

Summary

Subject matter of the dissertation: the event tourism, its significance in the socio-economic development and intercultural communication.

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Customer organization: Tourist firm "LIGHT" has been working on the Russian tourist market for 15 years. The firm is engaged in the development and promotion of domestic, inbound and outbound tourism. For many years the company is working with major tour operators, such as VKO TRAVEL, TEZ TOUR, DETUR, BSI GROUP, TRAVELLAND, PAC GROUP, ALEMAR TOURS.

Topicality of the research: According to forecasts made by the World Tourism Organization, Russia gets the fifth place on the possibilities of development of the tourist market and the ninth of the cultural and historical potential. In world practice there are several ways to attract tourists to destination. And Event tourism is one of them, it attracts tourists to the various mass performances, cultural and sport events. The Stavropol region has all the background for the development of the event tourism, such as historical and literary past. However, this type of tourism is still little-studied and insufficiently organized in our region.

Objective: research of the peculiarities and methods of organization of event tourism and development of the town holiday project dedicated to M.Y. Lermontov's works and life in the Caucasus, aimed at as Russian tourists so international tourists who speak Spanish.

Tasks:

1. To examine situation of the event tourism in the world and in Russia, its role in organization of cultural activities and social environment of tourism and recreation centers;

2. To study the essence of animation in socio-cultural service and tourism;
3. To study “performance” as art-component of the event tourism;
4. To analyze motivation and possibilities of the event tourism development of the KMV;
5. To plan the project of the dramatized animation program “Hero of Our Time”;
6. To study the role of intercultural communication in the event tourism;
7. To determine the characteristics of planning the excursion within the scope of program “Hero of Our Time” for Hispanic tourists.

Theoretical and practical significance of the research is in impartial possibility of application of the developed program for preparing the celebration 200 anniversary of M.Y. Lermontov in 2014. Research results could be used in the learning process, culture, regional studies, science and education, the animation work.

Results of the research: we came to the conclusion that the further introduction and promotion of special events as the program “Hero of Our Time” in Pyatigorsk, will develop and strengthen links between the creative people of cultural, social and patriotic youth development, maintain and develop friendship between the North Caucasus and other regions of Russia.

Due to the fact of the 200th anniversary of Mikhail Lermontov, and in accordance with the presidential decree "About celebrating the 200th anniversary of M.Y. Lermontov" development of the dramatized animation program “Hero of Our Time” is particularly relevant.

In the development of a tour event in Spanish a huge role plays multiple features of Spanish culture. Particular attention should be paid to the peculiarities of temperament, lifestyle, and taken into account the linguistic identity of the national culture.

Recommendations: the main idea of the program “Hero of Our Time” is to organize in different parts of the town themed events such as literary and

musical festival, dramatized performances based on the works and life of the great poet and the dance. In the research we assigned sponsors, partners and its functions and offered places where performances should take place.

We believe that the key to the promotion of the Caucasian Mineral Waters as an international resort should be the event tourism. Its development should help to address the issue of forming the image of KMV. In this study, we developed an example of brand event that represents the cultural, social, patriotic value.