Summary

Subject matter: USE OF FOREIGN EXPERIENCE IN DESIGNING ECO-COMPLEX ON TOP OF THE MOUNTAIN MASHUK

Author: Vetrov Vadim Andreevich

Supervisors: Dr. SOC. Sciences, Professor of the chair of tourism and hotel service E.N. Goncharova, Cand. the topic of degree work. Sciences, senior teacher of the Department of practice of intercultural communication ISTIA

The organization, on the basis of which was completed practice:
LLC «Visota» café «Gifts of the Caucasus»

The topicality of the research is due to the fact that in the US and Europe each year there are dozens or even hundreds of new eco - systems. They provide their guests with possibility for relaxation in harmony with nature, without harm to the environment. In Russia such complexes have started more recently. In most cases, they are designed by foreign companies, and use foreign technologies. Basically eco - hotels and complexes in our country are located in the district of St. Petersburg, on Altai, as well as on the coast of lake Baikal and in the Krasnodar region. The region of Caucasian Mineral Water has a huge potential for the construction of eco - friendly hotel in the region. Mineral springs, mountains - laccoliths, clean air, all these factors speak about prospects of development of eco –complex.

The aim was to prove an existing perspective possibility of designing and construction of eco - complex on top of mount Mashuk.

Objectives:
Find the most exact definition of "eco - complex"; explore the procedure of certification of eco-hotels and basic certification standards;
3. to study the peculiarities of design and construction of eco - complexes and hotels;
4. to learn the basic eco - technologies applied in tourism sphere;
5. to make dynamics in the growth of eco - complexes and hotels in the world;
6. consider the examples of eco - complexes abroad and learn basic the technologies used in the design of eco - complexes abroad;
7. study the region of Caucasian Mineral Waters on the functioning of eco - complexes or eco - technologies for hotels and sanatoriums;
8. to consider the potential construction of eco complex on top of the mountain Mashuk, to identify the main prospects and to consider possible problems;
9. to prepare the project of eco -complex; to review in detail and to study the possible problems at each stage of work on the project;
11. in the framework of intercultural Chapter is to examine the basic language and other barriers"that can to occur when working on the project, but also highlight a number of issues in intercultural communication and to determine the ways of their solution.

Theoretical significance of the work is synthesis of different concepts of eco - complex to derive the General concept of "eco - complex", collections of significant theoretical materials and the possibility of their use for further research, describing the obvious problems and find the ways for its solution.

The practical value of work consists in the proper allocation and use of theoretical information, the study of basic technologies, carrying out comparative analyses, the development of the project of eco - complex on top of the mountain Mashuk, study the tourist potential of region of Caucasian Mineral Waters, the study of the development strategy of the region, identifying the main problems and prospects of the project eco - complex, and also that the proposed project is not only to preserve nature and the environment, but is also a successful example of functioning of eco - technologies and resources, and will help to keep the interest in the culture of peoples of the North Caucasus by holding various exhibitions and events.

Conclusion:
As we can see, currently eco - hotels and complexes firmly occupied its niche and
found their regular customers, lists of which are replenished every year. In the United States and Europe eco-hotels are very popular among tourists. It is connected not only with eco-friendly activity data of hotels, but the list is unique for each additional hotel services. The opportunity to relax without causing harm to the environment was the main factor in the popularity of eco-hotels. The first place in the number of eco-complexes occupy United States of America. In Russia, the popularity of eco-hotels is still questionable. Many hoteliers use the prefix "eco" in order to attract a larger number of guests, not really having anything in common with the eco-hotel. It often does harm impeccable reputation eco-friendly hotels in the world market. In the North Caucasian region can be distinguished only hotel LeapRus on the slope of mount Elbrus. In the region of CMS, we conducted our own study in which we have come to the conclusion that the region is the most suitable place for building here a full eco-complex. In addition, during our studies we implemented the solution of the problem, exacerbated the theoretical knowledge and practical skills. We implemented the following tasks:

We gave the most correct definition of the concept of "eco-complex", we analysed and highlighted the main differences eco-complexes and hotels from the normal; examined the list of the basic and additional services offered in the hotels of this kind; determined the place of the appearance of the world's first eco-friendly hotel. Starwood Hotels and Resorts is a pioneer in the industry eco-hotels. It is this company presented the first in the States a full eco-complex in 2009. The hotel meets all the standards of eco-industry and passed through the procedure of certification under the LEED system. It uses the procedure of certification of eco-hotels; considered the main organizations which carry out certification; examined in detail the leading system for LEED certification; studied domestic and European certification organization of eco-hotels. The leading Russian system is a "Clean sheet". Modprobe studied common standard eco-hotels; explored each point of the
standard and made recommendations on improvement of existing standards. In the international standard twenty points, compliance with which is mandatory to obtain the certificate. Ituri features in the design of eco-hotels and complexes; highlighted the main challenges in designing and discussed the ways of their solution; Examined the main features in the construction of eco-systems; considered the leading construction company, specializing in the construction of hotels of this kind. Modprobe studied and considered the leading eco-technologies in the world; studied sphere and the ways of their application; to consider alternative energy sources, methods and the principles of their work; studied the possibility of application of alternative energy sources as permanent in the activities of the eco-hotel. Ituri places with the greatest number of eco-hotels and complexes; conducted a study and found the dynamics of occurrence and distribution of hotels around the world. Amounted to approximate the dynamics of the total number of eco-hotels and complexes in the USA, Europe and Russia. Modprobe heard examples from a variety of eco-hotels abroad. Studied probable places of their occurrence; in theory reviewed the working principles of eco-technologies; they conduct a causal analysis of the emergence of eco-hotels in separate places. Considered the potential application of foreign experience in the design, construction and functioning of eco-systems. Recommendations:

We have identified a number of obvious and possible problems at each stage of the project activities. Among evident problems, such as: problems of investment character, obtaining permission for construction in the resort area, there are also problems enormous pollution, the problem of a natural character - floor roads with ice in winter; We have developed a number of measures allowing to solve most of these problems quickly and efficiently, and to prevent occurrence of emergency situations during construction and further full-fledged work of the eco-hotel.
We have developed a number of measures to reduce the so-called "barrier" between different cultures. Among them: a comprehensive cultural events and exhibitions, devoted to the various cultures of the peoples of the Caucasus. Since all technologies used in the construction of eco-friendly hotel on the top of the mountain Mashuk are overseas, we offer to use the services of professional translators for the ability to correctly interpret the instructions for use of these technologies.