

Алмазного мира можно отнести к уровню высшего знания, доступного не каждому адепту школы.

У обеих мандал есть базовый символ, в котором заключена суть учения. В мандале Алмазного мира это пятиконечная ваджра – активное начало. Ваджра пробивает стену невежества, активно приводя все к порядку и гармонии. В мандале Чрева – восьмилепестковый лотос, символ женского пассивного начала, лона (гарбхи), в котором созревают семена великого сострадания, являющегося основой становления на путь просветления и деятельности по спасению других существ. Гарбха – потенция, ваджра – реализация и плод. Поэтому несмотря на то, что мандалы отражают разные аспекты просветленного состояния, они составляют единое целое, поскольку обладают единой природой – природой будды Вайрочаны как олицетворения первородного сознания.

Путем анализа мандал мы выяснили, что в них отражен базовый принцип Ваджраяны – дуализм пассивного начала в виде великого сострадания и активного в виде искоряющей неведение мудрости. Взаимодействие этих начал приводит к гармонии и реализации подлинной природы вещей. Работа с мандалами играет ключевую роль в практиках северного буддизма.

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THE INTRODUCTION OF CSR IN THE TOURISM INDUSTRY

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Today the interaction with the environment and various interest groups is essential for business in order to stay competitive on the market. Top-managers of the most successful companies seek to improve ethical performance in business and consider both the long-range best interests of the company and the company`s relationship to the society within which it operates. The concepts of corporate social responsibility and ethics in business play an important role in harmonizing a company's economic values with the social and ethical values of other groups in the environment.

Corporate Social Responsibility is designed to achieve a balance for the long-term benefit of a company's stakeholders, including investors, employees, communities, suppliers and customers, and the environment. Integrating sustainability into a travel program should be no different than implementing other corporate initiatives, but it does present some unique challenges. Corporations and corporate travel managers may have difficulty embedding sustainability or "green travel" into their corporate travel programs because the practice of creating, implementing, measuring and improving CSR initiatives within the context of a corporate travel program is still relatively new and is continuously evolving.

Ethical behavior and corporate social responsibility can bring significant benefits to a tourist company. For example, such companies may attract more customers to their products and services and raise sales and profits. CSR reduces turnover, as companies treat their workers well and employees want to stay with them and therefore increase productivity. Moreover, CSR may attract more employees wanting to work for the company, reduce recruitment costs and enable the company to get the most talented employees.

Along with CSR, ethical behavior can attract investors and keep the company's share price high, thereby protecting the business from takeover. Many investors perceive CSR as a factor that has implications on the bottom line. Socially responsible companies will outperform their peers by focusing on the world's social problems and viewing them as opportunities to build profits and help the world at the same time.

It's necessary to highlight that ethics and economics are complementary, not contradicted. CRS leads to economic growth. The companies with good CSR programs beat their peers by 2-3 % per year. This fundamentally changes the way management should be thinking about their workers, customers, environment and suppliers. It is also the notion that companies cannot thrive for long in the world where billions of people are suffering and are desperately poor. Thus, it is in business's interest to find ways to attack society's ills.

Ethics is closely related to the factors that keep people and organizations from doing harm and create order in a society. These factors include ethics, laws, formal and informal groups, self-regulation and the media. These six factors (the social glue) are more important today than ever before due to the increasing complexity of the global economy and the melding of customs and traditions within societies.

Good management is obviously critical to the success of ethical performance in business. Many organizations have become more interested in ethical issues. One vivid example of it is the increase in the number of large companies that appoint ethics officers. More and more companies are providing ethics resources for their employees. Many companies of various sizes have

developed a code of ethics as a guideline to help marketing managers and other employees make better decisions. Such codes describe the general value system and help employees avoid confusion when determining whether their decisions are ethical or not.

Today tourism is a globalized business activity, thus facing growing challenges in terms of ethics. Ethics in tourism is and should be a matter of concern to all international and national agents managing tourism development, NGOs, tourists and tourism destinations.

However, one is justified to raise the question whether mass tourism and ethics can coexist or are incompatible, since mass tourism is dominated by the reason of profit, which is not associated with ethics at first sight. This is a persistent misconception. It is true that some options for CSR can result in additional costs, but companies can actually save money through responsible travel management. If an organization implements policies such as, for example, integrated virtual meetings by substituting certain meetings with videoconferencing or web meetings, travel costs can actually be reduced.

Nevertheless, cutting costs is not the only driver for CSR. Businesses follow CSR so as to reduce uncertainty and limit risk, enhance the brand and reputation of a company, among customers, support the company's own offerings of new products and services in the growth market of sustainability.

With the view to promoting sustainable development in tourism, the states adopt different policies. These policies approach tourism development as ecologically accepted, economically sustainable, socially and ethically fair for local communities.

Tourism organizations are beginning to realize that promoting their ethical position can be good business as it has the ability to increase company's profits, management effectiveness, public image and employee relations.

Since 2006 the concept of ethics and CSR has been widely discussed in our country due to the support of the United Nations Development Programme. In 2014 National CSR Excellence Award was established to recognize exceptional achievements in multiple categories. Such award is a great tool for companies to build good reputation and foster company's loyalty.

It should be pointed out that there are not so many companies in Belarus, which are involved in the process of being socially responsible. In general, the adoption of CSR in a tourism company is a five-step process: 1) Analysis of goals, stakeholders, infrastructure and carbon footprint; 2) Definition of responsible travel management; 3) Prioritization of initiatives; 4) Setting goals; 5) Implementation and evaluation. There can be defined 5 main areas of focus to choose from: Governance and Ethics, Employees, Customers, Community, Environment. One more way is to use "benchmarking" to look at other companies' experience in order to identify opportunities for improvement.

During the first step a company sets CSR goals, analyses CO2 footprint, assesses stakeholders and technical and operational infrastructure. Based on this analysis a company goes through the second step, defining the scope of the CSR program. So as to do it a company should consider various scenarios, taking into account critical factors, such as cost, timeframe, and definition of decision-makers. Once the analysis is made and the project sponsors are on board, a small team can be formed and actual options for action can be evaluated. The third stage implies the process of making project roadmap that can be used to present a business case to top management. This includes selecting the options that allow the organization to achieve the best balance of sustainability, cost effectiveness and mobility. The fourth step is setting the goals. The aims can be modified into KPI (Key Performance Indicators). It will make the process of tracking the success much easier. The fifth step is one of the most challenging as it touches many employees and partners in supply chain. Instead of focusing on “green” messages only, a company should use integrated, holistic approach that balances the environmental dimension with cost control. Also it should integrate sustainability into day-to-day activities and organizational planning, from budgeting to planning the trip and management reporting.

In practical terms, this means that companies should follow environmental and other sustainability principles such as consuming fewer resources, encouraging employees to contribute to their community, working only with suppliers and partners that fit specific social, ethical and environmental criteria, applying strict standards when investing, advocating for broader social and environmental development.

All things considered, people expect a high standard of ethical behavior from business. Companies can reach these standards and improve ethical performance if the company`s culture is based on sound ethical principles and open to dialogue about controversial ethical issues that disturb the public. The strongest and most successful corporate culture is one capable of harmonizing a company`s economic values with the social and ethical values of other groups in the environment.

ОСОБЕННОСТИ ПЕРЕВОДА СТРАДАТЕЛЬНОГО ЗАЛОГА В ТЕКСТАХ ТУРИСТИЧЕСКОЙ НАПРАВЛЕННОСТИ

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В системе глагольных категорий германских языков категория залога рассматривается как одна из сложнейших. В английском языке существует два залога: действительный (активный) и страдательный (пассивный).

Залог в той или иной форме традиционно связывается с различной направленностью процесса: действие в форме активного залога тракту-