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STRUCTURAL TRANSFORMATION OF DAIRY PRODUCTION IN VINNITSA REGION

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Abstract

The analysis of milk market development in modern conditions is carried out. The article examines the indicators of raw materials at enterprises of processing industries by quality indicators of dairy products. The article considers the theoretical and methodological principles and problems of organizational and economic nature of the dairy industry. Emphasis is placed on the content, structure and problems of functioning of the dairy complex, substantiation of the organizational and economic mechanism of ensuring the production of competitive products in the industry. It is determined that the achievement of competitiveness of products and enterprises of the dairy sub complex requires close cooperation, mutually beneficial partnership of all its structural units. It is determined that the location of milk production is a factor influencing the improvement of the organization of the industry in agricultural enterprises of Vinnitsa region. Areas (groups of districts) that specialize in milk production have been identified, which indirectly indicates the lack of targeted regional policy to influence the improvement of the location of the industry. is a sign of low level of development of dairy cattle breeding of the region. The almost predominant dominant role of households in the regional milk market has been identified. The situation will not change significantly in the coming years, and the current trend will continue. The proposed way out of this situation is the creation of dairy farms with the participation of large dairy plants in order to provide the latter with high quality raw materials. Prospects for the establishment of subsidiaries of dairy plants - the creation of agricultural enterprises in the dairy direction.

Keywords: milk processing enterprises, milk, dairy industry, market, restructuring, mechanism, strategy, raw materials.

Problem statement and analysis of recent research. The solution of the food problem and the increase of the welfare of the population of Ukraine depend on the level of development of the dairy industry, the growth of its efficiency. The dairy industry is one of the most intensive processing industries in the agro-industrial complex, it requires significant material costs and labor resources. Therefore, only with the rational organization of their use can the dairy industry work. Achieving the competitiveness of products and enterprises of the dairy subcomplex requires close cooperation, mutually beneficial partnership of all its structural units. Increasing competition, increasing consumer demands for quality and range of products in both domestic and foreign markets requires a joint search for the development of the world's best achievements in the dairy industry. An in-depth study of the marketing system in some agricultural enterprises of Vinnytsia region gives reason to believe that today enterprises are not able to use modern marketing technologies for efficient marketing of milk.

The problem of development of structural transformations in dairy production has always been relevant. The scientific developments of such scientists as Kamilova SR are devoted to this question. [2],

Polesie V.M., Melnyk V.Y. [3], Mazur K.V. [6], Hontaruk I.V. [8] and others. However, the processes of structural changes in dairy production within the Vinnytsia region are insufficiently studied, which determines the relevance of the study.

The purpose of the article is to determine the structural transformations of dairy production

Material and research methods. The solution of the tasks set in the scientific article is carried out by general scientific methods. The study is based on the current regulatory, informational, statistical base. The methodological tools used in the article allow to systematize a number of phenomena in the development of dairy production and changes in the structure of milk sales to processing enterprises of Vinnytsia region and Ukraine.

Results of research and discussion. The market of milk and dairy products of Ukraine is divided into the following segments: the market of milk and sour milk products, the market of animal butter, the market of cheese, the market of powdered milk and the market of canned milk. From a territorial point of view, the market of milk and dairy products is divided into domestic and foreign. The internal market includes local, regional and national markets. From the point of view

of the objects of exchange, the structure of the milk and dairy products market includes the product market and the production process market.

A characteristic feature of the modern market of milk and dairy products in Ukraine, ie in the period of transition to a market economy, is the diversity of trends and directions of development of the dairy industry in different categories of farms. The former powerful livestock industry has declined, and a significant proportion of enterprises have almost completely eliminated dairy farming. Dairy farming has long developed through expanded reproduction and in the early 90's of last century in Ukraine the number of cows in all categories of farms amounted to 8378.4 thousand heads., Milk production reached 24508.3 thousand tons, 472 kg of milk was produced per person, and consumption was 373 kg. In the course of market transformations, the situation has changed radically. Thus, in 2009 the volume of milk production in all categories of farms decreased to 11,254.1 thousand tons, production per capita - up to 254 kg, and its consumption was 212 kg. Due to the lack of a clear pricing policy, the rise in price of material resources, which leads to an increase in production costs, production efficiency in many enterprises remains low. In 2009, the profitability of milk production in agricultural enterprises of Ukraine was 1.4% without subsidies and 15.7% including them. This is not enough to conduct expanded reproduction, the application of innovations in the field of dairy farming. It is implied that in agricultural enterprises in general the decline in milk production continues, the number of livestock decreases, etc., while in private households there is a growing interest in entrepreneurship, their role in providing milk processing enterprises with raw materials. The presence of a large number of small farms producing milk as a result reduces the social effect of all production. The formation of an efficient milk market is the most important problem of the agro-industrial complex of Ukraine at the present stage. The subjects of the milk market are all categories of agricultural enterprises and farms, enterprises of the food industry, procurement organizations, commercial structures, wholesale and retail trade, agricultural exchanges, etc. The peculiarity of the formation of market relations in the agricultural sector of the economy is that agriculture depends on other market structures, and the food market is the most vulnerable from a social point of view, as its development is directly related to daily living in the country.

Over the past 10 years, milk production of the most valuable food product has decreased - from 17,274.3 to 11,348.8 thousand tons.

In general, trends in milk production in Ukraine (for the period 2001-2019) indicate that this type of economic activity has not acquired new qualitative incentives for growth. Its dynamics in the absence of significant steps to modernize, structurally reform and address the financial needs of producers was quite unstable and depends almost exclusively on climatic factors, which, in turn, creates high risks for agricultural producers. A specific feature of the commodity market of milk and dairy products is that drinking milk and fer-

mented milk products are low-transportable and unsuitable for long-term storage, and the market is localized. However, products such as butter, hard cheeses, milk powder, casein, condensed milk can be stored for a long time and have a wide market, both in Ukraine and abroad. The main consumers of processed dairy products are urban residents. Dairies in large cities have the opportunity to sell milk without deep processing, to produce more whole milk products. Processing plants remote from consumers process milk into products with a longer shelf life: butter, cheese, skimmed milk powder, whole milk substitute. In Ukraine over the last decade, there have been fluctuations in price indices for agricultural products, which were generally in line with global trends.

Vinnitsia region has favorable natural and economic conditions for the development of dairy farming and a relatively strong industrial base for processing raw milk. Adaptation of the dairy industry of the region to market conditions was accompanied by negative phenomena in the process of production, sale and consumption of dairy products. Transformation of economic relations in the process of production has led to an increase in the share of small farms and naturalization of production, in the process of implementation - to an increase in inefficient sales channels and the emergence of non-market channels, in the process of consumption - to reduce the share of milk in the energy value.

Dairy cattle breeding in Vinnitsia region, as well as for the whole country, is characterized by a tendency to reduce the number of cows. In the period from 1991. by 2019, their number decreased by 2.4 times, and during this period the share of cows in the structure of cattle changed. It should be noted that the general process of reducing the number of dairy herds was also accompanied by their redistribution between different categories of farms [3].

1998 was a turning point, as households and agricultural enterprises occupied almost the same position in terms of share. Since 1999 the number of cows in public sector farms has been steadily declining, and in 2019 the farms of the population of Vinnitsia region already kept 80% of the total number of cows. Even though agricultural enterprises have equipment, specially adapted premises, land areas for fodder crop rotations, machines for harvesting fodder crops and fodder preparation, specialists for keeping and servicing the dairy herd, ie a base without which intensive cattle breeding is impossible, for the period since 1995 the number of cows decreased almost 7 times.

After segmenting the districts of Vinnitsia region by the number of cows in agricultural enterprises, four groups can be distinguished.

The reduction in the total number of cows in the region has certainly affected milk production, which has decreased by 102 thousand tons over the past 15 years. The relative stabilization and suspension of this process dates back to 2004. It was from this period that the increase in milk production by private sector farms began. Occupying in the structure of the cow population 80.3%, they produced 83.3% of production [1].

The level of productivity of cows depends, first of

all, on the level of feeding and quality of forages, the level of balance of forages, breed and age structure of the main herd. In 2019, agricultural enterprises - milk

producers in the region received per 1 cow 4190 kg of milk, this result is the highest in recent years (Fig. 1).

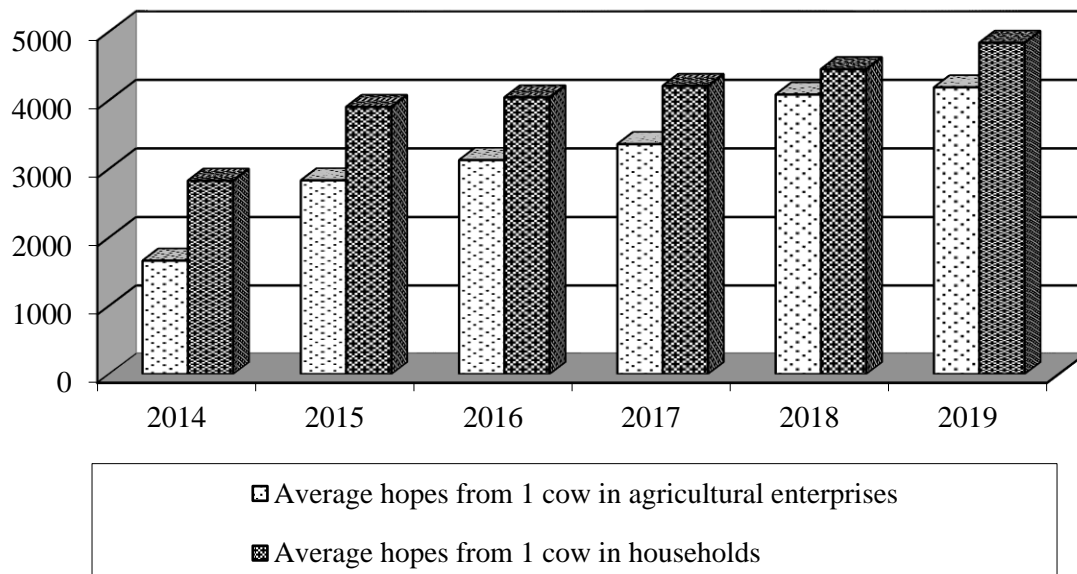


Fig. 2. The average milk yield from 1 cow in farms of Vinnytsia region for 2014-2019, kg [1, 4]

In agricultural enterprises, the growth rate compared to 2014 (2.5 times) is quite significant, but this category is significantly lower than the level of productivity of cows in households. Therefore, agricultural enterprises need to pay considerable attention to optimizing the age structure of the dairy herd. Due to the fact that milk yields in cows after 6 - 7 lactations begin to decline gradually, the replacement of old low-yielding cows with purebred first-borns with milk yields of at least 3000 kg can significantly increase the average level of productivity. Therefore, we recommend 25% to update the main herd in agricultural enterprises [4].

Vinnytsia region has six districts, where the gross hope for 1 cow is more than 4000 kg. Among these districts the leaders are Kryzhopilsky (6387 kg), Tomashpilsky (5767 kg) and Yampilsky (5323 kg) districts. The largest decline in the average milk yield per cow was in Kryzhopil (18.1%) and Barsky (11%) districts. The lowest milk yields are in Zhmerynsky and Chechelnytsky districts (up to 2000 kg). Thus, only three districts of Vinnytsia region, namely Trostyanets, Tomashpil and Yampil, are leaders in the field of milk production.

Milk as a raw material for milk processing enterprises is supplied by agricultural enterprises (including farms) and personal households. Most of the total milk is produced by private households.

At the same time, every year there was an increase in the share of farms of this type in the total volume of milk production and the importance of public sector enterprises decreased.

In the period from 1995 to 2019, milk production by households increased by 61.7%, and by agricultural enterprises - decreased by 72.5% (Fig. 2).

At this stage of agricultural development, this can be considered a natural process, however, in the future we can predict that keeping cows in private sector farms (on average it is 1-2 heads) will not provide the required amount to meet the needs of the consumer market, so the role of agricultural enterprises will objectively grow in the future.

The gradual growth of the share of households in total milk production brings to the fore the problem of quality control of raw materials. According to experts, fat content, bacteriological condition, the share of protein in raw materials supplied to enterprises, mostly do not meet the current quality standards in Ukraine.

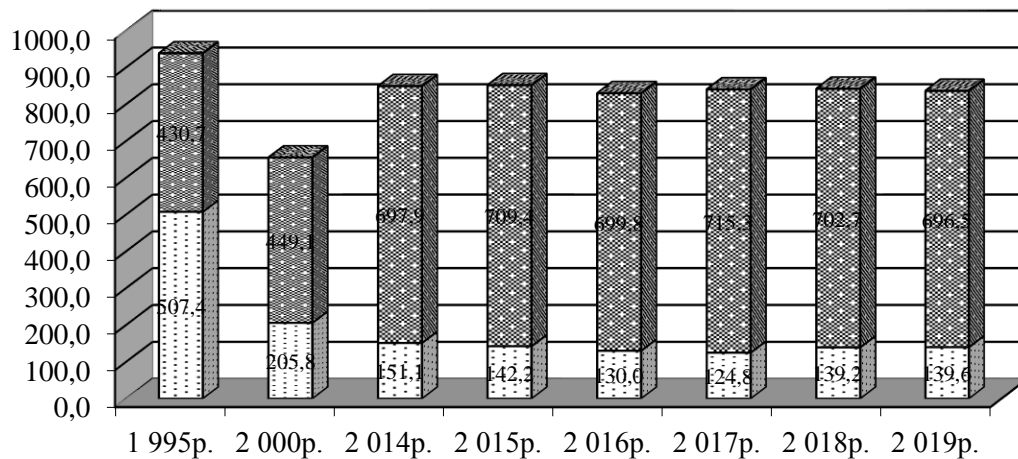


Fig. 2. Dynamics of the milk market segmentation process in Vinnytsia region, thousand tons [1, 4]

Households do not have the necessary base for intensive livestock farming, so we cannot hope for the saturation of the milk market by them alone, but we need to take measures to increase the efficiency of dairy production by agricultural enterprises. An important role should be played by farms, which can increase milk production by changing their specialization. Farms can ensure the development of dairy farming on a more organizational and technical basis than in households, which will compensate for the reduction in the size of the industry, which is observed in the public sector of Vinnytsia region.

Large agricultural enterprises need to work on the same private basis, and their workers need to have the same private interest in the end results that smallholders have. Another important argument for the protection of public sector enterprises is that modern industrial milk production technologies require large farms. This is at least 100-150 goals. Only with such farm sizes, as production experience shows, the use of advanced milk production technologies is cost-effective and efficient. This situation of redistribution of milk production between the main categories of producers may continue to develop, but only to a certain extent. The point of stopping the existing trends in the ratio of production volumes and changing them to the opposite will be the conditions under which the main emphasis of the competitive environment will be shifted to the economic advantages of large and high-volume production [2].

The location of milk production is a factor influencing the improvement of the organization of the industry in agricultural enterprises of Vinnytsia region. In the region, it is difficult to identify areas (groups of districts) that specialize in milk production, which indirectly indicates the lack of targeted regional policy to influence the improvement of the location of the industry (Fig. 4).

Thus it is possible to allocate such areas of area as Tomashpilsky (14,3 thousand tons of milk in 2019), Yampilsky (13,9 thousand tons), Kozyatynsky (11,4 thousand tons), Trostyanetsky (12,3 thousand tons), which are leaders in milk production in the region.

The largest production growth was in Mohyliv-

Podilskyi (66.7% on average in 2008-2019), Cheche-lynskyi (66.7%), Litynskyi (46.2%), Tulchynskyi (33.3%), and Murovanokurilovetskyi (33, 3%) areas. Milk production volumes are decreasing in Barsky (61.5% decline), Zhmerynsky (66.7%), Bershadsky (5.5%), Kalynivsky (3.1%), Kozyatyn (1.7%) districts [4].

Although the marketing management of the milk production process in agricultural enterprises of Vinnytsia region has some positive trends, it is at a level that does not meet the modern requirements of a market economy. In farms, accounting does not always reflect real data, there is no commercial calculation of dairy farms, there is not always an analysis of the costing process. The funds that farms receive from the sale of milk are used to cover the costs of other industries, rather than to invest them in the dairy industry. As a result, it led to the decline of the milk industry in many agricultural enterprises in Vinnytsia region.

As we noted earlier, there is a tendency to reduce the role of agricultural enterprises in the milk market in Vinnytsia region. The main reason for this situation is the socio-economic conditions that do not stimulate the development of large-scale milk production today. We see that private ownership of the means of production in the industry is a real engine of production and it in agriculture so far gives results only in small-scale milk production. This encourages us to understand the processes that occur in the practice of production. It can be concluded that large-scale milk production, which is possible only in agricultural enterprises, will become dominant when the ownership of land and means of production in enterprises will be personalized. Today, unbundling is not yet the relationship that works as a mechanism to motivate large-scale milk production.

The analysis of the structure of sales of milk produced by agricultural enterprises of the region also to some extent reflects the trends in the milk market. An in-depth study of the marketing system in some agricultural enterprises of Vinnytsia region gives us reason to believe that today enterprises are not yet able to use modern marketing technologies for efficient marketing of milk.

The volume of milk sales by agricultural enterprises has slightly decreased over the last five years, the main reason for this is the decrease in milk production. In 2009, there were trends of stabilization of supply in the milk market by agricultural enterprises, but they were unstable, in 2019 we again see a slight decrease in sales of milk and dairy products to 117.1 thousand tons.

The main channel of milk sales is processing enterprises. Accordingly, the largest share is occupied by sales of products through this channel - from 95% to 98%. In the market, companies sell a small amount of milk, which occupied within 1% of all marketable products. During 2005-2019, up to 1% of products were sold by agricultural enterprises to the population, 1-2% of milk was sold through other channels [5].

The main consumers of milk of agricultural enterprises are processing enterprises of the region. For agricultural enterprises that are far from the major industrial centers of the region, there are actually no suitable alternatives in the market. Therefore, one of the essential conditions for the development of the milk production industry as a whole in the agricultural enterprises of the region is the availability and capacity of milk processing enterprises. They are the main factor in shaping the demand for milk produced by agricultural enterprises.

The volume of milk transferred for processing in 2019 also decreased by more than 5 percent from organizations and by 22% from the population [6].

The decline in milk production is due to the lack of adequate state support for the livestock industry in Ukraine. It should be noted that still about 25% of the milk sent for processing is 1-2 varieties and can not be used for the production of competitive dairy products.

On the positive side, the protein and fat content of milk is quite high, which is higher in all regions of the country compared to the baseline values.

In the geographical structure of the highest quality milk is produced in the Kiev region.

However, in some regions there are still more than 1/3 of products of 2 varieties. To improve the quality of dairy products, it is necessary to improve the system of state support for the rural livestock industry. This is especially true of the support of private farms and farmers [6].

Some milk processing enterprises, such as Litynsky Dairy Plant LLC, are setting up their own European-type farms. Today, there are 2,200 head of cattle, including 900 head of a dairy herd with a productivity of 9,600 kg per cow, at the Napadivske POSP, which was established by Litynsky Dairy Plant LLC. For comparison, in 2013 there were only 146 head of cattle. Breeding of dairy Holstein cows began with 300 Ukrainian and 100 Czech heifers. Feeding cows is carried out with a specially selected, balanced diet. And the animals are kept clean and ideal for their health: without a leash, under a canopy in the fresh air, with free access to the feed table and water, in the closest possible to natural conditions. Zootechnicians use the Dutch herd management program. The productivity of the dairy complex is 23 tons of ecologically pure milk per day. Milking cows is carried out in a milking parlor

with Israeli equipment, treated with special disinfectants. This system eliminates the contact of milk with humans and other external factors, which makes it possible to obtain a high quality product. Creation of similar enterprises at the expense of profits of powerful dairy processing plants will give together with the state support of dairy cattle-breeding an opportunity to solve a number of problems:

- providing dairy processing enterprises with high-quality raw materials;
- reduction of production costs;
- creation of additional jobs in the countryside;
- development of the livestock industry;
- GDP growth [7, p.129.]

One of the ways to increase milk yield can be the provision of feed. The production of high-quality silage and corn can increase milk yields, as well as the processing of some cereals into bioethanol can increase the energy independence of the state as a whole [8].

The recovery of the industry from the crisis should be preceded by the introduction of organizational and economic measures in farms aimed at stabilizing and further increasing the production and sale of milk and products of its processing.

First of all, we must prevent the reduction of livestock and further decline in milk production. To increase production efficiency in the industry, it is necessary to achieve a significant increase in cow productivity. One of the most important ways to increase the productivity of cows is to increase the overall level of feeding cows, reducing protein deficiency in feed. Achieving a significant increase in animal productivity is not possible without strengthening the feed base, as high productivity and profitability of the herd (milk productivity, low veterinary costs, optimal intervals between calving) are directly dependent on a professionally balanced diet.

Full provision of livestock with high-quality feed involves a comprehensive solution to the organization of the feed industry, improving the structure of crops of fodder and forage crops, improving the technology of production, storage and processing of feed. To do this, the farm feed production must be allocated to a specialized industry.

The most rational with a productivity of 4000 kg is the structure of feeding, in which the proportion of concentrated feed should be maintained at 27%, coarse - 23%, succulent -20% and green - 30%.

Ensuring the full share of roughage in the diet of roughage, namely hay to 10%, as silage and silage-concentrate types of feeding cows with a minimum amount of hay do not provide high milk productivity and adversely affect animal health. offspring.

Not only sound education but his alertness and dedication too are most required. To control the completeness of feeding in the farm it is necessary to use zooveterinary and biochemical methods - analysis of feed and rations, appetite, productivity level and stability of lactation, duration of dry and service period, appearance of animals, biochemical parameters of blood, milk.

Feeding feed in the form of coarsely ground and

properly balanced feed mixtures increases the digestibility of nutrients, which provides an increase in milk yield by 8-12% compared to the usual diet.

It is necessary to give due importance to fodder preparation, namely - crushing, wetting, steaming, as well as to introduce advanced methods of fodder preparation - treatment of straw with alkali, due to which it swells and becomes soft, and its nutritional value increases 1.5, 2 - 2 times; apply the hydrobarothermal method of straw processing, after which it acquires a pleasant taste and is well eaten by cattle. Granulation and briquetting of feed contributes to the preservation of nutrients during storage and feeding to animals, as well as facilitating mechanized distribution.

It is possible to increase the production of higher quality fodder on the farm by expanding crops and increasing the yield of alfalfa, peas, soybeans and other crops with high protein content, their procurement is carried out in the phase of maximum accumulation of nutrients.

These measures will significantly increase the productivity of animals and, consequently, the economic efficiency of milk production.

An important factor influencing the final results of dairy farming is the organization of herd reproduction.

First of all, it is advisable to reject the cows as much as possible at the end of the summer period, which allows to increase the use of green fodder.

Introduce such maturation periods that would contribute to a uniform flow of milk throughout the year and a fuller use of feed resources in summer. If in the first quarter 33% of offspring are obtained from cows, in the second -28%, in the third -17%, in the fourth -22%, the milk supply will be 25%, 27.7%, 25.3% and 22%, respectively.

The elimination of the infertility of dairy cattle is a great reserve for increasing the milk productivity of cattle and milk production. With an increase in the yield of calves per 100 cows from 80 to 90 heads and above, milk production per 100 hectares of agricultural land in the Forest-Steppe zone increases by 38 quintals. For each percent increase in the yield of young per 100 cows, their milk yield increases depending on the zone by 1.5 - 2%.

An important reserve for the development of the industry is the reproduction of the herd and the preservation of livestock. Improving the reproduction of the herd is primarily related to improving the feeding of livestock, the organization of constant monitoring of the physiological condition of dairy cattle, daily walks of animals, the establishment of production equipment for stations and artificial insemination centers, etc. It is necessary to extend the period of grazing cows, especially dry and pregnant ones, and to improve the rearing of repair young stock, to replenish the herd with high-yielding livestock in a timely manner. The farm must raise at least 50% of heifers of the elite class and elite - record. It is necessary to replenish the main herd with verified first-borns, whose hopes would be 10% higher than the average productivity of the herd. Renewal of the herd by first-borns, which were fertilized at the age of 16-18 months with a live weight of 380-400 kg, makes it possible to receive from them for lactation

more than 4,000 milk.

An important condition for increasing cow productivity and milk efficiency is the use of high-yielding new cows

selections that would be adapted to local conditions. After all, not all breeds meet the requirements of production and efficiency in terms of output, quality and cost. Therefore, it is necessary to take into account the natural zoning of livestock, the essence of which is a rational combination of natural conditions and economic characteristics of the breed.

Good prospects for increasing the milk productivity of cows involves the use of black - speckled cows. The experience of many advanced farms shows the possibility of increasing the productivity of cows of this breed to 4000 kg of milk per year or more.

Improving the efficiency of milk production involves reducing labor and material - monetary costs of production per unit of output. Reducing the complexity and cost of milk production is possible by increasing the level of mechanization and electrification of labor-intensive operations on dairy farms.

However, dairy farming in the farm is provided with machinery and equipment by 72%, with a coefficient of readiness of 76%. As for their service life, in most cases they exceed the normative values, which is a common phenomenon at the current level of production security. The maintenance of such machines costs more than their initial cost with much less productive power. And this leads to an increase in the cost of production, complicates the process of forming a free market, negatively affects its driving mechanism - the competitiveness of products.

Therefore, the rearmament of the industry is an important factor in improving the efficiency of milk production. In the process of milk production, large costs are spent on energy resources. Almost half of the energy resources in tons of conventional fuel are feed, so energy should be used sparingly when loading, transporting components of feed mixtures, preparation and distribution in the feeder. If only 11% is spent on loading and transportation of straw, silage, compound feeds, solutions and root crops, then more than three times is spent on transportation of only green mass. At the same time, only 20-25% of dry matter is transported here, so it is necessary to expand the use of summer - camp and pasture methods of keeping cows, which significantly reduce energy consumption by technical means.

Regarding the consumption of such energy as electricity, there is an increase in its consumption while maintaining the microclimate and milking. The lowest energy consumption can be achieved by using highly productive, large-capacity mechanization in the delivery of feed to storage and especially in those areas where high-performance machines do not adversely affect the physiology of animals. Somewhat more effective, in comparison with dairy blocks, is the use of milking blocks, where group milking units are used.

The practice of advanced farms, the experience of technical and technological re-equipment of farms for milk production convincingly confirm the practical activities and sufficient economic efficiency of further

development of the industry through reconstruction, which along with the alternative form of reproduction of fixed assets should be carried out regularly as their physical and moral aging.

After all, the reconstruction of the premises involves improving the conditions for housing cattle, the introduction of optimal means of mechanization for their maintenance, providing favorable conditions for highly productive work of workers.

Increasing labor productivity and resource efficiency in the industry involves the use of progressive forms of organization and remuneration based on the deepening of lease relations, which encourage the careful use of means of production and increase the interest of the producer in the final results of production.

In order to increase the economic efficiency of milk production and ensure the development of industries, the use of all the above measures to address a number of urgent issues related to ensuring parity of prices for dairy products and industrial goods, timely settlements with milk producers for products sold, improving the system milk production.

The production and sale of raw materials to processing enterprises is becoming increasingly unprofitable for agricultural producers. Processing enterprises have a monopoly position over agricultural producers. Profits generated at the post-production stage of product movement are not returned to producers, and accordingly are not used to expand production and increase its efficiency.

And the disadvantage of selling milk to processing enterprises causes a decrease in the volume of marketable milk. This has led to a decrease in the efficiency of the production potential of the processing industry due to undercrowding.

Therefore, there is a need to improve economic relations between agricultural and processing enterprises. The solution to these problems is possible through the deepening of integration processes in the industry.

The economic mechanism of regulation of relations of partners in integrated production is expedient to build on joint-stock - cooperative principles. Their essence is to involve at the same time in the joint activities of enterprises - shareholders, united through capital into joint stock companies, and enterprises with a cooperative nature of operation.

Under such conditions, the labor collectives of industrial processing enterprises can participate in their activities on a joint-stock basis, and agricultural enterprises, as producers of raw materials and industrial enterprises for its processing will carry out economic relations on a cooperative basis.

The general scheme of financial and economic regulation of the integration process should be guaranteed by a clear definition of material and monetary participation of each partner in the entire technological cycle from the production of raw materials to the final product. After the implementation of the latter, the profit is divided between the partners in proportion to each invested material and other resources in integrated production.

This will contribute to the development of milk

production in the direction of better meeting the demand for milk and products of its processing in the domestic market and increase its sales abroad; increasing the economic efficiency of dairy farming, and consequently the solvency of the industry.

This policy should be continuous and consistent with the priority principles and objectives of long-term development of the dairy industry as a whole and the economic interests of individual actors in this industry. Among the main principles of innovative development of dairy enterprises are the following: the priority of innovative transformations of the industry in order to ensure food security of the country and preserve the health of the nation; increasing the level of intensity of innovative development; building and activating the innovation potential of the industry; state support for innovative development of dairy enterprises; commercial nature of innovative developments; intensification of international cooperation; environmental friendliness and food safety; coordination of interests of all subjects of economic relations in APV; continuous streaming nature of implementation.

The objectives of such a policy at the sectoral level should be: to increase the efficiency of using the resource potential of the complex; expansion of product markets; compliance with quality production parameters and increasing the level of product competitiveness; improvement of the pricing system; ensuring the environmental component of the production process; organization of rational infrastructure, deepening of intersectoral cooperation; introduction of resource-saving technologies; intensification of investment activities at the expense of external sources of financing; giving priority to domestic producers.

An important role should be played by the state policy of innovative changes, which should take into account all structural links in the field of APV: agriculture as a raw material base; industrial processing enterprises; agricultural market infrastructure. Taking into account the complex nature of the industry development, the vector directions of innovative activity of the enterprises of the dairy subcomplex should be: development and implementation of high-quality technologies of production and processing of livestock products; technological renewal of livestock production; development and implementation of new biotechnologies in animal husbandry, new technologies for the production of baby food and dietary food. The innovation strategy should be carried out both in the direction of development of dairy cattle breeding and in the direction of development of the dairy industry.

Conclusions. Despite the fact that the private sector maintains a leading position in milk production in Vinnytsia region, it should be noted that the formation of the food market is mainly a product of small farms is a sign of low economic development of the region. However, it is impossible not to take into account the almost 100% dominant role of households in reforming the regional milk market as a raw material. The situation will not change significantly in the coming years, and the current trend will continue. The way out of this situation is the creation of dairy farms with the participation of large dairy plants in order to provide the latter

with high quality raw materials.

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OBSTACLES OF INNOVATIVE DEVELOPMENT OF HOTEL ENTERPRISES IN RUSSIA

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ПРЕГРАДЫ НА ПУТИ ИННОВАЦИОННОГО РАЗВИТИЯ ГОСТИНИЧНЫХ ПРЕДПРИЯТИЙ РОССИИ

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Abstract

The article deals with the main obstacles to the innovative development of hotel enterprises in Russia. Special attention is paid to the role of the government in the formation of innovative infrastructure to increase the innovative activity of hotel enterprises. The importance of integral state support, as well as the maturity and readiness of business to carry out innovative activities is emphasized.

Аннотация

В статье рассматриваются основные препятствия инновационного развития гостиничных предприятий России. Особое внимание уделяется роли государства в формировании инновационной инфраструктуры для повышения инновационной активности гостиничных предприятий. Подчеркивается важность целостной государственной поддержки, а также зрелости и готовности бизнеса осуществлять инновационную деятельность.

Keywords: hospitality business, innovations, obstacles of innovative development.

Ключевые слова: гостиничные предприятия, инновации, преграды инновационного развития.

В соответствии с мировым рейтингом конкурентоспособности сектора туризма и путешествий Всемирного Экономического Форума (ВЭФ), опубликованном в отчете 2019 года «The Travel & Tourism Competitiveness Index» (ТТСИ), международные показатели увеличения финансовых расходов на путешествия и числа путешествующих свидетельствуют об устойчивом и динамичном развитии индустрии на мировом уровне. ТОП 10

рейтинга конкурентоспособности занимают: Испания, Франция, Германия, Япония, США, Великобритания, Австралия, Италия, Канада и Швейцария. Россия в рейтинге занимает 43 позицию. [14]

Данный факт указывает на необходимость повышения конкурентоспособности предприятий сектора туризма, что достигается посредством инновационной деятельности и внедрения ее результатов.