

## Annotation

The research theme: "Development of the tourist attractiveness of Caucasian Mineral Waters region through creative technologies of photo tourism (with the development of photo tour programs "art-photography")»

Author: student of Institute of Foreign Languages and International Tourism 43.03.10 - "Tourism" (TOTTU) Kolomoitseva Anastasia Valeryevna.

Research advisor: Candidate of Sociological Sciences, Associate Professor of the Department of Tourism and Hotel Service Goncharova E.N.

**The relevance of the research theme** is determined by the fact that tourism itself is a dynamically developing sphere, within which there are many classification divisions. So there is hiking, cycling, gastronomic tourism and others. One of the youngest types of tourism is phototourism.

Photo tourism is a type of organized tourism designed for photography enthusiasts who want to see new places in the world and, under the guidance of the organizer, competently and professionally capture their favorite views on the camera. Phototourism as a separate direction of tourism is developing dynamically due to different directions in the art of photography within the phototourism itself, as well as due to a significant increase in quality and the appearance of new photographic equipment, which is becoming more and more every year, and which adds additional shooting opportunities, which is an undeniable advantage for photographers.

On the territory of the Russian Federation, photo tourism is only "gaining momentum", mainly due to private guides-photographers who independently implement their own author's tours. If we talk about the region of the Caucasian Mineral Waters, the sphere of photo tourism is almost not developed here. However, the region has all the resources and potential opportunities for the development of this tourism industry on its territory.

**The aim of research** is to consider the main ways to increase the tourist attractiveness of the Caucasian Mineral Waters region through the introduction of photo-tourism programs in the aspect of art photography.

**Research problem** logically follow from the aim of research and are formulated as follows:

- Analyze the theoretical foundations of phototourism, define the concept, essence and features of phototourism;
- Identify the types of photo tours, identify the creative technologies of their organization and consider art photography as a type of genre photo tourism;
- To analyze foreign and Russian experience in creating photo tourism projects;
- Evaluate the resource base of the Caucasian Mineral Waters region for the creation and development of photo tours;
- Develop differentiated photo tour programs for the Caucasian Mineral Waters region;
- Analyze and form effective ways to promote the developed photo tours.

**The theoretical and practical significance consists** the concept of photo tours with creative art photography technologies in the Caucasian Mineral Waters region. The target audience is defined, the program of photo tours and the structure of master classes are fully reflected, the objects of visit are designated, the cost is calculated and the promotion schemes are presented.

**The results of the study.** The creation of photo tours on the territory of the CMS will contribute to the tourist attraction. An important role is played by the fact that the result of our work can be used in projects for the development of tourist activities in the region and is a concept for the promotion of the territory.