

MINISTRY OF EDUCATION AND SCIENCE OF RUSSIAN FEDERATION
FREE ECONOMIC SOCIETY OF RUSSIAN FEDERATION
MINISTRY OF TOURISM, RESORTS AND OLYMPIC LEGACY
OF THE KRASNODAR REGION
SOCHI CITY ADMINISTRATION
SOCHI STATE UNIVERSITY
NATIONAL ACADEMY OF TOURISM
CONVENTION AND VISITORS BUREAU SOCHI
HEILBRONN UNIVERSITY, GERMANY

PROGRAMME

IX International Conference

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

May, 16-19, 2017



Sochi, 2017

Conference venue – Sochi State University, Plastunskaya Str., 94, Sochi
Date of the Conference: May, 16-19, 2017

THE PURPOSE OF THE CONFERENCE

The conference purpose is to evaluate the economic, ecological, social and cultural impact and competitiveness of hosting tourist's destinations; to develop the approaches of the proper use of the mega-events legacy, including the Olympic ones.

Organizing Committee:

G.M. Romanova, Chair of Organizing Committee
G.M. Konovalova, Deputy Chair of Organizing Committee
I.I. Ukrainzeva, Organizing Committee Member
V.P. Erdakova, Organizing Committee Member
E.S. Ugrumov, Organizing Committee Member
T.A. Yudina, Organizing Committee Member
K.Y. Dvorovenko, Organizing Committee Member
N.P. Goryachkin, Organizing Committee Member

May 16, 2017

➤ **Arrival of participants**

May 17, 2017

9.00 – 10.00 Registration (Sochi, Plastunskaya Str., 94, Hall)

10.00 – 10.30 Opening of the conference (Convention Hall)

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. **Marina Pochinok**, Talent Management Director, Sberbank, Moscow, Russia
4. **Dietmar Högel**, Doctor of Law, Professor, Heilbronn University, Heilbronn, Germany
5. **Asım Örem**, Vice-Rector, Karadeniz Technical University, Trabzon, Turkey
6. **Sergey Shuklin**, President, Convention and Visitors Bureau Sochi, Russia

PLENARY SESSION

Convention Hall

Reports and presentations time-limit - 10 minutes

Duration: 10.30 – 18.00

Moderators:

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

Dietmar Högel, Doctor of Law, Professor, Heilbronn University, Heilbronn, Germany

Galina Konovalova, Doctor of Biology, Professor, Pro-Rector on Scientific and Innovations, Sochi State University, Sochi, Russia

10.30 – 11.30 Plenary Session

1. ***Dietmar Högel***
Doctor of Law, Professor, Heilbronn University, Heilbronn, Germany
«**The economic, environmental and socio-cultural impact of investment in a destination's tourism infrastructure**»
2. ***Edip Öncü***
Associate Professor, Karadeniz Technical University, Trabzon, Turkey
«**Turkey's Olympic Legacy: A Brief History of Turkey's Olympic Experience During the Cold War**»
3. ***Galina Romanova***
Doctor of Economics, Professor, Sochi State University, Sochi, Russia
«**The new possibility of Sochi State University to influence the domestic and incoming tourism development in post-Olympic period**»

11.45 – 12.20 **Coffee-break**

12.20 – 13.20 **Plenary Session (continuation)**

4. ***Galina Bryuhanova***
Doctor of Medicine, Professor, Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia
Launching «Research Center of sustainable tourism development»

5. ***Marina Pochinok***
Talent Management Director, Sberbank, Moscow, Russia
«Mega-events organization story of success - government, business & education efforts consolidation»
6. ***Sergey Romanov***
PhD, Associate Professor, Dean of Tourism, Service and Sport, Sochi State University, Sochi, Russia
Project «Black Sea educational polygon of mountain, piedmont and water tourism»

13.30– 14.30 Lunch

14.30 – 16.00 Plenary Session (continuation)

7. ***Sergey Cheremshanov***
PhD, Associate Professor, Sochi State University, Director of Volunteer Training Center Forward, Sochi, Russia
Project of creation of «Resource Center of social and event volunteering»
8. ***Natalia Hachaturova***
PhD, Associate Professor, Director of Sochi State University Russian Language Center, Sochi, Russia
Project «International Educational Center»
9. ***Zogik Grigoryan***
PhD, Associate Professor, Economics and Management Process Department, Sochi State University, Sochi, Russia
«School of young tourist» theme park creation
10. ***Ekaterina Urazovskaya***
Master Student, Sochi State University, Sochi, Russia
«Specificity of tourists services sales promotion (case of Sochi)»

16.00– 16.30 Coffee-break

16.30 – 17.30 Plenary Session (continuation)

11. ***Sevban Haseki, Rudi Hottmann***
Students, Heilbronn University, Heilbronn, Germany
«Sustainability of investments in the infrastructure of selected Olympic Sites»

12. ***Polina Kornienko***
 Student, Sochi State University, Sochi, Russia
**«Cooperation of Russian and Abkhazian tourist industry enterprises
 in the field of application of information technologies»**
13. ***Boris Ermakov***
 Doctor of Medicine, Professor, Management and Technologies in
 Tourism and Service Department, Sochi State University, Sochi, Russia
«Tourist flow dynamics in Krasnodar region: influence factors»
14. ***Alena Titova, Michael Stoffl***
 Students, Heilbronn University, Heilbronn, Germany
**«Presentation of ski resorts in the Sochi Region. A Comparison of
 data from German web portals»**

17.30 – 18.30 Dinner

May, 18, 2017

Session Schedule

10.00 – 11.45	Parallel Sessions
11.45 – 12.20	Coffee-break
12.20 – 13.30	Parallel Sessions
13.30 – 14.30	Lunch
14.30 – 16.00	Parallel Sessions
16.00 – 16.30	Coffee-break
16.30-17.30	Conference Summary (Convention Hall)
	Resolution
	Certificates Awarding
17.30-18.30	Dinner

PARALLEL SESSIONS

SESSION 1

ECONOMICS OF TOURISM, SERVICES AND SPORT

Room 321

Moderators:

Konovalova G.M., Doctor of Biology, Professor, Vice-Rector for Scientific and Innovation Activity, Sochi State University, Sochi, Russia

Ermakov B.A., Doctor of Medicine, Professor, Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia

10.00 – 11.45

Session:

1. ***Grigory Akopov***
Professor, Rostov Branch of Moscow State Technical University of Civil Aviation, Rostov-on-Don, Russia
«Modernization of Rostov Branch of the Moscow State Technical University of Civil Aviation in accordance with bygone and upcoming mega-events»
2. ***Tatiana Dubovitskaya***
Doctor of Psychology, Professor, Psychology and Defectology Department, Sochi State University, Sochi, Russia
« Marketing culture of hosting destination»
3. ***Nadezhda Kudrova***
PhD of Economics, Associate Professor, Economics and Management Process in Tourism Department, Sochi State University, Sochi, Russia
Nataliya Gerasimenko
PhD student, Sochi State University, Sochi, Russia
«Proposals for the improvement and adaptation of methods and models for the competitiveness of territories, taking into account the specific objectives of the development of municipalities (by example of Sochi)»
4. ***Tatiana Yudina***
Doctor of Social Studies, Professor, Pro-Rector Sochi State University, Sochi, Russia
Nadezhda Grigorashenko
PhD student, Associate Professor, Sochi State University, Sochi, Russia
«Training in the institution of higher education as the suppliers of social services: experience, possibilities and perspectives»

5. ***Marina Maznichenko,***
PhD in Pedagogics., Associate Professor, Pedagogical and Psychological-
Pedagogical Education Department, Sochi State University, Sochi, Russia
«Heuristic potential of Mythology in Tourism»

11.45 – 12.20 Coffee-break

12.20 – 13.30 Session (continuation)

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

Marina Kruglova,
PhD student, Sochi State University, Sochi, Russia
**«The interests coordination mechanisms in poly-subjective
management Volunteering Organization of the Higher Education
Institution»**

7. ***Elena Kdlyan***
PhD in Jurisprudence, Associate Professor, Civil Law and Processes
Department, Sochi State University, Sochi, Russia
«Civil-law methods for tourists rights protection»

13.30– 14.30 Lunch

14.30 – 16.00 Session (continuation)

**DISCUSSION: URGENT CHALLENGES OF SPORT, TOURISM AND
SERVICES DEVELOPMENT**

16.00 – 16.30 Coffee-break

**16.30-17.30 Conference Summary. Resolution. Certificates Awarding
(Conference Hall)**

17.30 – 18.30 Dinner

INDUSTRY CONFERENCE FOR SOCHI REGION VISITORS INDUSTRY REPRESENTATIVES

SESSION 2

CONGRESS TOURISM DEVELOPMENT IN POST OLYMPIC SOCHI Room 237

Moderators:

Sergey Shuklin, President, Convention and Visitors Bureau Sochi, Sochi, Russia

Bella Tarasova, Director, Riviera-Sochi Company, Sochi, Russia

Nadezhda Serdyukova, PhD, Assistant Director, Riviera-Sochi Company; Associate Professor, Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia

Participants:

Marina Pochinok, Former Sochi-2014 Organization Committee Recruitment Vice - President, Talent Management Director Sberbank, Moscow, Russia

Svetlana Plieva, General Director, IACE, Congress Events Specialized Company, Moscow, Russia

Tatiana Shabarina, Independent Travel-Management Consultant, Tutor of copyrighted MICE course, Moscow, Russia

Conference participants -leading hotels and specialized sites of the region companies, PCO, DMC.

10.00 – 11.45 Session:

1. ***Marina Pochinok***
Former Sochi-2014 Organization Committee Recruitment Vice-President, Talent Management Director, Sberbank, Moscow, Russia
«The role of significant sport events in region economics development, effective management of events' legacy»
2. ***Ttiana Shabarina***
Independent Travel-Management Consultant, Tutor of copyrighted MICE training, Moscow, Russia
«The experience of MICE tourism in Russia, volume and peculiarities of MICE market»
3. ***Vladimir Sharafutdinov***
PhD, Leading Researcher, Research Centre, Russian Academy of Science
Elena Onishenko
PhD, Senior Researcher, Research Centre, Russian Academy of Science

«**The new vector of tourism development in Russia**» (monograph presentation «Crimea: new vector of tourism development in Russia», 2017)

11.45 – 12.20 Coffee-break

12.20 – 13.30 Session (continuation):

4. ***Sergey Shuklin***
President of Convention and Visitors Bureau Sochi, Sochi, Russia
«**Features of Sochi Congress Visit Bureau functioning. Contribution of Bureau to the development of the region. Difference from international practice**»

5. ***Mark Andeya***
Executive Director, Convention and Visitors Bureau Sochi, Sochi, Russia
«**2016-2017(I) report: business events in Sochi. Presentation of the first regional statistic digest of MICE in Sochi**»

6. ***Svetlana Plieva***
General Director, IACE, Congress Events Specialized Company, Moscow, Russia
«**Experience on attraction and holding events, features of the international and Russian associations functioning, the role of events in associations activity**»

13.30– 14.30 Lunch

14.30 – 16.00 Round Table Discussions

**1. Discussion of Sochi State University development strategy
as the basic educational institution**

Discussion with stakeholders the innovative strategic projects of Sochi State University development as the basic educational institution. Defining the key challenges of staff training, partner collaboration. Outline the propositions for the basic educational institution development.

Moderator:

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

2. Features of attraction and holding business events

Moderator:

Sergey Shuklin, President, Convention and Visitors Bureau Sochi, Sochi, Russia

16.00 – 16.30 Coffee-break

16.30 - 17.30 Q&A Session

Open discussion

Practical approach for Sochi development as leading MICE center in Russia, devoted to the interaction of all the interested parties to promote the region as the leading congress center of Russia, and to search the way of the most effective and mutually beneficial cooperation of the MICE industry of the region, public authorities, science, business to form the partner program.

Moderator:

Sergey Shuklin, President, Convention and Visitors Bureau Sochi, Sochi, Russia

17.30 – 18.30 Dinner

May, 19, 2017

10.00 – 15.00 Technical trip to the Olympic venues of the coastal clusters – the Imeretinskaya Lowland.

- **Departure of the conference participants**