

step in this direction is the joint development of educational modules for the bachelor in the direction "Economy". The main objective of the program "Double diploma" to Bremen University is increasing academic mobility of the students of the NRU "Belgorod State University", providing an opportunity to study in one of the leading universities in Germany.

A necessary condition for the successful participation of the teachers of the NRU "Belgorod State University" in the implementation of inter-University agreements, projects and educational programs with foreign partners in the context of the implementation of the Bologna process is to solve the problem of language communication. Therefore with the initiative of the NRU "Belgorod State University" administration, since 2003, the University has been organizing and financing the language courses for the teaching staff. The teachers had a great opportunity to do internships in EU countries to improve their knowledge of foreign languages [6].

Thus, in the conditions of globalization and characteristic of higher professional sphere internationalization of education, Russian and foreign universities are making great efforts to improve the scientific and educational status in the world market of educational services.

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DEVELOPMENT OF POTENTIAL BELGOROD REGION RECREATION

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The notion of social is quite multifaceted. It includes a variety of sectors of the national economy: health care, education, culture, trade and catering, leisure and other important places. Very important aspect among the social sectors of the national economy is an active rest of the population (recreation).

The largest share of global consumption of recreational services belongs to European countries. Currently substantial income from tourism is obtained by small, large and developed countries such as USA, France, Spain and others. Tourism gives these countries up to 10 % of the gross national product, it provides significant budgetary receipts. The tourism industry is developing rapidly and in countries in similar to the North- West Federal District climatic conditions, for example, in Finland and Sweden. The share of recreational services in the total consumption of

goods and services by the population of Austria is 8.9 % , Norway – 6.7 Switzerland – 5.6 , Germany 3.7 , Italy – 2.0%. [1]

Need for recreational services is a complex and includes a plurality of private needs, representing – physical, spiritual, intellectual, emotional and social needs.

Demand for recreational services also is fragile and depends on the fashion, advertising, popularity services, cultural awareness.

Complicated process to meet the recreational needs is carried out in general terms in the following forms : health recreation , tourism , resort and spa treatment .

Processes of transformation of the national economy of Russia take place against a background formed therein socially oriented market economy type. Market economy model of this type implies the need of the priority decision during the economic development of social problems , social development , that is, the sphere of ensuring the satisfaction of social and spiritual needs of the population , including those in the active rest.

Recreational complex of Russia's economy is a huge economic system with unique capabilities without analogy in any other country of the world.

North-West region of Russia holds a leading position in the country on the dynamics of the tourism industry .

Formation , creation and development of the tourism industry as a meaningful branch of territorial specialization , currently it is not possible without a real government support and, especially , in the field of advertising, promotion and legal framework . Indeed, investments in tourism are relatively occurred in those places which are in the interest of the tourists.

Instruments of the government influence on state tourism organizations innovation can be: tax exemptions for innovation organizations , implementation of special scientific, technical, tax and fiscal policies, the creation of favorable conditions for attracting domestic and foreign investment in the tourism industry , the improvement of the depreciation policy , setting priorities for the development of science . Technological approach serves to actuate these instruments in the desired direction and combination. [2 . 180-182]

In the Russian Federation the tourism development is the state priority direction in the terms of an innovative economy development. In the Belgorod region has enormous possibilities for the development of domestic and international tourism. Civil harmony, economic stability, diversity and historical heritage, high intellectual and cultural potential residents determine favorable long-term prospects for the development of tourist facilities in the Belgorod region.

Belgorod region includes 21 municipalities and three urban districts . Administrative center is Belgorod-city. It is a modern industrial, scientific , educational and cultural center of the region. Belgorod region has favorable economic and geographical position , which is determined by its southern position, a high degree of development and settlement , developed transport infrastructure (it is crossed by important railway , highways interstate) , proximity to developed economic regions of Russia and Ukraine. The regional government has approved a long-term target program "Development of domestic tourism in the Belgorod region in 2013-2017 years." The total funding of the program is 2.09 billion rubles : from the regional budget will allocate 82.5 million , 51 million rubles will direct the budgets of municipalities and 1.96 billion will come from extra-budgetary sources . [6 , C -146]

Within five years, the Belgorod region is oriented to build a number of major tourist and recreational facilities , " Kluchi" in Prokhorovka area, zoo zone " Yaruga " in Grayvoronsky area, "Serebryanaa podkova" – in Valuysky area, an international business center , such parks as " Belaya krepost' , "Skazochny les " in Belgorod and museum complex on the basis of the manor in Yusupovs Rakityansky area. The program provides for the establishment and improvement of the regional regulatory framework for tourism development , upgrading of tourist facilities , promotion of tourist product of the Belgorod region on the Russian domestic and tourism markets and skills development of the tourism industry . Particular attention will be paid to the development of event tourism in the region , trailing , recreational, business , rural and religious tourism . As a result, it is expected that in 2017 the volume of paid services in the tourist area will be 1.45 billion rubles ,

paid service hotels – 1.74 billion , sanitation and health services – 689 million rubles. Over 5285 people will work in the tourism sector. Annual tourist flow will increase by 5-9 % , paid tourist services – by 10-11 % annually in tourism will create 450 new jobs. Coordination of the program implementation will be performed by the Economic Development Department of the Belgorod region . [7]

Belgorod region has climatic conditions which are favorable for the development of different types of tourism . Temperate continental climate is characterized by the maximum number of days for summer comfort recreational activity due to prolonged bathing season , which is 100-110 days. In the structure of the land area the farmlands account 78.92 % , forest land – 4.63 % , surface water, including swamps, – 1,75 % . In the region there are 480 small rivers and streams, has 723 spring, 1100 ponds and reservoirs 4 , 7 mineral waters , which are presented balneological , medical table and dining mineral waters. Natural recreational resources are complemented by numerous cultural and historical monuments . In the region under state protection 2131 to cultural heritage , 35 of them are federal monuments . There are 63 buildings which are historical monuments , 782 monument of military glory , 322 architectural monument, 48 works of art . In our region more than a thousand objects of archaeological heritage are revealed. Eleven monuments of landscape art are under state protection.

Thus, having a unique tourism objects, Belgorod region may become a district with a developed tourist infrastructure and popular forms of tourism.

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KEY FACTORS INFLUENCING SOCIAL INFRASTRUCTURE DEVELOPMENT IN REGIONS

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The creation of sustainable communities, which involves bringing together a lot of diverse components, has been a cornerstone of government policy for many years. At the same time, an ef-