

Название публикации:

Features Of The Implementation Of Cross-Border Cooperation Projects In The Development Of Business Tourism In The Baltic Region

Авторы:

Semenova, LV [1]; Korneevets, VS [1]; Zaitseva, NA [1,2]; Novikov, MO [1]; Larionova, AA [1,3]; Korsunova, NM [4]; Morozova, MA [5]

[1] Immanuel Kant Baltic Fed Univ, Dept Social & Cultural Serv, Kaliningrad, Russia

[2] Plekhanov Russian Univ Econ, Dept Hospitality Tourism & Sports Ind, Moscow, Russia

[3] Kosygin State Univ Russia, Technol Design Art, Dept Econ Secur Audit & Controlling, Moscow, Russia

[4] Russian Customs Acad, Chair Econ Customs Business, Moscow, Russia

[5] Russian Presidential Acad Natl Econ & Publ Adm RA, Management Dept, North West Inst Management, St Petersburg, Russia

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Аннотация:

The importance and relevance of the study of one of the tourism types- business tourism, is difficult to overestimate, since at the present time it is one of the most dynamically developed types of tourism. The purpose of the article is to present the results of a study on the implementation of cross-border cooperation projects for the development of business tourism in the Baltic region. The study was performed with financial support of Russian Foundation for basic research under the scientific project No. 16-06-00181. The authors of the article used comparative analysis methods, systematization and generalization methods that allow to address this problem in a comprehensive manner, taking into account many factors that allow evaluating the implementation of cross-border cooperation projects for the development of business tourism in the Baltic region. The novelty of the research results consists in clarifying the essence of the scientific concept of "business tourism", its main features as a specialized tourism sector; moreover, the authors specified the scientific concept of "tourism infrastructure". A comparative description of the concept of "tourism" and "business tourism" was provided. The authors of the article give an assessment of the prospects for the development of MICE - tourism, as one of the types of business tourism. In addition, based on the example of the implementation of cross-border cooperation projects for the development of business tourism in the Baltic region, it is substantiated that the main obstacles to the development of these projects are of a political and socio-economic nature. The materials of the article are of the theoretical value for research in the field of development of cross-border cooperation, and are of practical importance for regional and federal tourism management authorities, higher educational institutions that train students in the "tourism" area, as well as for all interested in the development of business tourism.

Ключевые слова:

business tourism; cross-border cooperation; Baltic sea; MICE