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ХАРЧОВИХ ТЕХНОЛОГІЙ

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Головний редактор, д-р техн. наук, проф.
Заступник головного редактора, канд. техн. наук, доцент.
Відповідальний редактор, д-р техн. наук, проф.

Б.В. Єгоров
Н.М. Поварова
Г.М. Станкевич

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доктори наук:

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РОЗДІЛ 6

**СОЦІАЛЬНІ ТА ЕКОЛОГІЧНІ АСПЕКТИ
СУЧАСНОЇ ЖИТТЄДІЯЛЬНОСТІ**

PROSPECTS FOR DEVELOPMENT OF KHARKIV REGION

**Zinenko A. A., the 2nd year student of faculty of restaurant and tourism business
Kharkiv Institute of Trade and Economics of
Kyiv National University of Trade and Economics, Kharkiv**

Kharkiv region is located in Southern Ukraine. The center is Kharkiv. This region is rich in historical, cultural and architectural resources. The amount and volume of such resources is really impressive. That is why Kharkiv region has a huge potential for tourism development.

There are unique natural parks on the territory of the region, objects of the palace culture are unique museum's exposition. Also, the development of tourism is influenced by the geographical factor. The region is located at the intersection of transport routes, which causes a constant influx of new people who carry elements of their culture and take on the original traditions of Ukrainians.

In my opinion, every person should know the history of his great and small homeland, trying to make her even better than it is. With this aim various competitions, promotions are held. Participation in research projects encourages young people to learn something new about their native land.

These are all part of one path that will bring modern youth to the understanding that in order to see something new and unique, it's not necessary to get new emotions to go abroad. All the most interesting and exciting is here in native Kharkiv region.

Certain people have influenced and continue to influence on the formation and development of the region. It is necessary to mention the names of outstanding writers, artists, scholars and public figures who lived and worked here. After all, the whole Ukraine is proud of the brilliant Gregory Skovoroda, the talented Ilya Repin, the great Vasily Karazin.

First of all in every country it is necessary to develop domestic tourism, because initially it is necessary to see the beauty of the native land, and then travel to other countries, getting acquainted with their historical and cultural heritage.

Separate attention deserves the center of the region – Kharkiv. The city is one of the largest cities in Ukraine and the only one that has a full set of awards of Council of Europe: the Diploma, the Honorary Flag, the Table of Europe and the Prize of Europe. Also Kharkiv was one of the cities hosting the European Football Championship in 2012. It is a cultural center that has 45 universities, 16 museums, an art gallery with a large number of theaters, libraries and research institutes. This all testifies of the colossal prospects for the development of tourism in both Kharkiv and the region as a whole.

The problem of the Kharkiv region is that the population is not informed about the tourist potential of the region. The development of tourism hinders the fact that the tourism infrastructure is not developed enough.

Supervisor – assistant, Untila M.P.

INNOVATIONS IN DAIRY, FAT AND OIL COSMETIC INDUSTRIES

**Povazhniy B. I., student of bachelor's degree, business and management faculty
Kharkiv Petro Vasylenko National Technical University of Agriculture, Kharkiv city**

The market for milk and dairy products is one of the strategic markets for food. Demand for dairy products in Ukraine is satisfied by domestic and foreign producers, in some

segments of the market, the share of imports has been steadily growing lately. Recent changes in the situation, and Ukrainian companies have the opportunity to expand the market by replacing imported products.

To do this, it is necessary to create a competitive production facility that can solve the following tasks:

- to increase the volume and assortment of dairy products;
- to improve the quality of products;
- creation of non-waste productions with deep and complex processing of milk;
- development and implementation of innovative technologies.

The solution of these tasks should contribute to increasing the efficiency of dairy enterprises and, as a result, make them more competitive. There is a strict relationship between competitive positions, the efficiency of the enterprise and its innovative potential. Efficiency of the enterprise can be achieved by improving the quality of products, implementing resource-saving policies, issuing new, competitive projects, using the results of scientific and technological progress.

The main production process at the dairy enterprises is the most costly and involves the greatest number of technological operations. Therefore, the development and implementation of innovative measures at this stage will be most relevant. One such is the use of modern chemical products and methods for manufacturing products. The level of scientific knowledge in the field of chemistry today is very high and the chemical methods of processing various organic and inorganic substances have found wide application in the production and processing of milk.

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One of the promising directions for improving production processes at the enterprise is innovative development based on secondary raw materials. Secondary dairy raw materials should be considered as an internal resource for increasing the volume of products, improving economic performance and eliminating environmental pollution. When processing it, a significant amount of high-grade innovative food products, technical semi-finished products, fodder products can be obtained. Another factor showing the relevance of this direction is the fact of considerable volumes obtained in the production of dairy products, of which about 26% are subject to industrial processing.

For successful competition, domestic enterprises need to produce a wide range of dairy products at affordable prices and the main thing is not inferior in quality to foreign ones. Modern production of dairy products is a complex and difficult process and to improve the efficiency of the enterprise it is necessary to improve it all the time. One of the topical areas in this area is the development of new technologies and the release of innovative products based on the capabilities of food chemistry, biotechnology and secondary dairy raw materials. Work in these areas will contribute to solving such problems as:

- increase in production volumes, with the least cost;
- partial solution of the problem of shortage of raw materials;
- improving the quality and shelf life of products;
- ecological compatibility of production;

– a relative reduction in the cost of the product, without compromising the quality characteristics of the raw materials;

– as a consequence of all of the above, improving the efficiency of enterprises and the industry as a whole.

If Ukrainian enterprises switch to an innovative way of development, they will use a set of innovative measures in the production process, then perhaps the domestic dairy industry will be able to produce high-quality goods at affordable prices and meet the needs of buyers, which will subsequently enable enterprises to compete with foreign producers.

Scientific supervisor – the assistant of the Department of Language Training
Obolianinova Sophia Oleksandrovna

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ECOLOGICAL CRISIS OF THE KUYALNIK AND HADZHIBEY ESTUARIES

**Student Artiukhova A., Faculty of Oil, Gas and Ecology
Odessa National Academy of Food Technologies**

Geographically the Kuyalnik and Hadzhibey estuaries are the deltas of the Minor and the Major Kuyalnik rivers flowing into the Odessa Gulf. In tectonic terms, these are depressions, formed in the form of grabens along the main Black Sea neotectonic zone. Odessa bay is a junction of the Main Black Sea and Odessa - Sivash neotectonic zones.

The absence of stormy floods on the Minor and Major Kuyalnik rivers in recent centuries created conditions for the formation of unsealed silt without an admixture of sandy fraction, and the absence of dissolved gases, including oxygen in the hyper-saline water of the Kuyalnik estuary, formed the necessary geochemical background-the reducing conditions in the bottom sediments.

Due to the peculiarities of the geological structure, the Kuyalnik and Hadzhibey estuaries have differences in the hydro geochemical composition of the bottom sediments, and with respect to the Kuyalnik estuary, and the water stratum, which is mineralized brine. As a result of the formed deposits of therapeutic mud and the presence of brine in Kuyalnik and Hadzhibey estuaries, at the beginning of the 19th century the development of resorts began on their shores, and the estuaries acquired the status of resort and recreational zones and the corresponding level of pollution control.

It is important to note that for centuries, along with the recreational resource, a different resource was used in the estuaries. In the estuaries salt was extracted. Long-term observations showed that in the period from 1878 to 1968 the salinity in the estuary ranged from 29 to 269 grams of salt in a liter of water. For comparison, the salinity of water in the Black Sea off the coast of Odessa usually does not exceed 18, and in the oceans - 35 grams of salt in one liter. For the extraction of salt, seawater inflow was required and it adversely affected the lithological composition of the mud. The shells and crystals of gypsum have appeared there. For example, on Lake Saki priority was given to the extraction of salt and as a result of regular

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Наукове видання

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Том 1

Головний редактор, д-р техн. наук, проф. Б.В. Єгоров
Заст. головного редактора, канд. техн. наук, доц. Н.М. Поварова
Відповідальний редактор, д-р техн. наук, проф. Г.М. Станкевич
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