

INNOVATIVE TECHNOLOGIES IN THE SOCIAL INFRASTRUCTURE OF ODESSA IN THE CONTEXT OF EUROPEAN INTEGRATION

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The clever city is a town-planning concept integration information and communication technologies with the Internet of things. In particular, the British institute of standards (*British Standard Institution*) describes a clever city as «effective integration physical, digital and human systems in is artificial to the created environment for the sake of maintenance to citizens the proof and safe future». As, under forecasts scientific workers, already less than for seven years about 60 % the planet population will live in cities, the question maintenance appropriate comfort modern cities now became extremely actual.

Let's consider three clever cities where innovative technologies use already today [1].

In the city of Barcelona, the uniform system gathering indicators of all counters operates: light, water supply, road conditions, noise level and other City lanterns react to passers-by in the street, and gauges on garbage tanks inform about the fully. Digital bus stops inform passengers on a site of all buses a city, and in addition there it is possible to charge the smart phone, to listen music, and even go to virtual excursion. And drivers the special touch gauges built in road help to find empty seats for a parking, simultaneously reducing harmful emissions and jams. Additional gauges inform the public the operative information on quality of air.

London takes the second place in rating *Pw (PricewaterhouseCoopers* – the international network the companies which offer professional services in the field of consulting and audit on a level development of technologies. The system clever city is mainly concentrated to transport sphere where various mobile appendices and online services help passengers to plan successfully trips and to be guided in the uneasy scheme of street transport, and still – inform on carrying out of repair work and about other non-staff situations. Also the system of recognition fires – *SAS* is entered, that finds out the most fire-dangerous houses.

The Australian Sydney – greenest clever cities. Except set parks, there about 150 buildings with green roofs and even green walls. In a city the monitoring system of traffic *SCATS* which supervises congestion roads works. Monitoring a condition city atmosphere – the information is opened, so about air condition in a city it is possible to learn the same as weather forecast – from computers or smart phones.

In Odessa the City program «Electronic open city» [2] operates. The Program Overall objective are creations a uniform information infrastructure executive powers the Odessa city council at the expense of introduction a uniform policy management is information and TV sphere the Odessa city council, executive powers, the municipal enterprises and city council establishments.

Program realization is directed on achievement of the European standards granting of administrative services, an openness and a transparency of the power city, focused on satisfaction needs townsmen Odessa.

The program defines strategy support information sphere and maintenance the decision of social and economic, ecological, scientific and technical, national-cultural and other problems in fields of activity local enforcement authorities and local governments.

By the program it is provided introductions information technologies in tourism sphere. Tourism is one of the major spheres modern economy which positively influences development other sectors economy, including a hotel economy, transport and communications, building, retail trade, manufacture and trade in souvenirs, etc., being the catalyst of their development. Besides, this kind of activity

is directed on satisfaction needs people in acquaintance with history, culture, customs, spiritual and religious values the different countries and their people.

The tourist-recreational area is a strategic direction development of a city. Objectively Odessa has all preconditions for intensive development internal and foreign tourism: features of the geographical placing, a favorable climate, the greatest seaport of Ukraine, the developed industry, resort and recreational complex, a transport, financial and welfare infrastructure.

As a result of an unsatisfactory condition of an available housing, an street-road system, engineering communications, deterioration of comfort of residing, and as a whole losses of integrity perception the historical environment in the central historical area the city, and also deterioration of tourist and investment appeal the city complex target program «Preservation of authentic building and development of the historical centre of Odessa» is developed [3, 4].

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