

SUMMARY FINAL QUALIFYING WORK

Subject matter of the final qualifying work: Organization of mass leisure events.

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Relevance of the research problem is the need for a comprehensive scientific understanding of the essence, specific and practical ways of organizing mass leisure activities.

Objective of the study is to generalize the theoretical and practical aspects of the organization and conduct of mass leisure activities as an element of the development of the socio-cultural sphere and to develop recommendations for their improvement.

Tasks:

- to explore the theoretical aspects of the essence of mass leisure activities;
- to determine the communicative and structural properties of mass leisure activities;
- to study the development of mass leisure activities at the national and regional levels;
- to analyze the activities of the multifunctional exhibition center "MinvodyEXPO" in the field of mass leisure activities;
- to offer recommendations for improving the system of conducting mass leisure activities at the IEC "MinvodyEXPO".

The theoretical significance is to determine the features of the organization and conduct of mass leisure activities at both the national and regional levels.

Practical significance of the final qualification work: the studied theories were put into practice, which as a result made it possible to solve all the goals and objectives, as well as to develop a plan to improve the organization of mass leisure activities.

Results of a research: The theoretical analysis showed that mass leisure activities have a significant impact on the development of the socio-cultural sphere. Modern society is interested in attending mass leisure activities, but at the same time has certain dissatisfactions in their organization and conduct.

The study of the level of development of mass leisure activities in the regions showed that the leadership of some of them does not apply these forms of socio-cultural events, which reduces their tourist attractiveness. In this regard, the work proposes certain principles that should be followed by the regions for the development of the socio-cultural sphere.

Recommendations:

Based on the studies, the multifunctional exhibition center "MinvodyEXPO" offered recommendations in the field of organization and organization of mass leisure activities.

Based on the proposed recommendations, the parameters of the assessment of mass leisure activities are proposed, the program of the festival of a healthy lifestyle "Health of the nation" is developed.