ABSTRACT
Graduation Level of Proficiency Paper
(Expert of an average link)

Title: «Architectural styles in historical development of the city as a unique opportunity for the organization of art criticism tourism (with development of an art criticism tour)».

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Topical Importance. In art criticism tourism as in any other type of travelings the cultural nature and an entity of tourism as sociocultural and spirituality of mankind is shown. A study of specifics of art criticism tourism as a component of cultural tourism in general in the modern conditions of development of domestic tourism, in our opinion, significantly can influence increase in a flow of tourists within the country. Therefore, the declared problem has as scientific-theoretical, so practical value, as caused a research subject choice.

Targets of work: to develop an art criticism tour to St. Petersburg «The best trip on monuments of different architectural styles».

Tasks:
1) to consider the concept «art criticism tourism», his place and a role of modern society;
2) to define value of architectural styles in historical development of the city, and also to analyze sociocultural and architectural resources of St. Petersburg for formation of an art criticism tour;
3) to make the general analysis of infrastructure of the region and to choose optimum infrastructure facilities for the organization of an art criticism tour;
4) to choose a route and to make the project documentation of the art criticism tour "The Best Trip on Monuments of Different Architectural Styles";
5) to calculate the tour cost.

Theoretical value and practical applicability. The theoretical importance is characterized by the fact that at a certain deficiency of highly specialized literature this work can be used for the purpose of improvement of the organization of tour operator activity, and also in a possibility of use of basic provisions and conclusions of work for expansion of ideas of the place and a role of art criticism tourism of an informative orientation. The practical value of a research is that his presented materials and conclusions can be used not only in tourist practice as the developed project of an art criticism tour of an informative orientation carries practical value, but also in practice of high school teaching, in particular when reading courses and special courses on technology and the organization of tourist's agency and tour operator activity, when writing student's scientific works on similar subject.

Results. Sociocultural features of development of tourism in St. Petersburg are revealed, these or those architectural objects to their styles are correlated, it is revealed that the greatest interest for the tourists wishing to feel all charm of art and architectural skill is represented by such styles as baroque, neobaroque, the Byzantine and neorussian styles, cost of round is designed for 10 people (5 days / 4 nights), the income of the tourist's enterprise (10%) is defined, documentation on a tour is made that in general grants the right to speak about creation of a finished tourist's product which can become demanded among tourists.

Implementation advice. Materials and results of this research can be used when reading courses and special courses on technology and the organization of tourist's agency activity, technology and the organization of tour operator activity, when writing student's scientific works on similar subject.