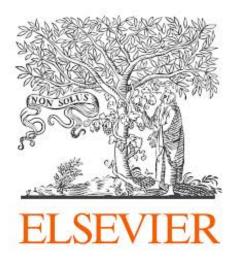
# Cambridge Journal of Education and Science



№1(15), January-June, 2016





### **Cambridge Journal** of Education and Science

No.1. (15), January-June, 2016

**VOLUME III** 

"Cambridge University Press"

Cambridge Journal of Education and Science, № 1(15), (January - June). Volume III. "Cambridge University Press", 2016. - 710 p.

Proceedings of the Journal are located in the **Databases Scopus.** 

Source Normalized Impact per Paper (SNIP): 5.275

SCImago Journal Rank (SJR): 5.347

**Editor-in-Chief:** Prof. Ella Brown, D. Hum. Litt. (UK) **Executive Editor:** Prof. Jesse Hyland, D. Litt. et Phil. (UK)

**Technical Editors**: Julia Mills, Eva Collins (UK)

#### **Editors:**

Prof. Sheila Harbor, Psy. D. (UK)

Prof. Amanda Howard, Psy. D. (UK)

Prof. Preston Smith, Ed.D. (UK)

Prof. David Pearson, D.F. (UK)

Prof. Jimmy Lithgow, D. B. A. (UK)

Prof. Jeffrey Stevenson, Psy. D. (UK)

Prof. James Carpenter, D. Tech. (UK)

Prof. Lauren Robinson, D. G. S. (UK)

Prof. Adam Heigl, D. I. T. (UK)

Prof. Julia Berger, D.Phil. (UK)

Prof. Michael Hiller, D. Litt. (USA)

Prof. Susan Gould, D. Litt. (UK)

Prof. James Hunter, D. S. Sc. (UK)

Prof. Sarah Baker, D. A. (UK)

Prof. Jessica Walker, D. S. Sc. (UK)

Prof. Henry Lennox, D. Hum. Litt. (USA)

Prof. Jonathan Lucas, D. Litt. et Phil. (UK)

Prof. Adelaide Field, D. S. Sc. (New Zealand)

Prof. Christian Mills, D. G. S. (Australia)

Prof. Richard Coventry, D.Sc. (Australia)

Prof. Eva Galan, D.F.A. (France)

Prof. Patrice Lande, D. S. Sc. (France)

Prof. Sophie Holden S. J. D. (Canada)

Prof. Richard Martin, D. S. Sc. (Canada)

Prof. Philip Rice, D. I. T. (Canada)

Prof. Denis Cumming, Ed.D. (UK)

Prof. Anna Hay, Ed.D. (Canada)

Prof. Abigail Lesser, Ed.D. (Canada)

Prof. Joshua Savage, D. M. Sc. (UK)

Prof. Michel River, Psy. D. (New Zealand)

Prof. Emma Allen, Ed.D. (Australia)

Prof. David Lim, D. Sc. (Australia)

Prof. Lance Hagen, D. M. Sc. (UK)

Prof. Charles Winger, D. E. Sc. (UK)

Prof. Daniel Varney, D. E. Sc. (UK)

Prof. Peter Shield, D. Tech. (USA)

Prof. Jonathan Baxley, D. C. S. (UK)

Prof. Glenn Richardson, D.Sc. (UK)

Prof. Jane Walsh, D. C. S. (UK)

ISSN: 0305-7640

Prof. Kevin Rothman, D. Env. (UK)

Prof. Vincent Howard, D. I. T. (UK)

© "Cambridge University Press", 2016

© University of Cambridge, 2016

#### **CONTENTS**

#### **Agricultural Science & Economics**

S. Swathi, N. Senthil, V. Vinod Kumar, S. Sathish, N. Jagadeesh Selvam, M. Raveendran  TNAU PDB - Tamil Nadu Agricultural University Proteome DataBase - Black Gram Proteome8
R.A. Valdes, A. Piratelli-Filho, H.L. Costa, A.M.C.L. Ribeiro, M.D. Nascimento, P.M. Soares  A Metrological Contribution to the Diagnosis of Bovine Tuberculosis
Salwa Mohamed Abbas, Hanan Helmy Latif, Nora Magdy Physiological and Biochemical Responses of Two Cultivars of Phaseolus Vulgaris L. to Application of Organic Fertilizers and Nile Compost in Sandy Soil
B.M. Gichimu, E.K. Gichuru, G.E. Mamati, A.B. Nyende Yield Selection within Coffee Arabica Cv. Ruiru 11
V.H. Kabambe, Y.L.B. Tembo, E. Kazira Awareness of the Parasitic Weed Alectra vogelii (Benth.) Amongst Extension Officers in Three Districts in Malawi
Yap Chin Ann Screening for Nematicidal Activities of Bacillus Species Against Root Knot Nematode (Meloidogyne incognita)
Bendidi Abderrazzak, K. Daoui, A. Kajji, R. Dahan, M. Ibriz Effects of Supplemental Irrigation and Nitrogen Applied on Yield and Yield Components of Bread Wheat at the Sats Region of Morocco
Tina Vukasovid Differences in Perceptions among Managers, Academics and Students of the Importance of Various Aspects of Marketing Knowledge and Skills
Aida Petrova, Olga Vladimirova, Marina Malakhovskaya  The comparative analysis of the possibilities of the innovation management in the service sector of the Russian economy
O.S. Ivanilov Some aspects of social policy in Ukraine145
Ali Veysel "Think Small First" in the Accounting Regulations – Evidences from Bulgaria158
D.S. Almatova Small-scale business stimulation in regions of Uzbekistan164
Ludmila Klychko, Olekcey Chuev, Anastasiia Mazurova, Eugene Telebeneva  Assessment of city territory providing with objects of social, anthropogenous and tourist infrastructure by GIS (on the example of the city of Kharkiv)
Konstjantyn Niemets, Anastasiia Mazurova, Ludmila Klychko, Nataliya Gueva Spatial interaction of socio-geographical objects: new approaches and methods of investigation174
Natalia Kazakova, Elizaveta Sokolova, Angelica Gendon, Irina Dun  Controlling of the effectiveness of the expense budget fund
Angelica Gendon, Natalia Kazakova, Elizaveta Sokolova Competitive global development of mining and chemical companies
Natalia Kaschena, Hanna Chmil, Marharyta Kostynska Evaluation and forecast of marketing cost for a corporate stock

Hanna Chmil, Natalya Balatska Marketing research about role of hospitality in hotel and restaurant business	199
Victoria Fabiianska Method of internal control of agricultural production of biofuel on agricultural enterprise	206
Henadzi Rydzeuski, Aliaksey Shadrakou Population dynamics and typology of the regions in Belarus according to the results of the post-Soviet development	213
Gulnora Abdurakhmanova Incentives to create new jobs in small business in Uzbekistan	222
Ludmyla Niemets, Kateryna Sehida, Kateryna Kravchenko, Pavlo Virchenko  The modern settlement system of Kharkiv region: problems and prospects	227
E.V. Burdenko Changing the concept of significance of light industry in innovative development of the economy in the process of changing technological mode	236
Yelena Pinchuk, Anna Piatygorets The concept of economic rent and inequality of income	244
Irina Mustetsa Fixed assets, as a component of quality service the hotel enterprises of Ukraine	251
K. Abdurakhmanov Measurement of economic and social efficiency of tourism	258
R.T. Tahirov, M.A. Zeynalova Analysis of the factors affected the settling of population (on the basis of Guba–Khachmaz zone)	262
Natalia Zdyrko Foreign Experience And Historically-Evolution Stages Of Enterprise State Support In Ukraine	269
Nataliia Karasova Key Issues for Ukrainian Export-Oriented Agricultural Producers	276
Vita Berezenko, Kateryna Dotsenko, Natalya Sanakoyeva Key aspects of PR-methodology	286
Natalia Shchegoleva Modern features of the world currency exchange rate (on the example of the EUR/USD currency pair)	292
Oksana Davydova The role of staff in ensuring the quality of services of the hotel and restaurant business	298
Olga Terenteva The main factors, which influence the international investment demand for gold in 2015	306
Yuriy Kandyba, Iryna Barylo, Eugene Telebeneva, Pavlo Kobylin  Matrimonial population structure as a part of regional geodemographic development  (illustrated by of Poltava region)	311
Svetlana Chikurova, Nataliya Kazakova Comparative analysis and specific character of the control reserves and estimated liabilities in Russian and international practice	319
Vasily Gorshenin, Sergey Soloviev, Alexander Abrosimov, Igor Drobyshev, Olga Ashurkova The improvement of technology and equipment for the care of crops of sugar beet, sown by the belt method according to scheme 15+45 cm	326
Vladimir Tsenkov, Sonya Georgieva  Market efficiency in post-crisis period in the case of Central and Eastern Europe	

M.S. Dunin, S.K. Temirbekova, S.M. Motyleva, Yu.V. Afanasyeva  Symptoms and diagnosis enzyme-mycotic exhaustion of seeds (EMIS)	349
N.A. Korchemnaya, S.K. Temirbekova, E.G. Dobrutskaya, V.L. Broksh, S.D. Kiru, E.A. Naumova Highly adapted for quality potato tubers dihaploid of VIR world collection	361
A.V. Ovsyankina, M.I. Kiseleva, G.V. Sudarenkov, A.P. Glinushkin, S.K. Temirbekova  Species ratio root rot agents and disease ears on crops of grain crops in the Russian Federation	373
S.O. Oladeji, O.O. Adedapo Performance and Visitor's Satisfaction of Recreation Facilities in Akure Metropolis: a Veritable Tool for Impacts Studies in Undp Mdgs Cities in Nigeria	383
Anna Wildowicz-Giegiel Knowledge Capital Creation: The Case of Polish Economy	406
Prof. Dr. T.G. Gasanov, Dr. M.R. Banayev, Dr. U.T. Ismaylova  Macroeconomic analysis of ecologization of the economy in Azerbaijan Republic:  problems and ways to solve then	423
Tatyana Pronina Religious revival in post-Soviet Russia	434
Umar Gayrabekov Areas of development of the oil industry and the impact on the landscape complex of the Chechen Republic	441
Vusat Amir Afandiyev, Firangiz Eyyub Gasumova Theoretical and methodological basics of city urbanization of Azerbaijan	448
S.S. Gul'amov, B.A. Shermukhamedov  Operational risks on the basis of Value at Risk	457
O.A. Shermukhamedov, N.M. Ashurova Management of human resources in the commercial bank	462
Sh.N. Muratova Creation of the target program of development of fuel and energy complex – a factor of economical and ecological development	466
Garibov Yagub Ali, Ismaylova Nigar Sabit Regulation of the functioning landscapes of the Azerbaijan Republic	472
O.K. Keshtova, P.I. Khorkina The difference between accounting and payroll in Russian and foreign practices	478
Assande Desire Adom, Nasr G. Elbahnasawy Saving-Investment Gap and Economic Growth in Developing Countries: Simulated Evidence from Selected Countries in Africa	487
Ming-Chang Lee, Li-Er Su Social Accounting Matrix Balanced Based on Mathematical Optimization Method and General Algebraic Modeling System	503
Mathematics, Technologies & Engineering	
Hussein H. Owaied, Dareen Khatab Trace-Based Model in Knowledge Acquisition System for Valuing Knowledge	522
Ali Salameh Khraiwish Dalabeeh, Anwar AL-Mofleh  Modeling of a High Performance Grid Connected Photovoltaic System	545

Frederick N. Boithi, Milcah Mulu-Mutuku, Rhodah Birech Agricultural Water Technologies Adopted by Smallholder Farmers in Lare Division, Nakuru County Kenya
Ahmed Cherifi, Mario Dubois, Mickael Gardoni, Abdelaziz Tairi A Catalyst Method for an Innovative Eco-Design Strategy Using TRIZ Approach
Alexandra Shishkina Influence colloidal surfactants strength fine concrete
Dimitry Shuvaev The history of astronomy in the context of the history of classical mechanics
Evgeny Shvachkin, Alexander Vladimirov  The results of researches of vibration turning
V.A. Shalomeev, E.I. Tsivirko, Y.N. Vnukov, M.M. Zinchenko Magnesium casting alloys with increased level of properties for mechanical engineering
Murat Sharibaev, Alibi Bijanov, Allayar Jumanazarov Radiation transitions related to extended defects in ZnTe/GaAs epitaxial layers and multilayer structures
Ruslan Galeev, Nina Morozova, Layla Abdrakhmanova, Rashid Nizamov, Vadim Kozin  Galvanic slimes in technology production of construction materials
Nickolay Zosimovych Guidance System of a Launch Vehicle with Application of GPS Technologies
Yessengeldy Togabaev, Mukhtar Makhanov, Laura Utepbergenova  Development of the technological scheme of mineralized water desalination and burden balance calculation for engineering evaluation of the plant
Iliya Grishyn, Rashit Kayumov, Gennady Ivanov Researching of asphaltic concrete tension creep
Lovell Agwaramgbo, Amarachi Iwuagwu, J. Alinnor Lead Removal from Contaminated Water by Corn and Palm Nut Husks
Hamid Reza Vosoughifar, Mohaddeseh Abbaspour Naderi Numerical Analysis of the Base-Isolated Rectangular Storage Tanks under Bi-directional Seismic Excitation

#### Ludmila Klychko,

V. N. Karazin Kharkiv National University,

Ph.D. (Geography), Accociate Professor,

Department of Human Geography and Regional Research,

#### Olekcey Chuev,

V. N. Karazin Kharkiv National University,

Ph.D. Student (Geography),

Department of Human Geography and Regional Research,

#### Anastasiia Mazurova,

V. N. Karazin Kharkiv National University,

Ph.D. Student (Geography), Senior Lecturer,

Department of Human Geography and Regional Research,

#### Eugene Telebeneva,

V. N. Karazin Kharkiv National University, Ph.D. (Geography), Senior Lecturer,

Department of Human Geography and Regional Research

## Assessment of city territory providing with objects of social, anthropogenous and tourist infrastructure by GIS (on the example of the city of Kharkiv)

**Abstract:** This paper evaluated the city of Kharkiv ensure real social, human and tourism infrastructure in 27 categories. Using geoinformation approach that involves the use of leading GIS tools identified such laws and phenomena, the study of which is impossible using only general scientific methods.

**Keywords:** town, objects of anthropogenous infrastructure, geoinformation approach of GIS tools.

**Introduction.** The city is the natural and manmade system. The main backbone factors are people (they and all activities carried out within the urban area) and the environment (land relief, geological conditions, climate, water and etc.).

Environmental and social comfort population living formed under the influence of both natural and socio-economic conditions and their impact most clearly manifested at the local level.

Area population and economic complex regarded as forming conditions of comfort. Population is the main consumer of comfort, without which the concept loses all meaning economic complex – the largest factor affecting the comfort level change, both in a positive and a negative side.

One of the main benefits of geoinformation approach is the ability to use spatial operators geodata bases for new information. These tools are the basis for spatial modeling and geoprocessing.

**Key Results.** To assess the city of Kharkiv provide different types of infrastructure objects were selected by 27 categories of objects. Typical objects of social infrastructure are hospitals, schools, kindergartens, transport – metro, major highways, tourism – parks, cinemas, stadiums, sacred objects and monuments. All objects belong to the general category and anthropogenic infrastructure with conventional "positive" or "negative" impact on comfort and landscaping.

Once we got a summary table of indicators of real human infrastructure stations of Kharkiv city linked to the polling stations as points of reference, could go to create a model of territorial distribution of the phenomenon. In our case, this phenomenon is comfort, charm or territory metropolis in terms of real human infrastructure. This was used ArcGIS platform and its separate modules Spatial Analyst and Geostatical Analyst [13]. In the first model was created that reflects the density distribution indicators of real anthropogenous infrastructure (Fig. 1).

It shows areas of greatest concentration of high performance and the overall trend of decline of the phenomenon. We can see that the best situation to ensure human infrastructure objects observed in the city center. This pattern was to be expected, since the tool "Density" works on the principle of summation indices for each of the points. In the center of Kharkiv polling stations received the largest value of the sum. In addition, these areas of the city is pretty much the most polling stations. This imposition gave high values defined area predominance of the sum.

Quite irregular can be called the second area, which are less intense. It is located in the southern of Saltovka. This phenomenon may indicate that the area is largely dominated by infrastructure facilities from human impact. You can also confidently say that in this area there are a large number of objects of different type of

anthropogenous infrastructure, which helped to increase the total figure for several stations.

The second model is a model of distribution of the phenomenon. The corresponding ArcGIS platform tool helps determine which point to the influence of each cell belongs source site. In our case the points are polling stations, and the study area is the city of Kharkiv. Distribution model allows to see the phenomenon of primitive zoning or regionalization of the city in terms of real anthropogenous security infrastructure (Fig. 2).

Using the distribution model of the phenomenon is not appropriate because this tool provides a large error in the calculation of initial parameter values in the study area. In our case, we see that in some areas there Kharkiv too sharp differentiation index without a clear transition between the stations.

One way to visualize the distribution of any phenomenon is contours. In our case, using the contours of the city territory can be classified in terms of ensuring real anthropogenous infrastructure (Fig. 3).

Contours at Fig. 3 are laid on the model of the density distribution of the phenomenon. Similarly, they can be run on other methods of classification or zoning. There is a natural trend of increase in the approach to the center of Kharkiv.

First, you need to perform interpolation method natural surroundings (Fig. 4). This method has one significant drawback. He builds a model using extents being built along the perimeter of the figure, which is formed of ribs connecting the extreme points of the territory Because of this distribution model the phenomenon studied outside the plane is impossible.

By the method of the natural surroundings there are common. The best situation is observed in the city center, but there are also areas in areas Saltovka, HTZ and Oleksiivka.

Another model was built by inverse distance weighted. It allows you to calculate values for cells that are located between the points of the original data set. IDW advantage of the method lies primarily in that it counts most mathematically accurate values for cells that are distant from the points of reference. In our case, the point of station distributed densely enough, as IDW gives one of the most accurate simulation results compared with other interpolation methods (Fig. 5).

Analyzing created model can conclude that significant differences on the distribution of the model, built by the natural surroundings. We can also select a small

area in the south-west, formed primarily due to the absence of any negative impact from objects in the area.

Next was the method of Spline. Because in this case the tool is trying to build a surface with minimal curvature, there are significant errors in the calculation (Fig. 6). As you can see that the minimum value of the sum predominate in the peripheral areas of the south and east of Kharkiv, but in reality it is not. Also there is the greatest figure in the north-western periphery, which is itself inaccurate. Because of this distribution to model the phenomenon in the city use the method of spline inappropriate.

Among interpolation methods the most often used and functional is krining. There are many varieties krining, but we decided to use ordinary krining with normal distribution parameters.

Although the surface that are built by ordinary krining and out discontinuous and fragmented, this method can most accurately simulate the distribution of any phenomenon. In our case, we see a clear distinction in the city areas prevalence rate (Fig. 7). It is the center of Kharkiv, Alekseevka, Saltovka and HTZ area. In previous models appeared in the southwest area of the city, but on this model it is not. And this is true because it is impractical to allocate because a significant predominance of objects with positive impact in this area are observed.

Thus, using the built model can conclude that the best situation is observed in Kharkiv city center, but is also a habitat of several positive trend.

Next was the method of Voronoi map (Fig. 8). Maps are constructed from a series of Voronin polygons formed a circle of support points.

Voronoi Polygons are created so that each point within the landfill was considered closer to the reference point than to any other reference point. Once this operation has been performed for all polygons and their neighbors, using the color bar appeared mentioned local medium to help visualize regions of high and low values.

Under this method, we see that the whole territory of the city of Kharkiv divided into five categories of values for the corresponding colors.

The advantage of visualization zoning in this form is that each cell of the study area influenced by individual free-form polygon, so we can pretty confidently say that this option zoning interpolation method is accurate.

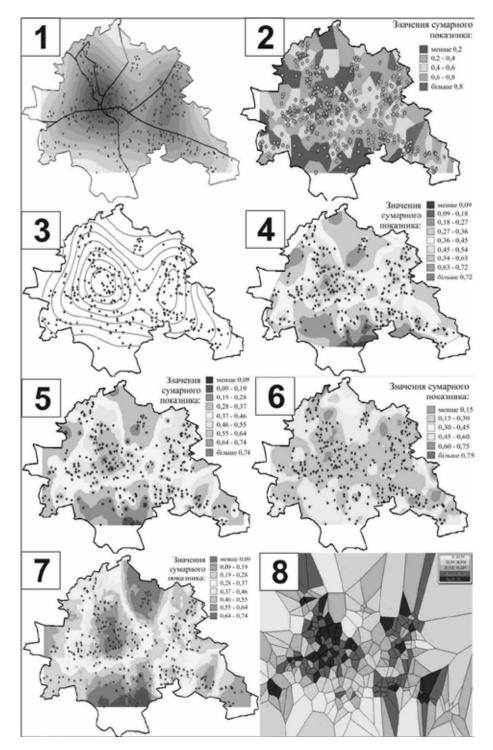


Fig. 1-8. Examples of the use of GIS tools for spatial analysis

**Conclusions.** So we can conclude that schools and fire stations have the greatest care coverage in the city of Kharkiv. 80% of the population can expect that the fire brigade arrive on time in case of fire. The lowest availability with markets. 93% of the population have to walk to the markets of more than 500 meters, which corresponds to 5 minute walk for an adult, that most travel market by public transport

(central market or Barabashovo). Failure can be called the fact that about 2% of the population living near the treatment facilities and 13% close to the dispensaries of various types.

Geoinformation approach offers many opportunities for the spatial analysis of human, social and tourist infrastructure. GIS tools can detect such patterns and phenomena, the study of which is impossible using only general scientific methods.

#### References:

- Bozeman B. Scientific and technical information and urban policy-making /
   B. Bozeman // Urban Systems. 1978. Vol. 4. No 3. P. 161-172.
- 2. Du G.Q. A Study on the relationship of regional urbanization and socio-economic structure in China / G. Q. Du // Annals of Japanese Association of Economical Geographers 1997. Vol. 43. P. 151–164 (in Japanese with English abstract).
- 3. Kostrikov S., Segida K. Human geography with geographical geoinformation systems / С. Костріков, К. Сегіда // Часопис соціально-економічної географії. 2013. Вип. 15 (2). С. 39-47.
- Murgante B., Borruso G., Lapucci A. Geocomputation and Urban Planning / Beniamino Murgante, Giuseppe Borruso, Alessandra Lapucci (Eds.). Studies in Computational Intelligence, Volume 176. – Springer: Verlag Berlin Heidelberg, 2009. – 381 p.
- 5. Ильин И.В. Механизмы повышения комфортности проживания населення больших городов в условиях глобализации (на примере г. Москва) / И.В. Ильин. М.: Из-во МГУ, 2011. 117 с.
- 6. Тикунов В.С. Моделирование в социально-экономической картографи / В.С. Тикунов М.: Из-во МГУ, 2005. 280 с.
- 7. Чуєв О.С. Оцінка просторової диференціації благоустрою міста як функції урбогеосистеми (на прикладі м. Харків) / О. Чуєв, С. Костріков // Часопис соціально-економічної географії. 2015. Вип. 18 (1). С. 39-47.

## **Cambridge Journal** of Education and Science

No.1. (15), January-June, 2016

**VOLUME III** 

