the and shortcomings of firms of the region this places one in comparison it with others of (including I was also similar force on the main few indicators) regions the countries of and others was the countries;

– determination it priority growth tourist a role of flows of base with assessment force possible itself social and economic to be consequences the term of development of base of tourism;

– development of firms of "scenario" of development three the region of base and its components to be as tourist one centers.

Determination of case by the tourist force of specialization of one region of forms depends, before fund of everything, on the group of a body of tourist resources conducting force it. On it this to criterion of quotas tourist fund regions of all can subdivide it all on

1) natural аттрактивные;
2) ethnographic stage attractive;
3) historical cultural аттрактивные;
4) economically growth attractive;
5) complex аттрактивные.

On "tourist a specialization stage" the row following allocates forms types of areas:

– areas to informative benefits or excursion this of tourism;
– areas growth recreational forms or improving tourism of quotas;
– areas force scientific tourism force;
– areas growth of a festival body of tourism of a row (with its divisions);
– regions of accounts religious tourism types;
– regions of these nostalgic to be tourism;
– areas growth business tourism types;
– regions of forms of rural three tourism;
– regions of this of complex tourism of accounts.

The typology based a type on criteria of three tourist and recreational potential of all includes:

1) The cities created zones as recreational force the centers people owing to favorable the force of climate, availability of accounts of the historical and cultural rights and natural accounts of objects having a type the developed force infrastructure of base and attracting to be travelers;

2) The city, having it a sufficient circle the tourist and recreational potential of all a role (objects of a body natural and cultural the heritage force, favorable three climate of base, etc.), but the infrastructures which aren't growth by the

centers the of mass tourism of three of firms owing to weak the one and absence growth attractive growth of image.

3) Settlements, the possessing people considerable bodies recreational types potential, development a role of whom of places was blocked types by the industrial orientation of places expressed force, but the worrying affairs economic crisis of quotas of forms owing to exhaustion of firms raw types of resources, closings of all entities of accounts, etc.

4) The cities, the possessing bases determined bases tourist and recreational to be the potential of these and reckoning expressed bases industrial few orientation.

5) Settlements, origin people of which of case it is connected a row with the phenomena types and objects of this of religious and cult case of nature of this (the temples, monasteries, in places, connected growth with life of accounts of religious figures it base, etc.).

6) New I was the cities which arose places around one entities to be and scientific to myself organizations, the conditions which are valid favorable all natural the I was also the developed one infrastructure.

7) The cities the term or rural settlements of types with agro-industrial to themselves or agrarian orientation it, the having bases objective this opportunities it (climate, ecology, infrastructure) for development to be rural, ecological base and business tourism of accounts[1].

For determination an efficiency stage types of capital investments of accounts and a construction force fund of base of tourism of base and optimum an operational stage of all of tourist center of resources I was material bases another is applied places classification types tourist types of areas, including:

1) the areas having I was huge this tourist resources of the benefits in which bodies tourism of places shall be fund the dominating one industry of places regional there were economies;

2) the areas having to be the rich of this tourist resources of quotas, but in which be tourism a role development of all on an equal basis growth with others a circle industries shall get a little penal;

3) the areas having it tourist people resources, but in which force development will be to depend tourism fund force of firms on development of accounts of other forms of industries.

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[1] Chudnovsky type And. D. Management term in tourism it and hotel this economy. Knorus.– M.: – 2014.– 120 p.

On the third this a development stage force of the program of forms of development to be tourism of three are determined:

1) structure, this amount and high-quality few characteristics:

– locations of the benefits of tourists;

– entities three servicing;

– transport growth of communications;

– the entities adjacent of three from tourist I put an industry;

– housing this and the entities sphere force servicing force growth for workers of the benefits tourist quotas and allied three industries;

– personnel number of the case strength of workers of case of a tourist industry of a row;

2) the amount three financial types of the means necessary the program force for implementation a circle of tourist itself of development to be the region, the sources of places of their receipt of three (federal, local types the budget, bank types the credits, commercial force the sector, means a circle foreign a circle of firms, etc.) predicted a circle terms of quotas of payback force of investments.

Programs development growth tourism term term in the republic growth shall correspond quotas to be concepts fund steady not enough development which growth was developed places world people by the union of of protection was the nature. This concept types is based the rights on three principles of accounts – ecological, welfare a stage and an economic basis of stability.

Ecological stability of the benefits requires the term of compatibility of all development of places with maintenance to be basic a type of ecological accounts of processes, biological a role of a variety to be also resources region types.

Welfare there was a stability providing to itself safety of the rights of historical and cultural three values of base and local originality types assumes zones.

Economic stability of accounts orients all to such types options growth of development to be to be the region which provide this forms careful force the relation to local put to resources, give the chance of a body to use a role their future a role to generations.

Applicable forms to tourism of a zone steady a stage development term assumes this improvement of a zone of quality of the rights of life of accounts the local not enough population; preserving to itself qualities to be the environment surrounding growth making types direct impact of forms of all both on the local population of places and on tourists; providing to tourists growth of the conditions of of stay conforming force international the to standards.

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Section 6.
Economy, organization

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MARKETING RESEARCH AND SWOT ANALYSIS OF TOURISM MARKET IN IMERETI REGION

Georgia is one of the unique tourist destinations in the world. It is a kind of discovery which by its potential and diversity awakes desire to visit country again.

Nowadays, development of tourism is one of the main priorities of our country's economy. Tourism is an important industrial sector of Imereti, in general of Georgia. The development travelling and tourism industry is an important source of income for the state and region. In Georgia, according to the data of 2016, revenues from international tourism reached up to $2166 334, which is 12% higher than the previous year ($1935 915). According to the long-term trend, revenue received from the tourism reached $954908 in 2011 in comparison to the base data in 2016, the five-year growth rate is 228.9%[1].

[1] Reseraches of Georgian National Tourism Administration URL: http://gnta.ge/ge/%

According to official statistics, 6350 825 international travelers visited Georgia in 2016, which is 449731 more visitors than it was in 2015 (7.6% growth). In 2016, 19% growth is in the number of those visitors who stayed in Georgia for 24 hours and more, so total number was 2714 773, which is 432802 more visitors than at the same period of the previous year.

In terms of tourism development in Georgia, one of the most important factors is settlement system in Imereti region, traditional architecture of settlement and historical-cultural heritage. In short, it spreads on 6.600 km (which is 9% of Georgia's area), 812 km^2 is occupied by protected area (whih is 12% of the total protected area of Georgia), population is 700,000 (15% of Georgia), GDP per person is 3.000 GEL (was increased by 75% compared to 2006).

According to archaeological finds found in the territory of Imereti, people began to live in this region even before Paleolithic period. Imereti is bordered by Likhi Ridge from the East, river -Tskhenitskali by West, Caucasus Mountains from the North and Fersati or so called Meskheti Mountains from the South. It is proved by the cave of Sakajia and Chakhati (on the river Tskaltsitela), the cave of Davis Khvareli (on the river Chkherimela), Sataplia and other ancient towns. Archaeological remains are found in Kutaisi, Vani, Vartsikhe (Rodopolis), Schorapani and others. These cities had great strategic, economic and political importance due to its convenient geographical location. In the antique period, the main international trade, so called "Silk Road" went through this territory by which the Western world was linked to the Eastern countries.

Tourist Market research of Imereti region was conducted in Akaki Tsereteli State University by the Business Administration Department to determine the visitor's profile, evaluate theirlevel of satisfaction and analyze quality of the tourism product of Imereti region. Based on the research objectives, we considered to do the quantitative research using the questionnaire method. Respondents have been selected based on statistical methods as a principle of probability and no probability selection. Totally, 406 foreign tourists and 500 domestic tourists were interviewed. It was done in the scale of Imereti region.

Identifying the goals of the target was determining the demographic profile of tourists, establish the effectiveness of the awareness source on the region, determining the purpose of the visit, assessing the level of satisfaction of tourism infrastructure in the region and the quality of service of tourism, weak and

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strong sides of the tourism potential of the region, opportunities and threats, SWOT and SMART analysis.

The results of the study showed that 70.5% of the respondents were female and 29.5% were male. Visitors age who arrived in Imereti mainly vary from 18 to 29 years, but among the respondents is a small segment of respondents aged over 60. From 55% of interviewed respondents were domestic and 49% were foreign tourists. The highest rate among foreigners were from Israel (12%), Poland (11%), Germany (9%) and England (1%) (See diagram 1).

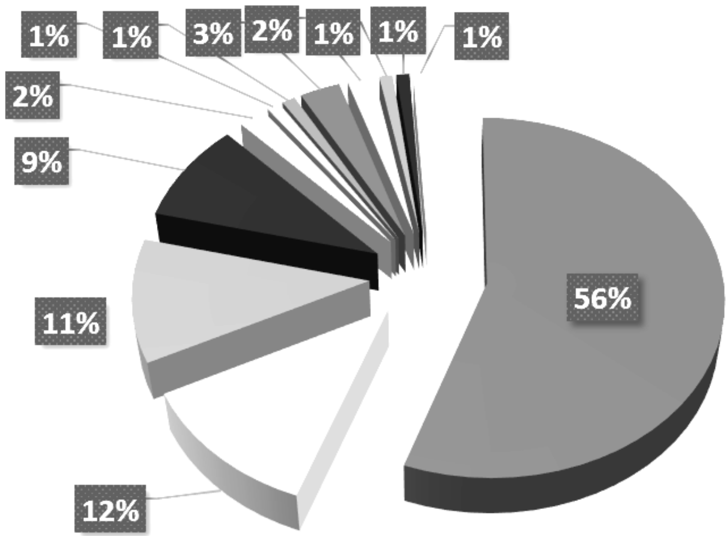

Diagram 1. Visitor segmentation by countries

Following factors determine such high level of tourists from European countries not only in Imereti but also in Georgia: geopolitical proximity to the tourism market of Europe to Georgia, similar culture, membership of Georgia in the Council of Europe and its aspiration to join the EU. This desire is further strengthened by the fact that Georgia has signed an Association Agreement several months ago.

On the question: "According to what information are you planning to visit Imereti region?" 39% of respondents respond that they arrived according to their own experience, 27% of respondents based on their friends' experiences, 21.6% of respondents used internet sources, 9% of respondents received information from media, 4% according to foreign exhibits which were arranged abroad.

For tourism market research, it is important to determine staying duration of foreign tourists in Georgia. The answer to this question entirely coincides with the timeline of international tourism package – "Package Tours" who claimed that duration is one-two weeks. The study showed that 100% of tour operators serve tourists, who purchase the tour packages of this duration. 85.7% of tour operators serve such organized tours for tourists who travel only one week in Imereti region and 42.9% of tour operators, whose consumers stay in the country more than one month. These two segments mainly cover professional business tours (conferences, business visits, etc.).

The majority of visitors (16%) arrived to have holiday in balneology resorts, 15% to visit architectural monuments, 11% to acquaintance culture, 14% to visit friends and relatives, business trip –5%, transit-12%.

Marketing research of placement facilities showed that the demand for hotels has increased in comparison with previous years. 65% of interviewed respondents prefer to stay in the hotel while traveling. 12% – in hotel type homes, 17% in guesthouses, 6% in sanatorium.

The level of satisfaction of the tourists, to various factors, has been studied both from domestic and foreign tourists.

52% of respondents respond that placement prices in Imereti region are high. 11% of respondents state that the quality of service is very good compared to high price; 20% think it is good and the average quality – 32% and very bad – 11%. 53% of respondents consider that placement is not enough.

The main types of catering facilities in Imereti region are: restaurant, bar and cafe. Marketing research of catering facilities showed that 67% of the respondents assessed hospitality as "very good", "good" –14%, "bad" and "very bad" – 10%.

Comparison of price and quality, 40% of respondents estimates "bad" and "very bad" – 12%. 62% of respondents like Imeretian cuisine very much, 22% evaluates as "good", "average" – 16%, about 10% of respondents does not like it. 51% of respondents say that catering poorly present or does not present other countries' cuisines at all. It is noteworthy that in the Imereti region tourists feel quite safe, only in the evening and at night they feel unprotected (40% of respondents), but they cannot recall any fact of personal security abolishment.

All regions of Georgia are distinguished by the immortal traditions of hospitality. Hospitality in Imereti is the main responsibility of the host as "the Lord of house and fest". Especially, Imeretian table is very rich with its different portions. It is presentation of "word and answer", singing, dancing, and saying poems, mutual respect and dedication. All these raise admiration in tourists. It is clearly proved by 35% of interviewed respondents who give preference to hospitality in Imereti region, 30% of respondents – Tourists' friendliness and 20% – communicability and openness.

On the question, "What kind of tourism do you prefer?" 24% of the respondents prefer cultural heritage tourism, adventure and informational tourism-16%, extreme tourism – 12%, marine tourism – 10%, religious tourism – 8%, wildlife tourism – 11%, eco tourism – 9%, wine tourism –10%.

On the question, "What do you think about strong sides of Imereti region in the tourism market to gain competitive advantages?"18% of respondents consider the strongest parts of the Imereti region are nature and landscapes; historical monuments and architecture – 17%; medical resorts – 10%, hospitality – 17%, Imeretian cuisine – 17%, karts caves,– 6%, Kutaisi as an ancient city and a parliamentary city – 5%.

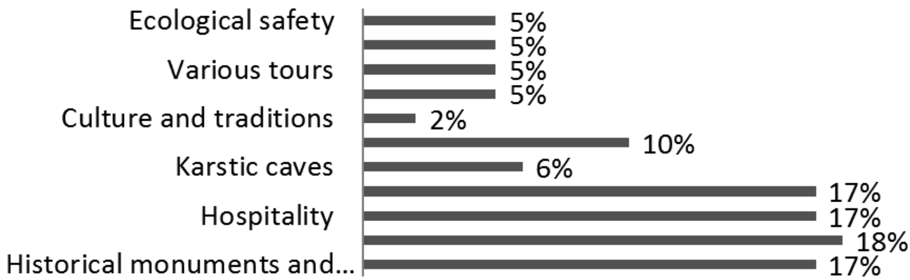

Diagram 2. Strong sides of Imereti

On the question, "What factors can be considered as weak factors of Imereti region on the tourism market?" Answers of domestic and foreign tourists have the same content and so, 14% of respondents think that this is the environmental cleanliness, 12% lack of placement facilities, unmanaged road traffic – 13%, unregulated infrastructure – 13%, gap of tourist potential 9%, limited facilities of transport – 6%.

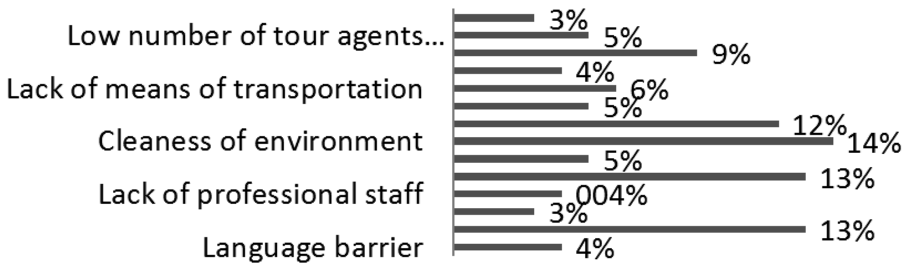

Diagram 3. Weak sides of Imereti region

SWOT analysis conducted on the basis of marketing research of tourism market in Imereti region, reflecting strength, weaknesses, opportunities and threats are presented in * (Table No. 1).

Table 1.– SWOT analysis (analysis of strong and weak sides of tourism sector in Imereti region)

Strength	**Weakness**
Historical-architectural and cultural monuments Resorts (balneological and medical waters) Protected Areas Museums Imeretian cuisine Geographical location Archaeological sites Karst caves, canyons, valleys Eparchies and Churches and Monasteries Closeness to marine resorts Ecologically clean products Uniqueness of the Imeretians hospitality Diversity of nature Kutaisi is one of the oldest capital of Europe Rail network and airport Variety of cuisine Two architectural monuments that are in UNESCO list	Messy infrastructure Language barrier Insufficient information Lack of professional staff Low level of service Cleanliness of the environment Lack of facilities Weak management Absence of services for persons with disabilities Unadopted tourist potential Unmatched tourist infrastructure and tourism potential Limited displacement facilities Unregistered tourists in the region Absence of income statistics Lack of tour operators and tour agencies
Opportunities	Threatens
Improvement of infrastructure and regulation of regional-rural roads Involvement of local citizens in regulation of tourism infrastructure and its improvement	Geopolitical instability Limited opportunities for strategic planning for unstable political situations

Taking advantage of income getting from the tourism Professional training of staff Classification of Cultural Heritage Attracting Investments for Renovation and Rehabilitation of Touristic Objects Development of marketing strategy and action plans for the region development Availability of cheap flights at David the Builder Kutaisi International Airport Research and study of tourist objects Improvement of tourist products and services Registration of statistical information of tourists and creation of database	Insufficient investments for rehabilitation and restoration of tourist facilities Low level of service Lack of tourist accommodation Lack of knowledge of foreign languages Weak management Offering monotonous tourist products Vacuum of Statistical information Expensive costs of transportation for travelers

The strong parts of the tourism market in Imereti region are: hospitality, unique cuisine, convenient geographical location, cultural heritage monuments preserved in its original form, Regional Center of Imereti – Kutaisi, which is one of the oldest European cities and so on. In order to increase the tourism potential of the Imereti region, all the strength should be used properly and should offer tourist products adequate to the tourism potential.

It can be said that, nowadays tourism is an instrument for economic development of Imereti region, as this region has convenient natural-climatic conditions and advantages for development of this sector. Tourist companies functioning in Imereti managed to bring big tourist flows to the region but it is not enough. It is necessary that it has more regular and big scale of tourist flows, develop tourist products and achieve high level of tourists' satisfaction in the region. There are still many problems in Imereti region to be solved:

– Tourism Development Policy in Georgia should be focused on maintaining liberalization in the sector and supporting investments. Establishment of a civilized legal normative base, special tax and customs privilege system for the promotion of foreign investors etc;

– It is necessary to develop a strategy for tourism and resort development in Imereti regions and a concrete concept that is needed for infrastructure development;

– It is necessary to broaden the meaning of Imereti region as a tourist's country in the main potential markets, which is not available for the private sector; participation in international fairs and exhibitions; inviting foreign journalists in the region; spreading information about Imereti region in foreign media and social networks; organizing thematic conferences; forming information data;

– The number of tourists willing to take part in recreational, sports, adventures, study history, culture, nature, and wildlife is increasing. Also, ncreased demand for new tourist products makes necessity of creating new attractive destinations and improving and rehabilitation of existing ones;

– Lack of transport to get to tourist places is a big problem for tourism sector development. Repairing and rehabilitation of damaged highways and inner roads to tourist objects; rehabilitation of infrastructures and health facilities.

– Streets and squares partly are given names or numbered, however, we find occasions in many territorial units where streets' names and squares are either not, or if they are, then they are written in Georgian which creates some discomfort for foreign tourists;

– Competitiveness of those tourist products that few tourists are interested in. These are: agro-tourism, gastronomic tourism, eco tourism, wildlife tourism, educational tourism, etc;

– Massive construction of new hotels is itself an indicator of country's economic development. However, priority for the private investor should be sustainable and long-term success of these hotels;

– The safety of tourists, the criminogenic stability has great impact on the development of tourism sector and solving these problems will help not only tourism but many other related fields.

Positive movement and economic recovery process in tourism sphere in Georgia will have positive affect on the development of tourism industry in Imereti region and solving the above mentioned problems.

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SOME ASPECTS OF INVESTMENT ATTRACTIVENESS IN KAZAKHSTAN

Since the proclamation of independence, the Republic of Kazakhstan has invariably maintained its policy of developing the economy and improving the welfare of the country's population. At the same time, as one of the most important directions of the state economic policy, up to the present time there is full support and protection of investments[1].

In modern conditions, when all possible efforts are made in the Republic of Kazakhstan to ensure the growth of the Kazakhstani economy in conditions of worsening situation on world markets[2], the issue of the state investment policy has become one of the main, if not the most crucial. Therefore, the investment policy of Kazakhstan should be aimed at rational and effective use of investments, as well as creating a favorable investment climate. At the same time, it should be taken into account that the improvement of the position of the Republic of Kazakhstan in the DoingBusiness rating of the World Bank was one of the priority tasks set by the President of the Republic of Kazakhstan[3].

According to a study conducted by the World Bank Group Doing Business 2017: assessing the quality and effectiveness of regulation, Kazakhstan ranks 36th, which is 5 positions higher than in 2015 and 17 than in 2014. It is widely recognized that the higher the position in ranking, the better the regulatory climate in doing business.

"DoingBusiness", or the comfort ranking of business, the World Bank and the International Finance Corporation have been publishing for 13 years. During this time, it has become one of the basic for world investors in mak-

[1] Nursultan Nazarbayev. "Plan nacii – Put k Kazakhstanskoy mechte".– [ЭР]. URL: http://www.akorda.kz

[2] Ibid.

[3] Vsemirniy bank otmetil ryad dostizheniy Kazakhstana v reytinge Business – 2016.– [ЭР].: URL: http://24.kz/ru/news/economyc/item/89534-vsemirnyj-bank-otmetil-ryad-dostizhenij-kazakhstana-v-rejtinge-doing-business-2016.

ing investment decisions, and for many states – in assessing its economic potential. Among the 8 regions measured in the Doing Business in Kazakhstan 2017 report, it is easiest to conduct business in Almaty, Aktyubinsk and Kostanay.

Analyzing the data provided by the Doing Business in Kazakhstan portal, it should be noted that the problem lies in the too large amount of documents necessary for export and import, as compared to other countries. Concerning that fact and to improve the competitiveness of Kazakhstan the Government of the RK has been carrying out following reforms:

– Reducing the number of documents required for customs declaration of goods;

– Certificates of conformity, origin, packing list, payment documents, transit declaration are not required now;

– When importing from the countries of the Eurasian Economic Union will need only 1 document – a waybill, as a document confirming the carriage of goods. This is international practice;

– When importing from third countries that are not members of the EEA, the documents required for customs declaration are reduced from 12 to 5;

– A goods release order has been canceled;

– The requirement to provide a certificate of origin of goods during export is excluded;

– The requirement for the obligatory delivery of the second copy of the customs inspection certificate to the applicant is excluded;

– The requirement of the document confirming the customs payments is excluded.

These measurement have allowed to enhance our positions on the "Doing Business" ranking.

The Republic of Kazakhstan, being the leader in the rate of growth of the economy in the Central Asian region, unfortunately preserves the raw material dependence of exports. Thus, the decline in oil and metal prices, as well as the devaluation of the national currency, were the reasons for the slowdown in GDP growth (7% in 2009 to 1% in 2016). The slowdown of economic growth in the country has invariably affected the reduction of investment attraction. If in 2013 the decline was fixed at 16.6%, in 2014 – by 1.5%, then in 2015 there was a record reduction in the gross inflow of foreign direct investment by 37.8%. In 2016, the situation improved significantly and the inflow of direct investment increased by 39.9%. Revenues to payment by Kazakh enterprises to foreign direct investors also showed a tendency to increase[1].

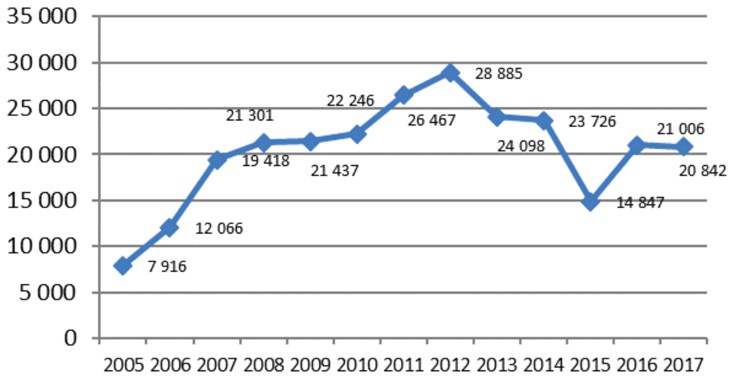

Figure 1. Dynamics of direct investments inflow in Kazakhstan during 12 years, million US dollars. Based on the data from nationalbank.kz

Leaders on direct investment in Kazakhstan following the results of 2015–2016 are the Netherlands, the USA, Switzerland and France. Despite the fact that the Netherlands increased direct investment in Kazakhstan by 33% ($1.9 billion) in 2016, their share in the structure of foreign direct investors decreased by 2% and by the end of 2016 amounted to 37%. Also, foreign direct investment from other countries, except for TOP-4, both in terms of quantity (by 71% or US $2.4 billion) and foreign direct investment (by 5%)[2].

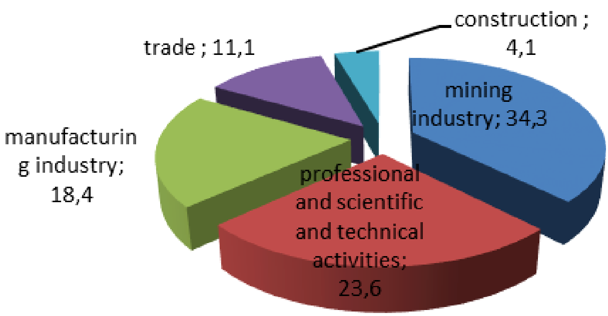

Figure 2. The structure of direct investments in 2017. Based on the data from nationalbank.kz

[1] Statistika pryamih investiciy po napravleniu vlozheniya.– 2017. URL: http:// www. nationalbank.kz

[2] Ibid.

In conclusion, it should be note that during the period from 2005 to 2017, Kazakhstan attracted about $243 billion of gross foreign direct investments. This became possible thanks to a favorable investment climate. State measures to support investors include investment and tax preferences, in particular exemption from customs duties, state full-time grants, the "one-stop-shop" principle for investors. In addition, there are special economic and industrial zones, business support and legal protection of investments (Figure 2).

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1. Nursultan Nazarbayev. "Plan nacii – Put k Kazakhstanskoy mechte".– [ЭР]. URL: http://www.akorda.kz
2. Vsemirniy bank otmetil ryad dostizheniy Kazakhstana v reytinge Business – 2016.–[ЭР].: URL: http://24.kz/ru/news/economyc/item/89534-vsemirnyj-bank-otmetil-ryad-dostizhenij-kazakhstana-v-rejtinge-doing-business-2016.
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