Subject matter of qualification paper: «Youth tourism as an important component of social tourism in Russia»

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Topicality of the research. Modern dynamics of sociocultural processes in the youth environment differs integration of different forms of initiation cultural activity this socio-age group, among which an important place occupies youth social tourism, combining the ability to meet a variety of leisure requests and socialization of its members through the actualization of historical memory the broadening of cultural horizons, the formation of humanistic thinking and outlook.

Object of the research: Youth tourism as an important component of social tourism in Russia. Subject of the research: the potential of the Novgorod region in the context of the organization and development of youth social tourism.

Objective of the research: the study of modern technologies for organization of youth social tourism, design youth tour "Novgorod travel", and development of terminological dictionaries with the purpose of adapting the tour for foreign tourists. To achieve this goal requires the following tasks:

— to identify the nature, specificity and types of youth tourism;
— to consider youth social tourism as a complex sociocultural phenomenon;
— to explore modern approaches to organization of youth social tourism;
— to give a general characterization of the Novgorod region as a tourist destination;
— to analyze tourism resources and infrastructure component of the region;
— to develop the project youth social tour "Novgorod travel";
— to see global English as an integral component of the tourism discourse;
— study of the terminology of international tourism and ways of its translation;
— to develop a dictionary of terminology and adaptation of the project youth social tour for foreign tourists.

The theoretical significance is that in the context of the work was disclosed to the social orientation of tourism activities and demonstrated the potential of youth travel in the direction of socialization of the individual; studied modern approaches to organization of youth social tourism; global English is considered as an integral component of the tourism discourse; emphasis on terminology of international tourism and how it is translated.

Empirical significance is the ability to use the tour and accompanying documents in the work of tour operators. In addition, the developed lexicon can be applied in the practice of customizing the youth tour for foreign tourists.

Results of the research: Developed program combines the opportunity to meet the diverse leisure needs and socialization of its members through the actualization of historical memory and the broadening of cultural horizons, the formation of humanistic thinking and Outlook.