

SUMMARY

The theme of graduation thesis: The aesthetics of the brand and resort areas and its effective PR as a factor attracting foreign tourists (by the example of the Chechen Republic).

Author: Proskuryakova Snezhanna Alekseevna.

Scientific leader: doctor of philosophical Sciences, Professor TIGS L.A. Burnyasheva.

The relevance of the research topic. Not every Russian region can boast the presence on its territory unique in the world of natural or historical and cultural tourist objects, for which will annually bring hundreds of thousands of tourists. For the Chechen Republic one of the priorities remains to increase the attractiveness of the tourist potential. In this regard, the development of theoretical and methodical provisions on the formation of the brand of the Spa area and its effective PR as a factor attracting foreign tourists is an urgent and timely task.

The aim of the work: a comprehensive analysis of the current brand of the resort region, as well as the development of tools for creating creative and innovative brand of tourism destination of the Chechen Republic.

Tasks:

- Consider the etymology of the concept of "tourist destination", to highlight the difference of perception of the tourist product in the global and domestic practice.
- To study international tourism trends and domestic experience in the development of brands of the Russian tourist areas.
- To perform innovative interpretation and international practice of developing a positive brand for effective PR tourism site
- To review present status of the Chechen Republic and prospects of its development as a tourist destination.
- To see the PR activity to promote a favourable image of tourism in the region through the media.
- Conduct sociological monitoring of public perception of tourism the territory of the Chechen Republic to potential foreign customers.
- To see the motivation building the brand of the Chechen Republic.
- Identify "points of uniqueness" and to set the conceptual parameters of the formation of a positive image of the tourist site.
- Develop tools for creating creative and innovative brand of tourism destination of the Chechen Republic.

Theoretical and methodological basis of the study. The study determined tourist destination and branding. Tourist destination promotes the study of statistics most popular tourism brands, which in consequence helps to understand what is needed for the formation of tourism brand, what factors and tools for attracting tourists are used, and resort branding allows a more narrowly focused topic, study popular and not resort brands, reasons for their development and collapse.

Methods of intervention: description, comparison, analysis, synthesis. The study determined tourist destination and branding. Tourist destination promotes the study of statistics most popular tourism brands, which in consequence helps to understand what is needed for the formation of tourism brand, what factors and tools for attracting tourists are used, and resort branding allows a more narrowly focused topic, study popular and not resort brands, reasons for their development and collapse.

The empirical basis of the study was the work of domestic and foreign researchers on the study of innovative models of technological processes in the hospitality industry, as well as materials obtained by the author during the period of internship. When writing work used the works of researchers in management, economic theory, sociology, psychology and control theory, monographs and scientific articles in periodicals.

Recommendations: We offer several recommendations:

1. The creation of a number of publications in major General and specialized media, with information about the development of the Chechen region.
2. The formation of a positive image of the Chechen region.
3. Posting articles on the Internet, on forums, in blogs, on the website of the Federal tourism Agency.
4. Organization of press-tours for employees of travel agencies and potential tourists.

5. Organization of exhibitions and seminars relating to tourism, preferably on an international scale.
6. The creation of a Bank of photo and video materials "of the Tourism of the Chechen Republic", needed for advertising campaigns and creation of the image of the Chechen Republic as a region favorable for tourism.
7. Creating a competitive digital film artistic content, highlighting new tourist routes in the region.
8. Publication of the catalog "Tourism of the Chechen Republic", implemented in the standard European format "sales guide", representing the Chechen tourist company, oriented to the tourists.
9. Edition presentation books, booklets, pamphlets, posters, calendars, tourist maps, postcards and other printed products reflecting the tourism opportunities of the region.
10. The preparation of a series of brochures for different types of tourism, designed for different target audiences with detailed characteristics of the regional tourism product.
11. Outdoor advertising with image blocks.
12. The placement of network and spot advertising ethnic tourism of the Republic for radio and television.
13. Creating a tourism geoportal as a tool for the visualization of research results and promotion of the destination. The structure of the information of a tourist geoportal.