

інформації і позбавить їх від рутинної праці, забезпечивши високий рівень автоматизації виробництва, праці;

- його продукт стане "інформаційно місткішим", а це зумовить чимале збільшення частки інновацій, послуг у його вартості;

- виробництво інформаційного продукту, а не матеріального, буде рушійною силою існування і розвитку суспільства

Сьогодні навіть найменші туристичні фірми готові впроваджувати сучасні інформаційні технології, які здатні впродовж короткого періоду давати необхідну інформацію, зокрема про транспортні засоби, можливості житлово-готельного фонду, а також в автоматичному режимі здійснювати управлінські рішення, пов'язані з реалізацією туризму споживачами.

Отже, в умовах інформаційного суспільства туристична інформація стала важливою складовою світового інформаційного простору, маючи відповідну вартість і ціну. Тому доцільно розглядати інформаційні ресурси, у складі яких чільне місце посідають туристичні інформаційні ресурси.

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CORRECT INTERPRETATION OF YOGA CONCEPT IN THE CONTEXT OF THE INFORMATION SOCIETY CULTURE

In the last decades of an information society we can observe extreme acceleration in the phenomena of globalization, which directly influences multicultural semantic field. This fact makes it difficult for an individual to find her or his place in the World. We notice that our society becomes more and more superficial and the gross shell of a human being is being praised. Also the values of that shell gain more importance then ever before. Those shallow standards are imposed to youth through mass media, social networks etc.

In the same time we can observe the growing interest of the human being in such teachings and philosophies like Yoga and Buddhism. Modern man or woman

Секція 4. Наукові дослідження студентів, аспірантів і магістрантів з проблем інформаційного суспільства

begins to ask questions about the deeper layers of oneself. So in this point the clash of two worlds and value systems is coming to a place. Rapid and ambitious mind from the west and profound wisdom from the east. In the fast, stressed and tensed modern lifestyle people look for their shelter in the Philosophies of the East. The benefits of the information society offer us an easy access to all kinds of teachings of ancient India, by which I also mean Vedas or Vedanta, since they are the basic for those. That is why the globalized world tends to have a dialog between many different cultures, especially the one of the west and the east. Many eastern - Indian and South Asian - teachings present us particular symbols, concepts, ideas and thoughts, which get a major importance in the new form of the information society. The modern culture tends to borrow some concepts to help our generation to grow and develop emotionally and spiritually. All this raises questions of ambiguous interpretation of contents and sense of various cultures and in particular collision of various religious meanings. Ages before, yoga and yoga philosophy was taught directly, in the one to one basis, from a teacher to a disciple, so that complex concepts could be perceived in the right manner. In modern time Internet access and innumerable amount of available interpretations of those concepts can confuse more people than help their inner growth.

In the USA yoga industry has made more profit than Coca Cola in the past year. Over the 20 millions Americans regularly practice yoga. In the social media and Google the term "yoga" is the most frequently used word. The problem we face is the wrong interpretation of this concept, which is being used and spread with a vast velocity. Yoga is being perceived as a physical practice, which also helps an individual to calm down. But the deepest meaning of yoga is being ignored. According to Vedanta or Yoga Philosophy, the Sanskrit word yoga comes from the root *yuj* which means "to add", "to join", "to unite", or "to attach" in its most common senses. To unite the individual consciousness with the universal consciousness. So all practices which lead one to his or her true nature and unlimited divine source can be called yoga. That includes devotional activity, physical practices, study and contemplation of ancient scriptures etc. The concept of yoga has the full deepness to it, which is not being mentioned or reflected in the information society. Modern people massively benefit from the knowledge they have received until now, so let us claim that after getting access to the correct authentic interpretations might bring their life to the new improved level increasing their life quality.

Huge amount of religions, cultures, philosophies, schools of thoughts and even sects exists in the information society. Using the example of yoga we can see how important it is to explain certain contexts in their whole deepness. This example can be applied to any other concept of many cultures. New approach would bear the positive potential for growth of the person's identity. The cultures of the East carry the general world outlook character. Therefore it is very important to explain to the modern person the main ideas correctly and to improve their life to even colossal amount.

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