Abstract
Graduation Level of Proficiency Paper
(Master’s degree)

Title: « The concept of self-expression of the personality in the context of perception and judgment of specifics of tourist destination and their role in formation of culture of the personality ».

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Topical Importance. First, the problem of judgment formation of the personality is one, from the most important, today, as the political and economic crisis not only in our country, but also abroad at the moment develops. As a result, also emotional crisis which made people pay attention to development of the personality, to comprehension yourself, the internal potential develops. When the person has an aspiration to realization of the potential, to disclosure of the creative power, it is an indicator of deep need of the personality which opens before him answers to many questions, concerning sense and the importance of his life.

Secondly, the large role in development of the personality is played by the environment and society in which actually there is its formation. So, one of the most important aspects of development of the personality are travel and acquaintance to various cultures, saturation of an inner self any information, visit of sights. In sociocultural aspect, tourism promotes preservation of cultural heritage, historical values, forms mutual interest at people of various religions, nationalities, leads to formation of tolerance and respect between them, stabilization of the interethnic and international relations. In fact, tourism acts as a form of open cultural exchange, loan of examples of behavior and change of cultural stereotypes.

Thus, tourist destination plays a large role in formation of the personality. As a result, the personality finds space for self-expression during visit of this or that destination. Self-expression as the phenomenon sociocultural can reveal as a phenomenon of the special culture allowing defining a moral, valuable basis of formation and formation of the personality. During the research of tourism and visit, tourist destination for the purpose of formation culture of the personality, it is possible to analyze motives, habits and traditions, both guests, and residents of the host country, to study the experience got at visit of this or that destination, promoting formation of values of the personality.

Targets of work: definition of the decisive factors influencing formation of the personality and ability of her self-expression in the conditions of visit of this or that destination.

Tasks:
1. To reveal the intrinsic maintenance of the concepts "self-expression of the personality", "destination", and also to disclose their interrelation in the context of sociocultural interaction.
2. To show sociocultural opportunities of tourism.
3. To define influence of a concrete destination on formation of priorities and valuable reference points of the personality.
4. To reveal features of self-expression of the personality in connection with the choice of the travel
5. To define possibilities of influence of tourism as forms of cultural interaction on formation of values of the personality, on formation of valuable priorities.
6. To reveal interrelation between the social status and accessory to certain social group and the choice of a destination.

Novelty of a dissertation research:
1. The social research about ways of self-expression of the personality, and influence on formation of culture of the personality within modern society is made.
2. Communication between concepts "a tourist destination", "culture of the personality" and "self-expression of the personality" as the spheres of modern society interacting and influencing at each other is revealed.
3. The characteristic of a phenomenon of self-expression of the personality as the embodiments of the inner world in external as manifestation of the ideas in a material world, taking into account the individual attitude is revealed.
4. Influence of a tourist destination on formation of culture of the personality as determination of knowledge and concepts and about culture of formation of the personality and forms of perception of the outside world, from the point of view of various societies is defined.
5. The sociological research which purpose is to reveal needs of this or that group of people in connection with different choice of destination is conducted.

The basic provisions submitted for protection:
1. Modification of tourism in integration of world trends and local modes allows to reveal specifics of modern social changes in the corresponding researches of authors. At the beginning of the 21st century the concepts of modernization focusing shift from a traditional type of society to modern and the concepts of globalization concretizing transition from a local type of society to global became the main sociological types of social changes. As a rule, psychologists define that each person in this or that degree needs satisfaction with something. This satisfaction can be connected also with cultural development of tourist destination.
2. Formation of the personality is obviously possible only in the conditions of realization of the principles of personal orientation. The person as the personality, lives in the globalized space filled with a set of cultures. Process of cultural reproduction begins and comes to an end with the personality. Today process of formation of the personality happens in the difficult environment differing in diversity and getting under influence of a set of factors. As these factors serve the family, society, the habitat, information which we receive every day, in which culture we are brought up.

Requirements of the personality to the level of her intellectual and cultural development are rather high today therefore it is possible to provide her
development only in the cultural environment, actualizing structurally - reformative meanings of life during an era of social changes" where it is obviously possible to acquire the saved-up values of the nation and to satisfy the needs for self-expression.

3. Destination in tourism is a key element, and implies, the territory which is capable to attract the tourist, the place where he makes a trip and where spends time. the person on a travel wants to see everything that he ever heard or learned about this destination.

4. The travel is an object of research of social pedagogics and gives the chance to consider him as special means of influence of the person and the world at each other, and forming of this relationship at all stages of human life. The travel has special value for education of the personality to understand the person, that is to find vital mission, it is necessary to face other people, other tenor of life, through comparison to another we come to perception of own property.

5. Influence on the choice of the visited place, depends on many factors. Here not only the welfare aspect, but also psychological, tourist, material, informative and many others joins. In the region of Caucasus Mineralnye Vody region the main aspect of involvement of tourists is the recreational capacity of the region. But an important factor is the cultural heritage of the cities, for example, of the city of Pyatigorsk. Objects of cultural heritage are significant for a great number of tourists as reflect the historical heritage of the region created for several centuries. Not the just tourist places, but the events which were taking place in these parts, reflecting the cultural heritage developing decades are attractive here.

6. The choice of the visited place, regarding the region of the Caucasian Mineralnye Vody is defined by the main aspect of involvement of tourists - the recreational capacity of the region. Appeal of Pyatigorsk to tourists, first of all, is defined by his richest cultural and improving opportunities. for attraction of bigger number of tourists, the complex of actions for improvement and modification of appearance of the resort is necessary.

Theoretical value and practical applicability.

Results of a dissertation research are of scientific interest to experts in the field of cultural science, psychology, philosophy, a touristic and service activities, pedagogics. The main outputs and provisions of this research can be used by preparation of the courses on theoretical and application-oriented disciplines touching on issues of social philosophy, different aspects of the modern culture, tourism and globalization. The structure of operation reflects the sequence of the solution of objectives.

Results. The concept entity a destination, different methods and approaches to a destination choice by the tourist, aspects of influence on the tourist's choice is analyzed; the positive features in application of the western experience in formation of a destination are revealed; perspectives of development of a destination on the example of the region of Caucasus Mineralnye Vody region are revealed; the behavior of tourists is analyzed that promotes attraction of this or that category of tourists in a certain destination as it promotes self-expression.

Implementation advice. Materials and results of this research can be used
when reading courses and special courses on the disciplines studying influence of tourist destination on formation of the identity of the tourist, on decision-making by the tourist when writing student's scientific works on similar subject.