

MINISTRY OF EDUCATION AND SCIENCE OF THE RUSSIAN FEDERATION
FEDERAL AGENCY FOR TOURISM
MINISTRY OF TOURISM AND RESORTS OF THE KRASNODAR REGION
SOCHI STATE UNIVERSITY

PROGRAMME

Tourism in Russia – Issues and challenges for destination competitiveness

May 20-21, 2015



Sochi, 2015

Conference venue: – Sochi State University, Sochi, Plastunskaya st.,94, May 20-21, 2015.

THE PURPOSE OF THE CONFERENCE

The scientific research experience exchange, the extension of international cooperation and the development of academic mobility of teachers and students. The conference is dedicated to the issues of the sustainable development of tourism in countries with economies in transition with the special focus on Russia. It is organized as the part of the NETOUR (Network for Excellence in Tourism through Organizations and Universities in Russia) project that is financed by the EU.

Organizing Committee:

G.M. Romanova, Rector, Chair of Organizing Committee
A.A. Ryabtsev, Deputy Chair
G.M. Konovalova, Deputy Chair, Head of Executive Committee
E.S. Ugrumov, Member of Organizing Committee
T.A. Udina, Member of Organizing Committee
I.I. Ukrainzeva, Member of Organizing Committee
L.A. Belosluttceva, Member of Organizing Committee
N.P. Goryachkin, Member of Organizing Committee

May 19, 2015

➤ Arrival of participants

May 20, 2015

9.00 – 10.00 - Registration (Sochi, Plastunskaya st., 94).

10.00 – 10.30 – Opening of the conference. Welcome speech.

Plenary Session – Assembly hall

Reports and presentations time-limit - 15 minutes

Duration: 10.30 – 14.00

Moderators:

Galina Romanova, Doctor of Economics, Professor, Rector of Sochi State University, Sochi, Russia

David Ward-Perkins, Consultant/ Teacher, French Business School Skema, Sophia-Antipolis, France

10.30-10.45	1. David Ward-Perkins , Consultant/ Teacher, French Business School Skema, Sophia-Antipolis, France <i>«Russian tourism: an international perspective»</i>
10.45-11.00	2. Alexandr Vetitnev , Doctor of Economics, Professor, Chair of Management Department, Sochi State University, Sochi, Russia <i>«Client-oriented tourist destinations studying»</i>
11.00-11.15	3. Boris Ermakov , Doctor of Medicine, Professor, Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia <i>«Tourist flow structure and dynamics peculiarities in the Krasnodar region»</i>
11.15-11.30	4. Galina Bryuhanova , Doctor of Medicine, Professor, Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia <i>«Tourist medical formalities in the conditions of the epidemiological field globalization: challenges and their decisions»</i>

11.30 – 12.00 Coffee break

Plenary session continuation

12.00-12.15	5. Nelly Savelieva , Doctor of Economics, Professor, Management Department, Sochi State University, Sochi, Russia <i>«Health tourism and its development perspectives in Sochi»</i>
12.15-12.30	6. Tatiana Kisilevich , Doctor of Economics, Professor, Dean of Economics and Management, Sochi State University, Sochi, Russia <i>«The necessity of tourism statistic records improving»</i>
12.30-12.45	7. Hmaira Zagladina , PhD, the Head of the Socialization, Upbringing and Informal Education Centre “FIRO”, Moscow, Russia <i>«Educational tourism in the activities of the educational organizations as the factor of a person’s socialization»</i>
12.45-13.00	8. Vladimir Kuleznev , PhD, Professor, Physical Training Chair, FSBEI HPE "South-Western State University", Kursk, Russia <i>«Financial and economic relations in the field of the Russian culture, sport and tourism, determined by the crisis and the sanctions»</i>
13.00-13.15	9. Erika Wolf, Juliana Erentraut , students, Heilbronn University,

	Heilbronn, Germany. « <i>Twinning Arrangement between Sochi and Baden-Baden – Genesis and its Socio-Economic Impacts</i> »
13.15-13.30	10. Olga Oyner , Professor, Head of Firm Management Chair, National Research University “High School of Economics”, Moscow, Russia « <i>Experience economy: hostel clients' contentment attributes research</i> »

14.00 – 14.55 Lunch

15.00 – 18.00 Panel discussions and sections.

16.30-17.00 Coffee break

PANEL DISCUSSION 1. – Room 237

NETOUR. THE NETWORK COOPERATION OF UNIVERSITIES AND ORGANIZATIONS FOR THE IMPROVEMENT OF TOURISM IN RUSSIA

Moderators:

Liudmila Belosluttceva, PhD, Associate Professor, Tourism Management Department, Sochi State University, Sochi, Russia

Antonio Garcia Sanchez, Professor, Technical University of Cartagena, Cartagena, Spain

Discussion topics:

- Russia as the tourist destination, its geographical location, special cultural and natural heritage: promotion opportunities.
- Services and infrastructure quality in towns and cities of the Russian Federation.
- Qualified staff training for tourism, hospitality, rest and entertainment industry: the role of Universities.

Discussion participants:

1. David Ward-Perkins, Consultant/ Teacher, French Business School Skema, Sophia-Antipolis, France

2. Alexandr Vetitnev, Doctor of Economics, Professor, Chair of Management Department, Sochi State University, Sochi, Russia

3. Yuri Tatarskih, Director, National Park "Chavash Varmane", Shemursha village, Russia

4. Yuri Kopylov, PhD, Associate Professor, Pro-rector, Russian State University of Tourism and Service, Sochi, Russia
5. Tatiana Kharitonova, PhD, Associate Professor, Russian State University of Tourism and Service, Sochi, Russia
6. Elena Pecheritsa, PhD, Associate Professor, Saint-Petersburg State University of Economics, Saint-Petersburg, Russia
7. Elena Sharafanova, Doctor of Economics, Professor, Saint-Petersburg State University of Economics, Saint-Petersburg, Russia
8. Yuri Ivanov, Professor, Saint-Petersburg State Polytechnical University, Saint-Petersburg, Russia
9. Eldar Kurbanov, Doctor of Agriculture, Director, International Cooperation Department, Volga State University of Technology, Yoshkar-Ola, Russia
10. Denis Kruzhkov, PhD, Associate Professor, Social and Cultural Service and Tourism Department, Kuban State University of Physical Education, Sport and Tourism, Krasnodar, Russia
11. Andrey Apukhtin, Professional Competencies and Corporate Staff Training Department, "Omega Centre" PLC
12. Natalia Smith, Head of International Relations Department, Russian State University of Tourism and Service, Moscow, Russia
13. Sergey Ilkevich, PhD, Associate Professor, Russian State University of Tourism and Service, Moscow, Russia

PANEL DISCUSSION 2. – Room 307Э
**COMPETENCIES APPROACH: BACHELOR AND MASTER PRE-
EXPERIENCE DEGREES FOR HOTEL BUSINESS SPECIALISTS
TRAINING**

Moderators:

Marina Predvoditeleva,

PhD, Associate Professor, Academic Director of the specialization "Tourism and Hotel Industry Management" of the master program "Impression economics: hospitality and tourism industry management"
Business and Business Administration School, Business and Management Faculty,
National Research University "Higher School of Economics", Moscow, Russia

Kira Reshetnikova,

Deputy Head, Science, Business and Business Administration School, Business and Management Faculty, National Research University "Higher School of Economics", Moscow, Russia

Discussion topics:

1. Hospitality pre-experience educational programs and the peculiarities of the graduates' competencies compared with the other management programs.
2. Higher education hospitality programs and the provided graduates' competencies, mostly demanded by the employers.
3. Higher educational institutions and employers cooperation and the development of the graduates' necessary competencies: the main problems.

Discussion participants:

Rubtsova N.V., PhD, Associate Professor of the Management, Marketing and Service Department, Baikal State University of Economics and Law, Irkutsk, Russia

Gorelova S.I., Associate Professor, Social Communications and Technologies Department, Law, History and Politology Faculty; FSBEI HPE Russian State University for the Humanities; Head of Tourism Training Program

Kukkuzova A., "Interstate" Hotels HR-Director, Sochi (SochiMarriottKrasnayaPolyanaHotel, GorkiHotels)

Avrakh Y.I., PhD, Professor, Hotel and Restaurant Business Department, Sochi State University, Sochi, Russia

Epaneshnikova O.V., PhD, Associate Professor, Hotel and Restaurant Business Department, Sochi State University, Sochi, Russia

Panov S.S., Senior Lecturer, Hotel and Restaurant Business Department, Sochi State University, Sochi, Russia

PANEL DISCUSSION 3. – Room 120
SUSTAINABLE DEVELOPMENT OF TOURIST DESTINATIONS:
STUDENTS' RESEARCHES

Moderators:

Evgeniya Vidishcheva,

PhD, Associate Professor of World Economy, Finance and Credit Department, Sochi State University, Sochi, Russia

Tatjana Schmick, Professor, Heilbronn University, Heilbronn, Germany

Murat Aşçi, Professor, Karadeniz Technical University, Trabzon, Turkey

Reports:

1. **Internet Presences of Ski Areas from Austria, Germany and Russia – A Comparative Analysis**
Jennifer Kern, Thomas Lysjakow, students, Heilbronn University, Heilbronn, Germany
2. **Ski-Resort “Rosa-Khutor”**
Anastasia Belousova, Meline Bernetzyan, Irena Kazanba, students, Tourism, Service and Sport Faculty, Sochi State University, Sochi, Russia
Scientific supervisor - PhD, Associate Professor Belosluttceva L.A.
3. **International business development in the conditions of economic sanctions**
Alisa Konovalova, student, Economics and Management Faculty, Sochi State University, Sochi, Russia
PhD, Associate Professor Verbin Y.I.
4. **Tourist Card-Systems as Customer Loyalty System – Types, Areas of Application and Use**
Alesya Litvinova, Andreas Lindemann, students, Heilbronn University, Heilbronn, Germany.
5. **Main Media Centre**
Viktoria Sokolnikova, Valeria Sokolnikova, students, Tourism, Service and Sport Faculty, Sochi State University, Sochi, Russia
Scientific supervisor - PhD, Associate Professor Belosluttceva L.A.
6. **Post-Olympic Sochi Tourism Development**

Vanui Bdoyan, Tatiana Korobeynikova, students, Economics and Management Faculty, Sochi State University, Sochi, Russia
Scientific supervisor - PhD, Associate Professor Vidishcheva E.V.

7. Macesta fire water

Evgenia Bunenkova, Ekaterina Levchenko, Liudmila Marokova, students, Tourism, Service and Sport Faculty, Sochi State University, Sochi, Russia
Scientific supervisor - PhD, Associate Professor Belosluttceva L.A.

8. The role of smartphones in the modern tourism

Ilya Oleynikov, student, Economics and Management Faculty, Sochi State University, Sochi, Russia
Scientific supervisor - PhD, Associate Professor Vidishcheva E.V.

9. Information technology security in marketing (on an example of Finland)

Polina Korniyenko, student, Economics and Management Faculty, Sochi State University, Sochi, Russia
Scientific supervisor - Senior Lecturer Ivanova M.N.

10. Cultural and Historical Tour in Volgograd for the 70th anniversary of the Victory in the Great Patriotic War as an Example of Formation and Promotion of Tourist Product

Darya Komnatnaya, Anastasya Lutsenko, students, Tourism, Service and Sport Faculty, Sochi State University, Sochi, Russia
Scientific supervisor – PhD, Associate Professor Serdyukova N.K.

11. Eco-tourism Development Prospects in the Nature Park "Lena Pillars" (the Republic of Sakha (Yakutia))

Veronika Akhmerova, Roza Vartanyan, Veronika Kundakchyan, students, Tourism, Service and Sport Faculty, Sochi State University, Sochi, Russia
Scientific supervisor – Lecturer Serdyukov D.A.

Participants:

Fegan Mutlu, professor,
Badegül Emir, professor
Emrah Ağın, professor
Melike Çelik, professor
Kenan Çelik, professor
Yasemin Öncü, student
Yasemin Kalafat, student
Esra Gök, student
Yıldız İslamoğlu, student
Verda Eyüpoğlu, student
Rabia Kalfalıoğlu, student

Gizem Özgür, student
Nüket Gönül, student
Çağla Bayram, student
Mustafa Öztürk, student
Cemal Yıldız, student
Yiğitcan Asma, student
Onur Akkiraz, student
Anıl Gazdağ, student
Göktürk Gülsoy, student
Karadeniz Technical University, Trabzon, Turkey.
Anastasia Bazhina, student,
Liubov Smirnova, student,
Liudmila Tarasova, student,
Volga State University of Technology, Yoshkar-Ola, Russia
Arevik Stepanyan, postgraduate student, Russian State University of Tourism
and Service, Moscow, Russia

SECTION 1. TOURISM, SERVICE AND SPORT ECONOMY. SERVICE TECHNOLOGIES - Room 226

Moderators:

Sergey Romanov, PhD, Associate Professor, Dean of Tourism, Service and Sport Faculty, Sochi State University, Sochi, Russia

Alexandr Vetitnev, Doctor of Economics, Professor, Chair of Management Department, Sochi State University, Sochi, Russia

Participants:

1. **The modern trends of tourism and recreation development in the Republic of Abkhazia**

Ermakov B.A., Doctor of Medicine, Professor, Sochi State University, Sochi, Russia,

Lakerbaya K.A., Postgraduate student, Abkhazian State University, Sukhum, Abkhazia

2. **Russian population recreational purchasing power: territorial differences**

Sharafanova E.E., Doctor of Economics, Professor, Saint-Petersburg State University of Economics, Saint-Petersburg, Russia

3. **The crisis influence to the development of the tourist market of the Russian Federation**

Chuvatkin P.P., Doctor of Economics, Professor, Head of Economics and Management Department,

Volkov A.V., PhD, Associate Professor;
Sochi State University, Sochi, Russia

4. **Franchising as the tourist business organizational model**

Gyularimyan R.A., PhD, Associate Professor, Sochi State University, Sochi, Russia

5. **The essence of sport top-manager**

Ivneva E.V., PhD, Associate Professor,
Kavshbaya L.L., PhD, Associate Professor,
Sochi State University, Sochi, Russia

6. **The essence of ecotourism**

Kdlyan E.L., PhD, Associate Professor, Sochi State University, Sochi, Russia

7. **City tourism as the kind of tourism**

Magdesyan G.A., PhD, Associate Professor, Sochi State University, Sochi, Russia

8. **The Stavropol region agrotourism development: the modern condition and the perspectives**

Trukhachev A.V., PhD, Associate Professor, Stavropol State Agrarian University, Stavropol, Russia

9. **Regional tourism marketing activities efficiency evaluation**

Serdyukova N.K., PhD, Associate Professor,
Romanova L.M., PhD, Associate Professor,
Sochi State University, Sochi, Russia

10. **Volunteer organizations activities efficacy monitoring as the Russian volunteer movement institute development management instrument**

Maznichenko M.A., PhD, Associate Professor, Sochi State University, Sochi, Russia

11. **Consumer demands forming at the health resort services regional market (the example of the Perm region)**

Oborin M.S., PhD, Associate Professor, Perm Institute (Branch), Plekhanov Russian Economic University, Perm, Russia

12. **The management of social and economic conflicts in health resort organizations**

Zelenskaya O.A., PhD, Associate Professor, Sochi State University, Sochi, Russia

13. **Russian Sport and Event Tourism Development Tendencies**

Pecheritsa E.V., PhD, Associate Professor, Saint-Petersburg State University of Economics, Saint-Petersburg, Russia

14. Mega sport events influence to the tourism development in Sochi

Kondratieva T.M., Postgraduate student, Sochi State University, Sochi, Russia

15. Tourist services quality assessment methods

Grigoryan Ts.A., Lecturer, Sochi State University, Sochi, Russia

16. Volunteers in the structure of the sport mega-events

Sukharkova M.P., Postgraduate student, Institute of Sociology of the Russian Academy of Sciences, National Research University "Higher School of Economics", Moscow, Russia

17. Volunteer tourism perspectives as the alternative to the mass tourist product

Kruglova M.S., Postgraduate student, Sochi State University, Sochi, Russia

**SECTION 2. HEALTH AND SOCIOCULTURAL ASPECTS OF
TOURISM AND SERVICE - Room 201**

Moderators:

Galina Konovalova, Doctor of Biology, Professor, Pro-rector, Science and Innovations, Sochi State University, Sochi, Russia

Galina Bryuhanova, Doctor of Medicine, Professor, Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia

Reports:

1. The monitoring of the functional condition of students' organisms during their learning process

Konovalova G.M., Doctor of Biology, Professor, Pro-rector, Science and Innovations, Sochi, Russia

Ukrainzeva M.V., Head of the Laboratory "Health Centre", Sochi State University, Sochi, Russia

2. Tourists accomodation places safety internal problem: legionellosis

Bryuhanova G.D., Doctor of Medicine, Professor,

Glushenkov A.V., PhD, Associate Professor, Sochi State University, Sochi, Russia

3. Psychological and emotional state of tourists in the conditions of the educational tour

Tretyakova T.N., Doctor of Psychology, Professor,
Savinovskaya A.V., Lecturer,
National Research South Ural State University, Chelyabinsk, Russia

4. **Innovative resources and methods in the development of special physical qualities and in the optimization of competition movements structure**

Kuleznev V.N., PhD, Professor, FSBEI HPE "South-Western State University", Kursk, Russia

5. **Preschool children rehabilitation activities: tourist and regional studies and their role**

Malyshev A.A., PhD, Associate Professor, Sochi State University, Sochi, Russia

6. **Water kinds of recreation: the problems of improving the competitiveness of the Azov and Black Sea health resort region of Russia**

Tomilin K.G., PhD, Associate Professor, Sochi State University, Sochi, Russia

7. **Educational aspects of excursion and tourist activities in Sochi**

Chuchvaga L.M., PhD, Professor, Sochi State University, Sochi, Russia

8. **Volunteer training methodology and technologies as the Olympic and Paralympic non-material volunteer legacy element**

Makarova I.N., PhD, Associate Professor, Chair of Psychology and Defectology Department, Sochi State University, Sochi, Russia

9. **Interconnection of the consumers involvement into the value common creation with the hotel industry client contentment: content-analysis of the comments at the tourist site tripadvisor.com**

Korelina A.S., Assistant Professor, Firm Marketing Department, Management Faculty, National Research University "Higher School of Economics", Moscow, Russia

10. **First-year students emotional intellect development by means of the psychological training**

Kravtsova Y.V., Psychologist, Social and Psychological Service, Sochi State University, Sochi, Russia

SECTION 3. MANAGEMENT, MARKETING AND INTERCULTURAL COMMUNICATIONS IN TOURISM AND SPORT - Room 310Э

Moderators:

Nelly Savelieva, Doctor of Economics, Professor, Head of Management Department, Sochi State University, Sochi, Russia

Larisa Galtsova, PhD, Associate Professor of Management Department, Sochi State University, Sochi, Russia

Reports:

1. **Sochi health resort services market barriers of the strategic grouping of competitors**
Savelieva N.A., Doctor of Economics, Professor, Sochi State University, Sochi, Russia
Gevorkyan N.S., Postgraduate student, Sochi State University, Sochi, Russia
2. **System approach in the competitive management at the tourist and recreational services market**
Demchenko V.A., PhD, Associate Professor, Sochi State University, Sochi, Russia
3. **Beach management as the element of the integrated coastal management**
Matyushchenko N.S., PhD, Associate Professor, Sochi State University, Sochi, Russia
4. **Health resort marketing management informatization problems**
Galtsova L.A., PhD, Associate Professor, Sochi State University, Sochi, Russia
5. **Tourist organizations marketing strategies choice according to the market tendencies**
Kamenskaya L.M., PhD, Associate Professor, Sochi State University, Sochi, Russia
6. **Team building and team productivity in the hospitality industry**
Behteneva V.A., PhD, Associate Professor, Sochi State University, Sochi, Russia
7. **Renting management problem analysis**
Anisimova N.N., PhD, Associate Professor, Sochi State University, Sochi, Russia
8. **The method of the syncretic case-study in the teaching of the intercultural communication in the English language in the field of tourism and management services**
Zuev M.B., PhD, Associate Professor, Sochi State University, Sochi, Russia
9. **The role of the ecological tourism in the development of intercultural communication**
Kegeyan S.E., PhD, Associate Professor, Sochi State University, Sochi, Russia

10. Global communication in the conditions of educational internationalization

Tumasyan A.L., PhD, Associate Professor, Sochi State University, Sochi, Russia

11. Entertainment and leisure industry in tourist destinations: consumer demand tendencies and efficiency

Ignatenko A.M., Senior Lecturer, Sochi State University, Sochi, Russia

**SECTION 4. ACCOUNTING AND ANALYTICAL PROBLEMS IN TOURISM
- Room 309Э**

Moderators:

Tatiana Kisilevich, Doctor of Economics, Professor, Dean of Economics and Management, Sochi State University, Sochi, Russia

Svetlana Sivkova, PhD, Associate Professor, Accountancy, Audit and Taxation Department

Reports:

1. The necessity of tourist agents responsibility improving

Kisilevich T.I., Doctor of Economics, Professor, Dean of the Economic Faculty, Sochi State University, Sochi, Russia

2. The internal control system and risks management in the tourism industry: development and improvement

Andreev V.D., Doctor of Economics, Professor, Sochi State University, Sochi, Russia

3. Tourist's consumer interests protection in the conditions of laws development

Sivkova S.V. PhD, Associate Professor, Sochi State University, Sochi, Russia

4. Tour operators financial accountability expertise issues

Hachemizova E.N., PhD, Associate Professor, Sochi State University, Sochi, Russia

5. Tourism agents' services cost control

Borisova T.G., PhD, Associate Professor, Sochi State University, Sochi, Russia

6. Tourism organizations tax planning issues

Vorobey E.K., PhD, Associate Professor, Sochi State University, Sochi, Russia

7. Tourism organizations external audit development

Shutikova E.F., PhD, Associate Professor, Sochi State University, Sochi, Russia

8. Accountancy problems of future periods of tourism operator

Lutskevich O.V., PhD, Associate Professor, Sochi State University, Sochi, Russia

9. The united SKI-PASS implementation and accountancy problems

Kosov S.A., Senior Lecturer, Sochi State University, Sochi, Russia

10. Taxation risks of the contracts "tour operator - agent"

Derevyanko K.N., Lecturer, Sochi State University, Sochi, Russia

11. Tourist product promotion: the agent and his role

Danileiko N.G., Postgraduate student,
Sochi State University, Sochi, Russia

**SECTION 5. TOURIST AND RECREATIONAL REGIONS: PROBLEMS
AND PERSPECTIVES OF THE ECONOMICAL DEVELOPMENT - Room
3059**

Moderators:

Elena Sinyavskaya,

PhD, Associate Professor, Head of World Economy, Finance and Credit
Department, Sochi State University, Sochi, Russia

Tatyana Gvarliani,

Doctor of Economics, Professor of World Economy, Finance and Credit
Department, Sochi State University, Sochi, Russia

Reports:

**1. The Karachay-Circassian Republic tourist and recreational complex
resources efficacy and usage**

Gvarliani T.E., Doctor of Economics, Professor, Sochi State University, Sochi,
Russia

Aybazova F.M., North Caucasian State Humanitarian and Technological
Academy, Cherkessk, Russia

2. Regional financial potential

Sinyavskaya E.E., PhD, Associate Professor, Head of the World Economy,
Finance and Credit Department, Sochi State University, Sochi, Russia

3. Health tourism economical aspects

Gochgelerint N.L., PhD, Associate Professor, Sochi State University, Sochi, Russia

4. Strategic approaches to the tourism and recreational entrepreneur subjects management.

Selivestrova M.A., PhD, Associate Professor, Sochi State University, Sochi, Russia

5. Tourist clusters forming in Russia

Rubtsova N.V., PhD, Associate Professor, Baikal State University of Economics and Law, Irkutsk, Russia

6. Russian tourism and hospitality service management foreign studies: current problems

Ilkevich S.V., PhD, Associate Professor, Russian State University of Tourism and Service, Moscow, Russia

7. Sanctions impact to the Russian tourism

Yanyushkin V.A., PhD, Associate Professor, Sochi State University, Sochi, Russia

8. Tourist operators and tourist agents risk insurance

Verbin Y.I., PhD, Associate Professor,
Foidi G.H., Postgraduate student,
Sochi State University, Sochi, Russia

9. Improving of the regulation system of the systematicall important financial institutions in the Russian Federation

Degtyaryov P.A., Postgraduate student, Sochi State University, Sochi, Russia

**SECTION 6. ENGINEERING AND ECOLOGICAL PROBLEMS IN
TOURISM - Room 207**

Moderator:

Alexandr Volkov, PhD, Associate Professor, Dean, Engineering and Ecology Faculty, Sochi State University, Sochi, Russia

Konstantin Makarov, Doctor of Engineering, Professor, Head of Construction Department, Sochi State University, Sochi, Russia

Reports:

1. Modeling of beach-keeping constructions for the reconstruction of the quay in Sochi

Makarov K.N., Doctor of Engineering, Professor, Head of Construction Department, Sochi State University, Sochi, Russia

Makarov N.K., Head of Project Department, "Granit" LLC, Sochi branch, Sochi, Russia

2. New materials and technologies in coastal constructions building

Piirainen V.Y., Doctor of Engineering, Professor, Head of Architecture and Design Department,

Estrin Y.Z., Professor, National University of Science and Technology "MISiS", Hybrid Nanostructural Materials Laboratory, Russia

3. New approaches to the problem of sewage cleaning from toxic organic materials

Bekhterev V.N., Doctor of Chemistry, Professor, Head of Engineering Ecology and Landscape Construction, Sochi State University, Sochi, Russia

4. Politics and strategy of the integrated coastal management for the Black Sea region

Dreyzis Y.I., PhD, Associate Professor, Head of Information Technologies Department, Sochi State University, Sochi, Russia

5. Sochi State University: raise of energy efficiency

Volkov A.N., PhD, Associate Professor, Dean of Engineering and Ecological Faculty,

Abramyan A.M., Postgraduate student, Sochi State University, Sochi, Russia

6. Implementation of different kinds of tourism in design projects of the Sochi State University students

Kiba M.P., PhD, Associate Professor, Sochi State University, Sochi, Russia

7. The problems of gasoline motors fuel usage in the tourism transport infrastructure

Kruglova L.E., PhD, Associate Professor, Sochi State University, Sochi, Russia

8. Service design basic principles

Petrochenko E.V., Postgraduate student, Engineering and Ecological Faculty,

Makhova T.O. PhD, Associate Professor Sochi State University, Sochi, Russia

17.30 Conference Hall: Summary. Conference Resolution

18.15 - 19.00 Concert

May 21, 2015

10.00 – 16.00 – Technical trip to the Olympic venues of the coastal and mountain clusters – the Imeretinskaya Lowland and Krasnaya Polyana.

May 22, 2015

- Departure of the conference participants