ABSTRACT

of graduate qualification work

Subject matter: GUIDEBOOK AS INFORMATION CARRIER AND CREATIVE ELEMENT of THE REGION'S ADVERTISING BRAND, ITS VALUE IN MODERN TOURISM INDUSTRY (on the example of Pegas Touristik travel agency LLC "APRIORI", Pyatigorsk)

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Information about the work placement organization: Pegas Touristik travel agency LLC "APRIORI"

Research relevance: In modern tour operating the guidebook acts both as a printed agent and as a tour operator for travelers. Besides, it serves as the main link in marketing of the territories, advertizing ample opportunities of tourism, explaining inexhaustible opportunities of the district and promoting its development in the conditions of severe competition. At the same time it should be noted that tourist business dynamically develops and changes. The essential distinctive characteristic of modern tourism is its specialization and thematic orientation that, in turn, requires change of approaches to creation of guidebooks as printed guides of thematic tours. Thus, within the given graduate qualification work we are to develop the guidebook for wine tourism in Stavropol region.

Objective: study of the Stavropol region guidebooks genesis, creative and scientific approaches to their informational and emotional filling, and development of the innovative thematic prototype guidebook for wine tourism.

Stated objective implementation in the course of the research results in the following tasks:
1. To examine the genesis of printed data carriers about the region of Caucasian Mineral Waters and determine their role in the tourists’ rest organization.
2. To determine the role of creative and scientific approach as the process of informational and emotional filling of guidebooks.
3. To conduct marketing researches at a stage of preparation and development of the region guidebook.
4. To conduct the analysis of production capabilities of the regional wine-making entities for the organization of wine tourism in the region.
5. To create a wine list of Stavropol Territory, analyze the types and characteristic of wines in the considered recreational center.
6. To design a prototype of the gastronomic wine tourism guidebook for Stavropol region.

Theoretical significance: study, systematization and updating of collected information on guidebooks as printed data carriers about wine tourism resources in Stavropol region. The special value of information provided in the research
consists in comparison of approaches to the guidebook image-building for a rather long period of the region's history.

**Practical significance:** The given research, as well as the guidebook to objects of wine tourism developed in its framework, first of all, will be appealing for those interested in gastronomic tours. Our main task is the revival and expansion of the tourist interest in the region, which would be beyond medical tourism. Apart from that, the paper may be of interest to those who study history of a literary genre of guidebooks, for the publishers of modern Caucasian Mineral Waters guidebooks, for the researchers of tourism industry and local historians.

**Results of the research:** Within the confines of the given research we have studied the features of the guidebook as a literary genre, which has evolved for the bicentennial period the development of the resorts of Caucasian Mineral Waters; have revealed that the notion of a guidebook has a long historical way of development, from a silent menhir to thematic editions with modern design. We have carried out the development dynamics analysis of the guidebook as a printed data carrier about the region; the paper also examines polygraphic, esthetic, ergonomic requirements to information carriers of this field.

**Recommendations:**

1. In case of the guidebook development it is necessary to take into consideration thematic preferences of potential tourists as an alternative to the general sightseeing tours. Therefore, before starting the development of the concept of a modern guidebook, helping the customer to familiarize themselves with a big variety of tourist and recreational resources of Caucasian Mineral Waters, it is necessary to determine the possible tourist directions and to offer a product which would be appropriate in content and convenient to use for a highly specialized thematic tourism.

2. Stavropol region possesses high potential of grape lands (more than 20 thousand hectares). The Stavropol wine makers have a rich heritage of quality wine production. Many kinds of wine issued in the region freely compete with the products of famous wine makers. The development of this tourism industry will positively affect the image of the region, allowing it to advance more effectively the Stavropol products in the Russian and world markets. In our opinion, the design of a new guidebook to wine routes will help increase the number of potential tourists in Stavropol region and partially solve the problems of everyone who will decide to get acquainted with them.