

## SUMMARY

**Subject matter:** the impact of innovative PR technologies on the Caucasian Mineral Waters region tourist organizations' promotion (based on materials of information-analytical portal "Kavkaz Segodnya" ("Caucasus today")).

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**Customer organization:** Limited Liability Company "Kavkaz Segodnya".

**Topicality of the research** is caused by an increasing demand for efficient and professional PR-accompaniment of tourist infrastructure enterprises, planning and implementing their services, and the need for regulatory impact on public opinion of target audiences.

The relevance of the scientific problems of the PR support of tourist activities is dictated by the need to establish social consensus between the actors, the formation of a favorable image and recognizable brand of tourist firms, maintain a positive reputation for the purpose of harmonization of internal and external PR - Communications in the field of tourism.

**Objective of the research** is to disclose the specifics of the practical use of PR in the field of Russian tourism and the development of PR strategy to promote tourism services in the Caucasian Mineral Waters region through informational and educational project "Poseti Kavkaz" ("Visit Caucasus") of an information-analytical portal "Kavkaz Segodnya".

**Tasks:** to reveal the concepts and the essential aspects of the socio-cultural phenomenon of PR, consider the characteristics of the use of modern communication in tourism PR-technologies, explore and analyze the experience of the study of modern Russian tourist firms in the field of PR-support, to give a general description of the information and educational project "Poseti Kavkaz" of the information-analytical portal "Kavkaz Segodnya" in the regional market, to analyze ways to promote regional tourism services through information and

educational project "Poseti Kavkaz" of information-analytical portal "Kavkaz Segodnya", to develop ways to improve the efficiency of the promotion of tourist services in the Caucasian Mineral Waters region through information and educational project "Poseti Kavkaz".

**Theoretical and practical significance of the research.** Results of the paper have theoretical and practical significance for the study of the PR-support activity of modern Russian tourist organizations. Suggested recommendations can be used by the tourism industry representatives in the implementation of their professional activities.

**Results.** In order to improve the promotion of touristic services via the Internet portal in the Caucasian Mineral Waters region author proposed the implementation of mobile application "Po Seti Kavkaz.rf", developed with the participation of the Federal Tourism Agency of Russia and the information-analytical portal "Kavkaz Segodnya".

Developed mobile application can significantly improve the efficiency of the tourist organizations' services promotion as well as travel agencies and hotels of the Caucasian Mineral Waters region and the North Caucasus Federal District.

**Recommendations:** introduce into the activities of the information and educational project "Poseti Kavkaz" of the information-analytical portal "Kavkaz Segodnya" mobile app "Po Seti Kavkaz.rf".