

Название публикации:

Scientific and methodical approaches to classification and evaluation of socio-cultural consequences of event tourism development

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Сведения об издании:

Astra Salvensis
Volume 6, 2018, Pages 502-514

Аннотация:

The importance and necessity of researching the issues of scientific and methodological substantiation of event tourism development is determined by its growing role not only for the tourism industry, but also for solving many social, economic, political, environmental and other problems. The main objective of this study is to clarify the essence of event tourism and the development of events types classification used in the formation of tours in the direction of "event tourism". To implement this research, the authors of the article used methods of content analysis, factor analysis, systematization of data, the method of expert assessments, the method of coordinating expert assessments, and other scientific approaches that allow a comprehensive study of the problem. As a result of the existing scientific research analysis in the field of event tourism, the authors of the article concretized the essence of concepts "event" and "event tourism". The author suggested classification of events types that can be used in the formation of tours in the direction of "event tourism". Based on the results of the study, it is justified that for assessments and socio-cultural consequences of event tourism development it is necessary to calculate the cost indicators for assessing the aggregate region tourist potential where events are organized and conducted, as well as the total income received by enterprises and organizations of the tourist infrastructure of the region during the period of the event. The article may be of interest to specialists of state and municipal departments in the development of tourism, private investors, as well as other organizations involved in the preparation and conduct of various events.

Ключевые слова:

Event, Event tourism, Socio-cultural consequences of tourism development, Tourism development efficiency