

A report on master's dissertation

Subject of dissertation: The use of the region's potential for the development of ethnic gastronomy tourism in the Northern Caucasus (on the example of LLC "Ladya" travel company).

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Information about the corporate customer: LLC "Ladya" travel company.

Relevance of the topic's research: Modern global crises, including the crisis of the sociocultural sphere, excessive pragmatism and commercialization of culture, the increasing threat to the cultural and civilized education determined the necessity of overall understanding and elaboration of coordinated long-term strategy, which provides culture's development on the dialog of collaborating civilizations basis. Due to this tourism acts as a powerful tool of intercultural communication.

Historical and cultural heritage of any peoples comprises the whole sociocultural environment with their traditions and customs, peculiarities of everyday life. Vigorous ethno cultural rebirth, followed by overall increase of people's interest to their own national distinctiveness, has become one of the best answers to the challenges of globalization. Being expressed through ethnic traditions, folklore, everyday life, crafts, celebrations and so on, it initiated the creation of various ethno parks, national villages, special programs for ethnical tourism of different countries, where indigenous cultures preserved their wild surroundings. At the same time it is due to aspiration of people to return to their roots there appear an inseparable complicated interrelation of social practices, cultural experience and cooperation of different nations – natives and immigrants.

From the beginning of the XXI century there is a significant increase in the amount of tourist trips aimed to become familiar with ethnographic heritage, and in

this sense Russia is traditionally perceived as a country with a huge ethno cultural potential. About 180 nationalities, representatives of different cultural, language and ethno confessional communities, live here. Such a variety allows us to speak about the possibility of defining the ethnic tourism in Russia into a separate ethno cultural field, one of the aspects of which, according to the author of this research, can be gastronomy tours.

The Northern Caucasus region has a special place in the historic and cultural heritage of the country, which is inseparably connected with the history and culture of Russia as a whole. In the following dissertation we assess the local potential and search for the new directions in the development of ethnic tourism, particularly, the gastronomy one. Within the frames of the research we will attempt to give an assessment of the regional ethno cultural gastronomy tourist recourses and mark new tendencies in the use of the rich and cultural heritage of the Northern Caucasus. It's also important to notice that gastronomy tourism is so far a rare phenomenon and the amount of Russians who wants to pay for this kind of tour is very few. However, more and more people are becoming aware of prospects of this tourist sphere. All the above said makes the topic of our research up-to-date and in due time.

Research objective: A complex cross-disciplinary research of the Northern Caucasus ethno culture directed to form Northern Caucasus cultural traditions, system-oriented analysis of tourist recourses for organization of the ethnic gastronomic tourism and development of the gastronomy tour project around the Northwest Caucasus with the package of guidelines necessary for their certification.

Objectives:

1. To consider a program gastronomy tourism and define its role in preservation of nations' national culture and ingenuity.
2. To study the peculiar features and dynamics of gastronomy tourism development in parts of the world.

3. To analyze the ethno cultural recourses of the Northern Caucasus and the possibilities of their use for organizing gastronomy tourism.
4. To monitor and make a statistic analysis of Pyatigorsk tourist enterprises.
5. To characterize the operating activities of “Ladya” travel company in Pyatigorsk.
6. To analyze the itinerary of domestic tourism and justify the motivation of development of gastronomy tour in “Ladya” travel company.
7. To study the national gastronomy traditions of the peoples of the Northern Caucasus, to select, systemize and classify gastronomy tourism recourses.
8. To develop a project of active part of the itinerary and drafting of methodology documentation.
9. To calculate the cost of the developed tour.

Assumption: The Northern Caucasus ethnographic tradition, originated in the process of historical studying of the region, was complicated, multi-layered and multi-functional. It has determined various genre characteristics of ethnographic recreational recourses for tourism, giving a beneficial basis for the development and fulfillment of the unique ethnic field of the tourism known as gastronomy tourism.

Academic novelty: The academic novelty of this dissertation research lies in expansion of moral and spiritual, social and psychological aspects of ethnic tourism in a multinational region of the Northern Caucasus and also in integral character of the work which allowed to define a scientific problem, which also has an applied aspect, and complete research objectives on the basis of cross-disciplinary synthesis. The research extends the knowledge about ethnography of the Northern Caucasus, considering the ethnic component as a resource for developing of the gastronomy tour, unique for this region.

Fundamental principles passed on defense:

1. Gastronomy tour as a service is not just a travel, as it is a well-developed set of actions for degustation of traditional food, having a special taste, which is met in no other corners of the world. Gastronomy tourism is interesting to real gourmets and also to people whose business is directly connected with food preparation and tasting, and they set for gastronomy tour to enrich their professional knowledge and get experience.

2. Nowadays gastronomy tourism is going through a new circle. More and more tourist are combining their holiday and learning of different nation's culture and territories, getting acquainted with their culinary delights, belonging to different ethnic groups. Year in year out the amount of countries with gastronomic itineraries is increasing.

3. The region of the Northern Caucasus, populated by the representatives of various ethnic groups, has the unlimited recourse gastronomy tourism development, which aren't on demand nowadays. The most striking trait of this region is their hospitality, including gastronomy traditions of the Northern Caucasus representatives. A high level of symbolism in the rules of distribution, serving and taking the meal remains one of the characteristic features of table etiquette in the Caucasus. Food symbolism is an individual case of the social symbolism and in this sense one of the components of cultural communication for Caucasian ethnic groups.

Theoretic and practical relevance of the research: Theoretic relevance of the research is in the fact that contemporary historical regional ethnography as a system of knowledge receives a theoretic basis for the unbiased assessment of its achievements in the past and creation of a scientific base for elaboration for the development of the ethnic tourism in the region. The results of the research can be used in scientific and educational processes, ethnographical and outreach activities, museum and archive work.

Practical relevance of the research lies in the fact that the results can be used in the form of practical manual for tourist agencies and for everyone interested in

ethnic tourism, and the ethnic gastronomy tour can be taken as basics for the extension of programs connected with tourist itineraries of recreation centers.

Results of the research: On the basis of the analyzed and systemized material an ethnic gastronomy tour along the Northern Caucasus has been worked out. The tour includes the visit of the five republics of the Northern Caucasus. There has been developed a program of the tour, technologic map of the tour, the schedule of loading the tourist enterprises with groups of tourists, the program of tourist service during the travel, a travel leaflet. There has also been composed a table of expenses which amounted 38777 rubles.