

**MINISTRY OF EDUCATION AND SCIENCE OF THE RUSSIAN FEDERATION
MINISTRY OF TOURISM, RESORTS AND THE OLYMPIC LEGACY
OF THE KRASNODAR REGION
SOCHI CITY ADMINISTRATION
SOCHI STATE UNIVERSITY
FREE ECONOMIC SOCIETY OF RUSSIA
NATIONAL ACADEMY OF TOURISM**

PROGRAMME

VIII International Conference

**OLYMPIC LEGACY AND MEGA-EVENTS:
ECONOMIC, ECOLOGICAL, SOCIAL AND CULTURAL IMPACT ON
HOSTING DESTINATIONS**

May 17-20, 2016



Sochi, 2016

Conference venue: – Sochi State University, Sochi, Plastunskaya st.,94, May 17-20, 2016.

THE PURPOSE OF THE CONFERENCE

The purpose of the conference is to value the impact of mega-events on destination competitiveness, on the economic, ecological, social, cultural development and to discover the most efficient approaches to the rational use of mega-events legacy including the Olympic one. The conference will bring together formal and informal discussions.

Organizing Committee:

G.M. Romanova, Rector, Chair of Organizing Committee;

G.M. Konovalova – Deputy Chair;

I.I. Ukrainzeva, Member of Organizing Committee;

V.P. Erdakova, Member of Organizing Committee;

E.S. Ugrumov, Member of Organizing Committee;

T.A. Udina, Member of Organizing Committee;

K.Y. Dvorovenko - Member of Organizing Committee;

N.P. Goryachkin, Member of Organizing Committee.

May 17, 2016

- Arrival of participants

May 18, 2016

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

10.00 – 10.30 – Opening of the conference.

Welcoming speeches

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

2. Irina Romanets, Deputy Mayor, City of Sochi Administration, Russia

3. Eric Brunat, Doctor of Economics, Professor, University Savoie Mont Blanc, Chambéry, France

4. Viktor Krasilnikov, First vice-President of the Free Economic Society of Russia, General Director and first vice-President of the International Union of Economists, Academician of the International Academy of Management, President of the International Club of Managers, RANS Academician, PhD, Doctor of Economics, Professor

Plenary Session – Assembly Hall
Reports and presentations time-limit - 15 minutes
Duration: **10.30 – 18.00**

Moderators:

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

Eric Brunat, Doctor of Economics, Professor, University Savoie Mont Blanc, Chambéry, France

Alexandr Vetitnev, Doctor of Medicine, Doctor of Economics, Professor, Chair of Management and Technologies in Tourism and Service, Sochi State University, Sochi, Russia

10.30 – 11.45 PLENARY SESSION

1.	<p><i>Viktor Krasilnikov</i> First vice-President of the Free Economic Society of Russia, General Director and first vice-President of the International Union of Economists, Academician of the International Academy of Management, President of the International Club of Managers, RANS Academician, PhD, Doctor of Economics, Professor <i>«The Free Economic Society of Russia: 250 years of service to Fatherland»</i></p>
2.	<p><i>Vyacheslav Baburin</i> Doctor of Geography, Professor, Lomonosov Moscow State University, Moscow, Russia <i>«Spatial decomposition of Greater Sochi before and after the Olympic Games»</i></p>
3.	<p><i>Helene Clement-Pitiot</i> CEMI EHESS researcher in Paris, lecturer, University of Cergy-Pontoise, France <i>«Economical strategy in constrained context: from competitiveness to viability. Application to priorities development in tourism area for Southern Russia»</i></p>

11.45– 12.20 Coffee break

12.20 – 13.30 PLENARY SESSION (continuation)

4.	<i>Alexandr Vetitnev</i> Doctor of Medicine, Doctor of Economics, Professor, Chair of Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia <i>«Approaches to stimulating the accessible tourism development»</i>
5.	<i>Mariya Goryachko</i> PhD, Associate Professor, Lomonosov Moscow State University, Moscow, Russia <i>«The Olympic and Paralympic Games in Sochi social and economic effects: methodological approaches to the studying and results»</i>
6.	<i>Christopher Gas</i> Luxury Brand Management, ToursimStudies, Kamloops, Canada <i>«Mega-events educational centres and networks: Building platforms for learning and international cooperation»</i>
7.	<i>Galina Bryuhanova</i> Doctor of Medicine, Professor, Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia <i>«Infectious diseases as the possible destructive factor for the international mega-events hosting destination»</i>

13.30 – 14.30

Lunch

14:30 – 17:00

The Free Economic Society of Russia Session: Opening of the regional department of the Free Economic Society of Russia on the basis of Sochi State University: discussion

14.30 – 16.00

PLENARY SESSION (continuation)

Moderators:

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

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

8.	<i>Sergey Romanov</i> PhD, Associate Professor, Dean of the Tourism, Service and Sport, Sochi State University, Sochi, Russia <i>«Evaluation of cultural tourism development in Crimea and the Black Sea coast of the Krasnodar region»</i>
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9.	Tom Schepers, Janic Borecki, Students, Hospitality Business School, Saxion University of the Applied Sciences, Deventer, the Netherlands <i>«Hospitality business in Sochi: internship»</i>
10.	Tatiana Shapovalov Student, Heilbronn University, Germany <i>«Peculiarities of youth travel development in Germany»</i>
11.	Andrey Shchetkin Chief, City Budgetary Public Health Establishment «Medical Prophylaxy Centre», Sochi, Russia <i>«The role of the primary prophylaxis in forming of students' healthy lifestyle»</i>
16.00 – 16.30	Coffee break
16.30 – 17.30	PLENARY SESSION (continuation)
12.	Boris Ermakov Doctor of Medicine, Professor, Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia <i>«Youth sport and health tourism in the Republic of Abkhazia: development perspectives»</i>
13.	Nadezhda Serdyukova PhD, Associate Professor, Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia <i>«The analysis of Sochi post-Olympic tour operating development»</i>
14.	Leonid Khadasevich Doctor of Medicine, Professor, Physical Training and Adaptive Technologies Department, Sochi State University, Sochi, Russia <i>«The modern role of the sport and health tourism in students' health maintaining and strengthening»</i>
15.	Andrey Malyshev PhD, Associate Professor, Physical Training and Adaptive Technologies Department, Sochi State University, Sochi, Russia <i>«Methodological, medical and biological aspects of sport and health tourism»</i>

17.30 – 18.30

Dinner

May 19, 2016

9.00 – 14.00 – Parallel Sessions (11.45 – 12.20 – Coffee break)

Session 1: SCIENTIFIC RESEARCH IN RECREATION, SPORT AND TOURISM

Moderators:

Antonina Polyakova, PhD, Associate Professor, Physical Training and Adaptive Technologies Department, Sochi State University, Sochi, Russia

Andrey Malyshev, PhD, Associate Professor, Physical Training and Adaptive Technologies Department, Sochi State University, Sochi, Russia

Session 2: TOURISM, SERVICE AND SPORT ECONOMY

Moderators:

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

Gochgelerint N.L., PhD, Associate Professor, World Economy, Finance and Credit Department, Sochi State University, Sochi, Russia

Session 3: LEGAL REGULATION IN TOURISM AND SPORT: THE CURRENT STATE AND DEVELOPMENT PERSPECTIVES

Moderators:

Elena Ivneva, PhD, Associate Professor, Chair of Civil Right and Process, Sochi State University, Sochi, Russia

Liya Kavshbaya, PhD, Associate Professor, Law Faculty, Sochi State University, Sochi, Russia

Session 6: YOUTH AND VOLUNTEERING MOVEMENT: INTERNATIONAL EXPERIENCE, VOLUNTEER TRAINING AND SELECTION CENTRES, MEGA-EVENTS HOSTING, SOCIAL IDENTITY OF A VOLUNTEER

Moderator:

Sergey Cheremshanov, PhD, Associate Professor, Sochi State University, Sochi, Russia

Session 7: THE PROBLEMS OF CONSTRUCTION, DESIGN AND USE OF SPORT AND RECREATIONAL OBJECTS. ECOLOGY ISSUES AND ENVIRONMENTAL PROTECTION IN TOURISM AND SPORT MANAGEMENT

Moderators:

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

Tatiana Makhova, PhD, Associate Professor, Architecture and Design Department, Sochi State University, Sochi, Russia

Session 8: SOCIAL AND CULTURAL ASPECTS OF BARRIER-FREE COMMUNICATIONS AT THE POST-OLYMPIC AREA

Moderators:

Igor Ivanov, Doctor of Pedagogics, Dean of Social and Pedagogics Faculty, Sochi State University, Sochi, Russia

Irina Mushkina, PhD, Associate Professor, Chair of Psychological and Pedagogical Education Department, Sochi State University, Sochi, Russia

14.00 – 15.00 **Lunch**

15.10 – 16.00 **Summary. Conference Resolution. Certificates Awarding (Conference Hall)**

Reports:

1. Mountain tourism, ski tourism, yacht tourism: the issues of competitiveness development of the Black Sea coast of Russia

Tomilin K.G., Associate Professor, Physical Training and Adaptive Technologies Department, Sochi State University, Sochi, Russia

2. Income accounting in excursion organizations

Kisilevich T.I., Doctor of Economics, Professor, Accounting, Audit and Taxation Department, Sochi State University, Sochi, Russia

3. Mega-events: economic impact

Borisova T.G., Associate Professor, Accounting, Audit and Taxation Department, Sochi State University, Sochi, Russia

4. Small and medium enterprises in the hospitality industry of the Nizhegorodskaya region: challenges and perspectives

Kochkurova E.A., PhD, Associate Professor of N.I.Lobachevsky State University of Nizhny Novgorod

Zykova T.V., PhD, Associate Professor of N.I.Lobachevsky State University of Nizhny Novgorod

5. Entrepreneurship in tourism: legal regulation challenges

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

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

6. Tourist services contract: current issues of legal regulation

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

7. Tourist services legal regulation

Tuguz S.B., PhD, Senior Lecturer, Sochi State University, Sochi, Russia

8. Post-Olympic legacy: strategic evaluation issues

Kulishkin D.Yu., Lecturer, University Economical and Technological College, Sochi State University, Sochi, Russia

9. Practical aspects of evaluation as the volunteering organizations management function

Kruglova M.S., Postgraduate Student, Faculty of Economy, Sochi State University, Sochi, Russia

10. Mega-events legacy in Sochi and the SSU students' projects

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

11. Post-Olympic Sochi public transportation

Vodyanik V.I., Doctor of Engineering, Professor, Sochi State University, Sochi, Russia

12. Ecological problems of Greater Sochi including the Imeretinskaya Lowland: solutions

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

13. Problems of rational use of tangible and intangible post-Olympic legacy

Kegeyan S.E., PhD, Associate Professor, Sochi State University, Sochi, Russia

14. Volunteering activities integration into the curricular and extracurricular activities of the Higher Educational Institutions

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

15. Social activity in public organizations (at the example of the Sochi social establishments)

Grigorashchenko-Alieva N.M., PhD, Chief, Non-Profit Organization of Continuing Education «Mediation and Social Entrepreneurship Innovation Centre», Sochi, Russia

16. Cross-cultural peculiarities of contextual speech formation in the foreign language

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

May 20, 2016

10.00 – 15.00 - Technical trip to the Olympic venues of the coastal and mountain clusters – the Imeretinskaya Lowland and Krasnaya Polyana.

- Departure of the conference participants