Summary
Graduation Level of Proficiency Paper
Bachelor’s Degree
Speciality 43.03.02 – Tourism

**Title:** “Photorealism as a Positive Image Creating Tool of a Tourist Destination”

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**Topical Importance:** is determined by the increasing role of photorealism as a form of visual information in advertising which is especially important for the sphere of international tourism.

**Goal.** The aim of this investigation is working out the successful program of further developing KMV region in the sphere of inbound and outbound tourism on the basis of photorealism as a form of visual information.

**Tasks.** The main tasks are:
- to research a phenomenon of photorealism and study its social relevance;
- to detect the peculiarities of photo exhibitions in Russia and abroad;
- to estimate tourism opportunities of KMW region;
- to determine the background of photo exhibitions of KMW region.

**Theoretical value and practical applicability:** is in the application of the obtained data to the development of photo marketing in modern society. Photorealism as a form of visual information can play an especially great role in advertising KMW region.

**Results:** The results of the investigation are interesting.

**Implementation advice:** The details of KMW region exposed in photo marketing will demonstrate the image of KMW as a unique destination with different types of tourism opportunities due to the Internet and different types of photo exhibitions.