**PLACE OF THE APPLIED BACHELOR DEGREE IN SYSTEM OF TRAINING FOR THE SPHERE OF SERVICE**

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In article the state and growth of popularity of an applied bachelor degree in Russia is analyzed. Interest in it increases due to the need of the fastest overcoming of the main problem of secondary professional education – discrepancy of quality of professional education to requirements of a saturated market the hi-tech modern equipment which development demands the knowledge and skills provided by the VPO programs.

*Keywords:* applied bachelor degree, hi-tech equipment, VPO programs.

**ORGANIZATION OF DATA ON HYDROACOUSTIC CHANNEL IN UNDERGROUND WATER SUPPLY NETWORKS**

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Consider the case of an acoustic wave in an underground water pipe. Adjust the time the dissemination of the acoustic pressure in the pipes made of polyethylene with a diameter of 200mm and a thickness of 14,7mm and steel water pipe diameter 199mm and a thickness of 2.0mm.

*Keywords:* acoustic wave, underground water, reflection, reverberation.

**ATMOSPHERIC ELECTRICITY AND QUALITY OF AIR**

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The volume electric charge and the mobility of atmospheric particles from 1 to 1000 nanometers in size are considered as a basis for an assessment of quality of air. In article there is shown that the stable aero disperse system (aerosol) including such forms as a room smog is formed when symmetrically loaded atmospheric ions interacting with relatively large negatively charged particles of atmospheric pollution. Speed (time constant) of such interaction is estimated. Analytical approach for an assessment of spectral distribution of mobility of atmospheric particles on the basis of the volt-ampere characteristic of the aspiration condenser is also considered. The computational techniques enabling to determine distribution parameters are offered.

*Keywords* :atmospheric particles, a charge of particles, mobility spectrum, an assessment of parameters.

**COMPLEX DECISION FOR ELIMINATION OF THE NALEDEY REASONS ON THE BUILDING ROOFS**

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The conditions of naledy prevention on the building roofs with a cold attic in the period of the lowest temperatures of external air are considered and proved. The thermal balance equation of a cold attic is solved. The complex of technical actions for elimination of the reasons of the naledy formation is developed.

*Keywords:* thermal insulation, heat losses, thermal balance equation, roof, ice dams, attic, energy efficiency

**QUALITY STUDIES AND NUTRITIONAL VALUE OF PICKLED CHEESES, FORTIFIED WITH IODINE**

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The article discusses issues related to the assessment of the quality of new kinds of pickled cheeses, fortified with iodine: shows the effect of iodine supplementation on the organoleptic and physico-chemical parameters. The study showed the amino acid composition of proteins that have the biological samples cheeses value due to the high content of essential amino acids. The fatty acid composition of lipids of all specimens "Ossetian" cheese comes from 3.0 to 3.7% linoleic acid and 0,1÷0,6% γ-linolenic, which belongs to the family ω-6. Enrichment cheese laminaria resulted in increased iodine content is almost 4 times.

*Keywords:* cheese, pickle, iodine-containing supplements, amino acid composition, fatty acid composition of lipids, kelp, iodine casein.

**PRODUCTS OF FRUITS AND VEGETABLES – SOURCES OF FUNCTIONAL INGREDIENTS IN BABY FOOD**

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Abstract processed fruit and vegetables intended for infant feeding , the presence of micronutrients. It is found that ascorbic acid is greater in samples of fruit puree and puree of broccoli. β- carotene more in samples of vegetable purees, in these same samples , the high content of mineral substances, potassium and iron. In quantitative content of various functional ingredients mashed domestic production is not inferior to imported models , and sometimes even surpass them.

*Keywords:*micronutrients , antioxidants, functional ingredients. baby food.

**PROTEASES AND NITROGENATED SUBSTANCES IN CASE OF OCCURING AND GROWTH OF IMPERFECTNESS OF SUNFLOWER SEEDS**

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Results over of own researches of author are brought on questions of activity of proteases of oilseeds,to her changes at in case of occurring and growth of imperfectness sunflower seeds/ The questions of changes of the nitrogenated substances are examined in the imperfect seeds of sunflower.

*Keywords:* change, enzymes, humic substances, imperfectness, nitrogenated substances, oilseeds, proteases, proteins, storage, sunflower

**THE POSSIBILITY OF USING ELECTROPHYSICAL METHODS FOR THE IDENTIFICATION AND QUALITY CONTROL OF VEGETABLE OILS**

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The article presents data on the establishment of the operational diagnostics of liquid food products on the basis of the definition of their specific physical properties. To solve this problem have been studied fatty acid composition of 5 samples of vegetable oils determined by their main physical and physico-chemical indicators, as well as standard specific electrophysical indicators. On the basis of the conducted research was the interrelation of electrophysical specific indices with the degree of oxidation of vegetable oils, expressed numeric value of peroxide number.

*Keywords:* fatty acid composition, triglycerides, phospholipids, tocopherol, anthocyanins, flavonoids, electrophysical characteristics.

**THE PHYSICAL MODEL OF THERMO SHRINKAGE OF THE synthetic modified polyolefin filament with the effect of shape memory BASED ON CLUSTER REPRESENTATION**

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The thermal shrinkage process of the modified polyolefin filament with the effect of shape memory has been considered for different temperature regimes. The physical cluster model for the description of a thread mechanical behavior has been offered. Based on experimental data the assessment of activation energy of thermal shrinkage process of the modified polyethylene monothread have been estimated

*Key words:*the shape memory effect, modified polyolefin shrinkable monofilament, energy states.

**WAVELET ANALYSIS OF ELECTROMAGNETIC VIBRATION GENERATOR POWER APPLIED IN DISPENSER-CONTAINERS**

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The article deals with the problems of the electromagnetic vibration generator mean power analysis. The mean power of the electomagnetic vibration generator nonsinusoidal current over a period has been estimated. Active, capacitive and inductive components of the mean power have been determined. The mean power spectrum has been identified while applying wavelet analysis ( Mat Lab Wavelet Toolbox). Component correlation in the mean power spectrum has been calculated on the basis of the results obtained.

Key words: mean power, electromagnetic vibration generator, Hill equation, parametron effect, wavelet spectrum

**HIERARCHICAL APPROACH WHEN SOLVING PROBLEMS OF THE DYNAMICS OF FORCE INTERACTIONS**

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On the basis of the system approach and the hierarchical principle of construction of mathematical models of mutually connected processes and application of software packages of finite element complexes AnsysWorkbench SolidWorks and developed a method for estimating the stress-strain state of elements of the product, the functioning of which occurs in the conditions of dynamic interaction with other deformable elements of the system.

*Keywords:* design, dynamics, force interaction, computer modeling, CAD/CAM system, the hierarchical principle.

**EFFICIENCY OF HEAT PUMPS**

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The problems of heat pumps to address energy conservation.

*Keywords:* energy efficiency; energy conservation; heating; heat pumps

**RUSSIAN MEDICAL DEVICES**

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In this article is presented the study of the national medical instrument building. There are basic regulatory mechanisms, which are developed and showed the problems and tendencies of development medical instrument building.In this article is presented the study of the structure of the Russian market of medical products and the consumption of medical products of Russian production. The author has made recommendations for the development of medical instrumentation.

*Keywords:* Instrument building, medical instrument building, engineering, industry, medical industry, market segments, production

**THE APPROACHES TO THE ANALYSIS OF THE CONCEPTS OF "SERVICE" AND "MAINTENANCE"**

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The development of a modern economy going towards expanding the range and scope of services and servisization all aspects of economic activity. In this regard, the authors suggested a refined interpretation of the categories of service and maintenance.

*Keywords:*service economy, service, maintenance, service activity, the classification of services.

**THE QUALITY OF SERVICE AS A BASIS OF FORMATION OF A COMPETITIVE BUSINESS STRATEGY IN THE SPHERE OF SERVICE IN THE NEW SOCIO-ECONOMIC AND POLITICAL REALITIES**

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The quality customer service is a competitive advantage for modern service providers. Its formation is influenced by many factors for consideration in the system with a graphical display in the form of the model. Analysis of the factors and relationships between them allows obtaining information for effective management.

*Keywords*: quality service, competitive advantage, quality management

**STUDY THE EFFECTIVENESS OF MOBILE POINT TECHNICAL INSPECTION MARGINAL ANALYSIS METHODS**

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This article presents a marginal analysis of efficiency of application of mobile item state technical inspection in the conditions of considerable territorial dispersion of locations for transport-resources on the example of Komi Republic. Definitely the place margin-tional profits in the profit structure of the enterprise. Shows a graph of the profitability and the results of the marginal analysis of mobile item state technical inspection, performed in Mathcad. Recommendations to reduce costs and increase when-were from the technical inspection in a particular competitive market.

*Keywords:* revenue , expenses , profitability , mobile point.

**ASSESSMENT OF SOCIAL AND ECONOMIC POTENTIAL of ecotourism development in the region**

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This article describes the basic social and economic effects on the development of ecological tourism in the region. The author concluded that the development of eco-tourism contributes to eventually increase the prestige of the region, reduce social tension and leads to the growth of macroeconomic indicators and indicators (GRP, changes in employment, the level of investment activity, etc.). In order to reduce the negative effects on the development of ecotourism in the region, the article suggests some mechanisms for managing this area, particularly generalized strategy for the development of ecotourism.

*Keywords:* ecotourism, the socio-economic impact, regional economy

**IMPACT OF THE SERVICES SECTOR ON THE SOCIAL SPHERE AND QUALITY OF ECONOMIC GROWTH**

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The role of service economy which unites in a uniform complex such spheres as the sphere of production of goods, the address and services is shown in article. Due to the pronounced individualization which provides interests of the client as the center of attention, the service economy is socially oriented and influences quality of economic growth.

*Keywords:* management, service economy, social sphere, services sector.

**SOCIAL NETWORKS AS A WAY TO PROMOTE HOTEL SERVICES**

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The paper deals with the promotion of hotel services with the help of social networks. Compares the number of users in Russia and abroad by age groups and gender. Produced systematize and develop rules of work for the employees of the hotel business in various social networks.

*Keywords*: social networks, avtoposting, promotion, travelers hotel.

**SYSTEM OF COMPLEX SAFETY OF THE TERRITORIAL COMPLEX**

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The authors investigated the concept of economic security and analyzed the components of comprehensive security. They set an important safety factor of territorial development. The authors identified hydraulic and fuel-energy facilities in the subsystem of a complex system. The facilities are subjects to potential threats. The paper suggests ways to prevent threats in this area.

*Keywords:*comprehensive security, threats, hydraulic and fuel-energy facilities.

**MULTIDISCIPLINARY APPROACH TO LIFE SAFETY, SAVING OF LIFE AND HEALTH**

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The author has considered the health component in the safety of human life and applied a multi - disciplinary approach to study the issue of increasing safety. It is noted that the burden of recovery and preservation of health lay on medical institutions. The author links the solution of this problem with the development of cost-effective high-tech medical care.

*Keywords:* life safety, health, high-tech medical care, a comprehensive multi-core, multi-vector cluster.