

требований в общеобразовательной школе; внедрение новых образовательных технологий в высшей школе, поиск новых способов предоставления образовательных услуг, учитывающих потребности студентов (дистанционное образование, компьютерные обучающие программы, использование сети интернет-технологий); переоценка взаимосвязи базового знания, обязательного и факультативного компонентов в вузах; улучшение научно-методического обеспечения заочной формы обучения; ужесточение государственного контроля знаний в негосударственных вузах.

Одной из важнейших проблем современной высшей школы в условиях новой экономики является совершенствование системы непрерывного образования. Это в первую очередь касается специалистов экономического профиля, обучение которых долгие годы исходило из потребностей социалистического производства, а знания соответствовали модели административно-командной экономики. В современных условиях такой «багаж» требует существенной корректировки. В этой связи представляется необходимой разработка единой народнохозяйственной программы переподготовки кадров экономического профиля на длительный срок. При этом специалисты, получившие образование до 90-х гг. XX в. должны проходить более длительный и глубокий курс переподготовки. Для получивших образование сравнительно недавно необходима переподготовка, нацеленная на углубление полученных ранее знаний. Однако следует иметь в виду, что в условиях становления новой экономики ценность полученных и обновленных знаний быстро падает, что вызывает необходимость постоянного и непрерывного их обновления. В связи с этим, наряду с формами повышения квалификации с отрывом от производства, целесообразно применять и заочные формы переподготовки на основе самостоятельного изучения материала под руководством специалистов, осуществляемым в виде консультаций.

Реализация вышеуказанных данных мер позволит в конечном итоге переориентировать систему высшего образования на развитие творческого потенциала выпускников и сформировать новый тип работника, способного ответить на вызовы новой экономики.

THE PECULIARITIES OF INSTITUTIONALIZATION OF THE WORLD TOURIST MARKET

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The methodology of modern institutional theory defines formal institution as a set of rules, procedures, sanctions, organizational and institutional forms designed to harmonize the interests of economic actors. Can be distinguished four groups of institutions which provide functioning of the tourist market (as a demarcation criterion used functionality of the Institute):

1. Institutes of tourist activities and tourism infrastructure – this includes next institutions: the tourist and resort activities, hotel and restaurant activities.

This group of institutions provides increased production efficiency (by D. Bromley) as it promotes regulate tourism activities, protect the interests of participants in the transaction in providing tourism services, setting standards of quality, as individual travel services and tourism product in general, reduce the uncertainty of the behavior of entities in the tourism and tourism infrastructure, and hence reduce transaction costs. All this leads to an increase in revenue from this economic activity. The special significance of the institutions of tourism activities is to minimize transaction costs (pre-contract and post-contract), an objective basis for the existence of which in the tourism sector are: the specificity of tourist assets, bounded rationality of subjects of tourism, the unpredictable behavior of counterparties. The analysis institutional structure of this group suggests that it is the institutions aimed at reducing the uncertainty behavior of the subjects of tourism, are the most developed in relation to other institutions of tourism.

2. Institutes of tourist objects show – this group includes the institutions of natural resources and specially protected natural territories for tourism purposes, the institution of cultural and historical resources for tourism purposes. This group of institutions capable of providing increased production efficiency and increase economic opportunities through the involvement of relevant resources in tourism activities. Active use cultural, historical, archaeological resources, specially protected natural territories, the resources of religious tourism, hunting and fishing resources, and the other of the adjacent areas of the tourism industry, increases the diversity of tourism in selected countries and, consequently, greatly enhances its tourist potential.

3. The institutions of tourism development include the institute of development for promising areas, infrastructure and tourism projects, Institute of promotion of tourist products in the domestic and global markets. Institutions of development of tourism aim at ensuring operational efficiency. At the same time, these institutions are currently in transition countries are least developed. In relation to the institution to promote the tourism product can speak only of the presence of institutional forms (special programs, development strategies in tourism), and in most countries are either missing or are in development and implementation.

4. Institutions of government regulation of tourism activities combine institutions tourist migration, statistics in tourism, public administration, with the tourism sector. The leading function of the institutions of state regulation of the tourism industry is a function of redistribution of economic benefits. Moreover, in this group of institutions in terms of «completeness» of institutional construction is only the most complete Institute of tourist migration. In the institutional constructions in the tourism sector the overwhelming majority of countries do not have required components (rules, procedures, sanctions), the institutional tourism environment is characterized by the absence of some institutes performing functions provide production efficiency and the growth of economic opportunities.

The dynamic development of market of tourist services in the present conditions assumes formation of a new institutional environment within which the behavior of economic actors will become more predictable and coordinated. The institutionalization of the market of tourist services is perspective area his objective development, namely, because actual the object of theoretical research. The objective basis of institutionalization of the market of tourist services it supports structurization of economic processes, the relationship between which is reproduced in within specific institutions to ensure order and subordination of the entire system of market relations. The institutionalization of market relations is by establishing the necessary means of coordination, harmonization and organize of joint action decision-makers regarding certain actions in the tourism sector. This process is characterized by the appearance of special procedures and operations to falls within of the special institutions and institutional organized entities. At the tourist market occur only peculiar his characteristic leave their imprint on the peculiarities of its institutionalization. It finds its expression in that the tourist market appeared institutionally-organized subjects which operate in the sphere of consumption (eg, an association of travelers), the formation and promotion (tour operators, hotel chains and transport companies), market turnover (travel agents and global booking system, etc). Each of the institutional organized by subjects forms its institutional field vital activity, filling it with the necessary rules and regulations.

Market of tourist services is a special segment of the economic area the functioning of which requires specific ways of coordinating and limitations of human behavior, consciously generated by them. Moreover such ways limitations are internal embedded mechanisms for cost sharing of benefits, providing them the highest value, and create conditions for a permanent reproduction whole complex of objective relations between people. It means that investigation market of tourist services in the present conditions cannot be limited to classical or neoclassical methodology, and should be based on the diversity of categorial apparatus of institutional theory.

Institutional forms, as ways of coordinating the behavior of people is a reflection of the objective mechanism of formation of structure of the market of tourist services, under which such a construction is to be understood that contains a set of relations and objects of various purpose which functioning is closely related to recreation and travel. This results in a variety of transactions in which the integrity and preservation of the basic properties of the tourist resources in the various external and internal influences. The institutionalization of the market of tourist services means the structuring of its economic system, by sequencing of human behavior based on the formation of objectively determined ways to coordinate and harmonize their activities. In the process of institutionalization is the separation market of tourist services in the independent sector of the economy, the appearance on it of special transactions entering into the sphere special institutions, in which there institutionally-organized subjects carrying out in the market of tourist services specialized functions.

The objective basis of the institutionalization of the market of tourist services are placed its structure. Detection the nature of competitive organization it allows us to determine limiting conditions of operation, which find their expression in specific institutional forms. In the tourist market exists a hierarchical relationship of material and real objects and information objects, creating the need for regulatory institutions of behavior of economic agents in these areas. The spatial frame its functioning require a variety of methods and tools of regulation. Essential for institutionalization of the market of tourist services is the nature of transaction costs and services stipulating the formation of different types of intermediary institutes. Subjective device of market of tourist services allows you to define different levels of organization of its agents. The structure of market of tourist services generates its function, which can be divided on one party in microeconomic that determine internal means of its actions and macroeconomic – characterizing its interaction with other segments of the economy. In addition, he have common functions inherent in each of the market organization (establishment of the equilibrium price, ensuring the movement of investment resources, etc.), and the specific related to the particular possibilities and characteristics of tourist products.

The basis for the analysis of process of institutionalization of the market of tourist services acts the formation and functioning of its institutional subjective structure, reflecting the degree of organization of the institutional actors. This structure includes activity of the subjects institutional disorganized, ie those that individual operate with tourist services, and institutionally-organized, that perform of specific actions in the creation and promotion of tourist product, providing its market turnover. This also institutional governmental institutions having powers on the tourist market.

Thus, the process of institutionalization of the market of tourist services was in two phases – pre-institutional (him own institutes of the market of tourist services have not been, and all the relationships associated with it, regulated institutions a general nature) and institutional, characterized by the emergence and formation own institutions tourism market.

DEMOGRAPHIC SECURITY AS A BASIS OF SUSTAINABLE DEVELOPMENT OF THE STATE

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One doesn't need to be a *demographer* to assess the negative impact of demographic problems for the state, society and economy.

Demographic safety is a component part of national security. It determines the state of protection of social and economic development of the state and society from