

**SOCIAL SCIENCE**  
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***Fokina O.A. Service as an indicator of society prosperity***

This article is devoted to the problem of socio-economical interaction of service and social emotions of a man. The point of the problem is determined by the fast developing service relations in Russia in terms of global process of the society servilisation. The service in Russia develops according to the great socio-economical transformations that can influence both positively and negatively on the socio-economical society life. The analysis of theoretical and empirical data (taken as an example the Volgograd region) allows to affirm that the level of service development influences the way of life, the system of population needs, behavior ways, tastes, customers preferences is an indicator of society prosperity. They affirm that the discrepancy between the domestic service sphere and the world service standards is said to be and it, in its turn, influences on the vital quality services access. The result is said to be one should use service adaptation potential and usage of “man consumer” technologies.

Key words: service, service industry, society prosperity, service adaptation potential.

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