продукции и менеджмента. Таким образом, итоговая оценка гипотетического конкурентного статуса (+30) показывает, что при умеренной модификации предлагаемого продукта Эстонии с учетом опыта продвижения продукта соседних стран возможно завоевание дополнительного сегмента рынка.

С помощью SWOT-анализа было оценено внутреннее и внешнее маркетинговое окружение турфирм, предлагающих продукт стран Балтии. К сильным сторонам были отнесены наличие необходимых финансовых ресурсов и инфраструктуры, использование эффекта масштаба для минимизации издержек, насыщенный и стабильный потребительский рынок, относительно низкие затраты, опыт ведения конкурентной борьбы, эффективная реклама и наложенное сотрудничество с принимающей стороной. В качестве возможностей отмечены обслуживание дополнительных групп потребителей, выход на новый потребительский сегмент и диверсификация продукта. Для дальнейшего эффективного продвижения туристских направлений стран Балтии рекомендуется использовать стратегии, полученные при сочетании сильных сторон и возможностей, а именно дифференциацию продукции, которая прежде всего заключается в качественном изменении уникальных характеристик оказываемых услуг (уровень сервиса, качество услуг, имидж компании и др.).

Литература

WOMEN IN THE US ARMED FORCES

O. Butevich

Women have been actively integrating into the US military service since 1941 when the Woman’s Army Auxiliary Corps was established. Women saw combat during World War II firstly as nurses in the Pearl Harbor attacks on December 7, 1941. In July 1943 a bill was signed removing ‘auxiliary’ from the Women’s Army Auxiliary Corps making it an official part of the regular army.

Women did not gain professional military status until 1948 after President Truman had signed the Women’s Armed Services Integration Act which enabled women to serve as permanent, regular members of the armed forces in
the Army, Navy, Marine Corps and the recently formed Air Force. Prior to
this act women, with the exception of nurses, served in the military only in
times of war. However, the act excluded women from Air Force and Navy
vessels and aircraft that might engage in combat.

The act was a major step forward for military women. But in October 1949 a
new Army regulation stated that mothers with dependent children were ineligible
to serve in the military, and female servicewomen with children under the age of
18 were discharged. This regulation was finally abolished in the 1970s.

In 1970 women comprised only 1.4 % of the total military, a number that
more than tripled to 4.6 % in 1975, nearly doubled to 8.3 % in 1980, rose to 10
% in 1985, 11 % in 1990, to the 13 % (approximately 32,000 women) in 1994.
The number of active duty men and women in the US armed forces as of
January 31, 2003 came to 1.4 million including 212,000 women in the military
services and the Coast Guard which makes up about 15 % of the US military.

6 % of 26.4 million civilian veterans are women.

Nowadays women are nearly everywhere in the modern US military. Nearly everywhere. They fly aircraft, drive trucks through dangerous areas,
carry automatic weapons, guard prisoners and help provide a variety of critical
functions, including their more traditional military roles as nurses and doctors.

But there is one thing they do not do. US military women are barred by law
from being in units like Infantry, Special Operations, Artillery, Armour, and
Forward Air Defence whose job is to go out and engage the enemy in combat.
But increasingly, there is a subtle line between combat and non-combat jobs,
especially in a place like Iraq, where there is no front line, and any unit can
find itself in a firefight at any moment.

One of the main factors that may illustrate the degree of women integration
into the US army is the possibility to study in military academies such as West
Point, Annapolis, and the Air Force Academy. In 1976 Congress authorized
the admission of women to all of the service academies. In the fall of 1976
327 female cadets began their education and military orientation and in 1980
217 women graduated (66%).

At West Point women comprise about 15 to 17 % of freshmen and they
pursue the same academic and professional training as their male classmates,
except that the physical aptitude standards for women are different than they
are for men. Graduation rates at West Point are nearly equal for males and fe-
males — 79 % and 75 %, respectively.

In 1989, Kristin M. Baker was the first female cadet named Brigade Com-
mander and the first woman to command the West Point Corps of Cadets
which is a great honour.
Today the young women who graduate from the US military academies enter the respective services with pride in their accomplishment — just as do the young men. They don't want to be treated separately, or as unique — they simply want to do their job.

American women have participated in all the US military operations worldwide. Their number and functions have been changing, but still there have always been one permanent thing: they have been aiming at defending their beliefs and principles on equal terms with men. They fought on the battlefields of Korea, Vietnam, Grenada, Panama, the Persian Gulf Region, Somalia, Haiti and Bosnia. Nowadays they serve in Iraq. To date 35 American military women have been killed there, and hundreds have been wounded, some of them very seriously. A few have been taken prisoner.

War operation “Desert Storm” may be called a turning-point for the US military women as it led to the largest female deployment in the US history. Women in “Desert Storm” did everything the male troops did except engage in ground combat — they could essentially get fired upon — they just weren't, by existing regulations, theoretically allowed to shoot back!

Although American women do their best to defend their beliefs and ideas on equal terms with men, the attitude towards their service in the US Armed Forces in modern American society is still ambiguous. The most common questions that are discussed concerning women in combat are whether or not women can perform as well as men and if integration of both sexes has a negative effect. Here are some arguments for and against women fighting in wars.

Firstly, proponents of opening all positions in the military to women argue that military readiness is enhanced when there is a larger pool of applicants, whereas opponents insist that due to politics, quotas would be undeniable, thus allowing unqualified women into key military positions.

Secondly, opponents of allowing women to compete for combat billets argue that it is too dangerous to put women in the position of becoming prisoners of war. Without a doubt, there is a much greater probability for acts of sexual molestation and rape with the addition of women to the front lines. Two female US soldiers were taken captive and one was sexually abused by the Iraqis in the Gulf War. This situation made those who were already skeptical about putting women in such a compromising position further question whether women should be subjected to the horrors of combat. Many, however, argue that adult women who make the decision to join the military are aware of the consequences.

Thirdly, people who are against women in combat say that women simply do not have the physical strength and endurance needed. Undoubtedly, being in the military is a physically demanding job that not everyone is fit to handle.
Despite this, all experts agree that there are some women, although perhaps small in number, who have the physical strength and endurance to be soldiers. Concerning combat aviation some question whether women can handle the gravitational forces of an aircraft, but there is absolutely no evidence that says they cannot.

It is interesting to note that everyone, including women, believe the physical standards for military occupational specialties (MOS) should be identical for both men and women. Currently, all members of the armed services must pass fitness tests, which are scaled according to age and gender. There are no current tests that specifically measure the physical skills required for each military occupational specialty (MOS) — the only way to test this is have the soldiers simply go out and perform their task. The goal is to create these gender-blind specific tests that more accurately predict a soldier’s success in combat.

Another argument used to keep women out of combat billets is that they would disrupt the cohesive unit and undermine ‘espirit de corps’. The effectiveness of the military hinges on a cohesion — every member must completely trust and respect one another. Many argue men would not be able to trust women to be capable of accomplishing the physical demands of combat, which could lead to serious problems. In order to maintain cohesion, experts agree that all members of the military must be treated equally. A standard must be maintained to make every member feel as if he/she is part of one single unit, not separated by gender.

Romantic relationships and pregnancies also concern many experts. The argument is that romance may affect ‘espirit de corps’ and that pregnancies will hurt readiness. Although pregnancy is a major concern of many, statistics shows it has little bearing on military readiness. In fact, on the average women spend at work only an hour per month less than their male counterparts. When one excludes a pregnancy leave, women have a lower rate of lost time at work than their male counterparts.

As the times change and more opportunities are presented to women to serve in the armed forces, many experts believe that the US will eventually include women in combat missions. Most Americans, especially American military families encourage and even support women playing an enhanced role in the armed services. They say that allowing both men and women to compete for all military occupational specialties is not an equal rights issue, but one of military effectiveness. If the country wants to be a capable and powerful military power, it needs to have the best person in each job regardless of their gender.

In 2006 the US Congress defeated an effort designed to reassert its control over the types of jobs women in the US military are allowed to do. The move renewed the debate over what military women should do and not do, as
women volunteer to help fight the war on terrorism in Iraq. That particular congressional effort failed. But activists continue to pursue the issue. It is a delicate balance, particularly in a battle zone with no front line like Iraq.

Any change in the rules governing what US military women can do could have a profound impact on the military's ability to accomplish its many missions. For now, the controversy has passed. But US military women continue to put themselves at risk every day in Iraq, and elsewhere, many of them coming under fire and returning that fire.

**ЭВОЛЮЦИЯ ВНЕШНЕЙ ПОЛИТИКИ ИТАЛИИ В РЕГИОНЕ БЛИЖНЕГО ВОСТОКА И СРЕДИЗЕМНОМОРЬЯ В НАЧАЛЕ XXI ВЕКА**

**В. В. Васильков**

На рубеже столетий в Италии начала происходить перестройка политической системы, сопряженная с коррективами внешнеполитического курса с учетом кризиса биполярной модели международных отношений и трансформации геополитических реалий. Усилия итальянской дипломатии в новом веке были направлены на то, чтобы выйти на международную арену в качестве реального генератора безопасности, а не только ее потребителя в роли пассивного участника блоков и соглашений.

Проявляя собственную дипломатическую волю в миротворческом процессе на Ближнем Востоке, Италия занялась тем, что западные журналисты назвали «сепаратными попытками» разрешения арабо-израильского конфликта. Период шестимесячного председательства Италии в ЕС в 2003 г. характеризовался стремлениями усилить позиции Евросоюза в ближневосточном регионе.

Итальянская дипломатия стремится совмещать дружественные отношения с арабским миром со взаимовыгодным сотрудничеством с Государством Израиль. В частности, Италия потребовала от Израиля смягчить ограничения свободы передвижения палестинцев. Италия была непосредственно вовлечена в процесс реформирования Палестинской национальной автономии. В 2001 г. Италия инициировала Глобальную программу экономической реконструкции и развития Палестины. Первоначальный взнос Италии в фонд этой программы составил около 77 млн евро.

По проблеме израильско-палестинских отношений правоцентристский премьер С. Берлускони, председательствуя в ЕС, в ноябре 2003 г. спровоцировал критику Европарламента и Еврокомиссии своей поддержкой идеи возведения израильской стены безопасности (санитарного кордона). Тема сотрудничества между Италией и Израилем получила дополнительные средства из фонда Евросоюза.