

the environment according to their socio-economic needs for comfort. Providing the historical insight into the specificity and trends of the development of human settlements, it could be concluded that very often human transforming natural environment according to its understanding and vision of the living conditions and quality of life, causes irreversible degradation changes of the environment. During the process of the development of the human settlements wild forests were converted to arable land, high-altitude alpine meadows were turned into ski slopes etc. Almost all raised bogs have been drained, the river straightened and the dams around flooding areas were built. Thus environmental conditions suitable for the human life and new ecological systems – human settlements – were created. Currently, these systems form basis of the dynamic growth of the region and state in the world. However, many plants, insects, birds and animals, which occupied a certain land or water area, lost their familiar living environment, being able to adapt to man-caused environmental technical modifications. Thus, for the harmonization of the socio-economic need of the modern society and natural environment regularities, it is important to provide flexible links between the existing natural areas and human settlements – to provide the development of the green infrastructure of the human settlements. It includes parks and gardens, rivers and lakes, the canal embankment and forests, as well as other natural and partly related resources that are key elements of the services provided by the ecological systems. It is considered that the development of the green infrastructure of the human settlements is important for the conservation of the sustainable environment, for providing the possibilities of the harmonization of the socio-economic need of the modern society and natural environment regularities as well as for identification of potential solutions for the prevention and minimization of the social abuse and offence of the nature caused by the society or individual in all possible spheres of the human life and economic activities. Development of the green infrastructure is especially important for Latvia that is one of the greenest countries in Europe. It is characterized by a unique environmental diversity, unique flora and fauna. However, as in other countries, majority of the population of Latvia lives in cities – an environment developed by the distinctive interaction between human and nature. The aim of the scientific paper is to explore challenges and opportunities of the development of the green infrastructure in the context of the dynamic growth of the modern urban areas. Thus for the achieving the aim of the research the following assignments are defined: 1) to provide justification of the development of the green infrastructure; 2) to explore the importance of the creation of the green infrastructure and its impact on the urban development; 3) to characterize key elements of the green infrastructure of the modern urban environment. The main expected results of the study are related to the development of the guidelines and recommendations of the improvement of the process of the providing flexible links between existing natural areas and human settlements.

I. Gutorova MĀRKETINGA STRATĒGIJAS BŪTĪBA ĒDINĀŠANĀ

I. Gutorova ESSENCE OF MARKETING STRATEGIES IN CATERING

The formation of a market economy in Belarus is accompanied by radical changes in business catering. Dynamic changes in technology and increased competition forced the catering for a new look at the formation and development strategies of their activities. The need for marketing in the catering is due to the specific features of value to the consumer, which offers catering. The main of them is the inseparable presence of symptoms at the same time create

value for the goods and services. Marketing strategy in catering is the rational logical construction of a logical means by which catering expects to solve their marketing problems:

- to examine the needs for services catering;
- to conduct market segmentation catering;
- the formation of a complex catering services with a focus on the target consumer;
- optimal allocation of public power in the region;
- pricing policy for services catering;
- to develop policies to promote services catering to the proper level, etc.

Restaurant business venture should be seen as an integrated production and marketing system. The main problem of service organizations is the presence of a permanent framework for the manifestation of the contradictions between the operational and marketing business processes, which, because of their integrity take immanent in nature. This requires different approaches to organizing and managing the development and marketing strategies, than in material production.

Z.Hermansons TERITORIJAS ATTĪSTĪBAS INDEKSA PILNVEIDOŠANAS IESPĒJAS, ANALIZĒJOT TĀ PRAKTISKO PIELIETOŠANU

Z. Hermansons POSSIBILITIES FOR IMPROVING OF TERRITORY DEVELOPMENT INDEX BY ANALYZING ITS PRACTICAL APPLICATION

Latvijas Statistikas institūts 2000.gadā izstrādāja metodiku teritorijas attīstības indeksa aprēķināšanai ar mērķi noteikt īpaši atbalstāmās teritorijas. Šobrīd ir izveidojusies situācija, kad teritorijas attīstības indeksu izmanto ļoti dažādu valsts pārvaldes uzdevumu risināšanai un indeksa pielietošanas mērķi būtiski atšķiras no tā sākotnējā pielietošanas mērķa. Līdz ar to aktualizējas jautājums par teritorijas attīstības indeksa pilnveidošanu.

Nemot vērā šādu indeksa paplašināto lietošanu un Latvijas Lielo pilsētu asociācijas, Latvijas Pašvaldību savienības un vietējo pašvaldību alkārtos lūgumus pārskatīt teritorijas attīstības indeksa aprēķināšanu, tas nosaka, ka uz teritorijas attīstības indeksa pilnveidošanu ir jāraugās no vairākiem skatu punktiem. Ir strikti jānodala, kuros gadījumos ir jāpēta jautājums, kas ir „attīstība”, kā to vislabāk mērīt attiecībā uz Latvijas teritorijām, un kuros gadījumos „attīstība” ir tikai pakārtots jautājums, taču priekšplānā izvirzās konkrēta valsts pārvaldes problēma, kuras risināšanai var izmantot ar teritorijas attīstību saistītus mērījumus.

Raksta mērķis ir analizēt konkrētu situāciju, kuras risināšanai tiek izmantoti teritorijas attīstības indekss, proti, valsts budžeta dotācijas piešķiršanai pašvaldībām un plānošanas reģioniem Eiropas Savienības struktūrfondu un Kohēzijas fonda līdzfinansēto projektu īstenošanā. Indeksas ir noteicis, kad laika posmā no 2007.-2011.g. pašvaldībām ir izmaksāta valsts budžeta dotācija 8 857 108 Ls apmērā. Pašvaldībām ieguldot savus līdzekļus Eiropas Savienības fondu projektu īstenošanā, valsts budžeta dotācija ir segusi 46% izmaksu, ko var uzskatīt par būtisku ieguldījumu, atstojot pašvaldību budžetus.

Rezultātā tiks apskatīta teritorijas attīstības indeksa pielietošanas loģika, analizējot vai piešķirot valsts budžeta dotāciju pašvaldībām ir nepieciešams pielietot ar teritorijas attīstību saistītus mērījumus. Tādējādi uz praktiska teritorijas attīstības indeksa pielietošanas pamata tiks piedāvāts risinājums teritorijas attīstības indeksa pilnveidošanai, aprakstot nevis vispārēju teorētisku teritorijas attīstības indeksa pilnveidošanu, bet risinot problēmu, ka teritorijas