

MINISTRY OF EDUCATION AND SCIENCE OF THE RUSSIAN FEDERATION

FEDERAL AGENCY FOR TOURISM

RUSSIAN ASSOCIATION OF TOURISM INDUSTRY

NATIONAL TOURISM ACADEMY

SOCHI STATE UNIVERSITY

GLOBAL TESOL, TORONTO, CANADA

SHEFFIELD HALLAM UNIVERSITY, SHEFFIELD, THE UK



SOCHI STATE UNIVERSITY

PROGRAMME

VII International Conference

**OLYMPIC GAMES LEGACY: INNOVATIONS,
TECHNOLOGIES, MANAGEMENT, PERSONNEL**

October, 28 – November, 1
2014, Sochi

Conference venue: – Sochi State University, Sochi, Plastunskaya st.,94, October, 28 – November, 1, 2014.

THE PURPOSE OF THE CONFERENCE

Experience exchange, the extension of international cooperation in Olympic Legacy long-term benefits. Post-Olympic higher education legacy activities, and lessons learned; showcase research and activities related to innovative development, management of the personnel and volunteer training for the XXII Olympic and XI Paralympic Winter Games Sochi 2014.

Organizing Committee:

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

A.A. Ryabzev, Vice-rector, Deputy Chair

G.M. Konovalova, Pro-rector, Science and Innovations, Deputy Chair, Head of Executive Committee;

E.S. Ugrumov, Pro-rector, Economics and Forecasting, Deputy Chair

A.A. Shatokhin, Pro-rector, Education

T.A. Udina, Pro-rector, Social Work

I.I. Ukrainzeva, Pro-rector, Further Education and Public Relations

K.Y. Dvorovenko, Pro-rector, AFD

N.P. Goryachkin, Chief Accountant

CONFERENCE PROGRAMME

October 28, 2014

- Arrival of participants

October 29, 2014

Sochi, Plastunskaya st., 94

09.00–10.00 – Registration

Room 237

10.00–10.30 – Opening of the conference

PLENARY SESSION

Reports and presentations time-limit - 15 minutes

Duration: **10.30 – 13.30**

Moderators:

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

Evgeniy Pisarevskiy, Doctor of Law, Vice-Chair, Social Insurance Foundation, Moscow, Russia

- 1. Lidia Andrades Caldito** **10.30 – 10.45**
NETOUR coordinator, TEMPUS project funded by EACEA, University of Extremadura, Badajoz, Spain
«The competitiveness of the Russian Federation as a tourism destination: main challenges for a future agenda»
- 2. Boris Ermakov** **10.45 – 11.00**
Doctor of Medicine, Professor, Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia
«Olympic Legacy: from "white elephants" to the shift of the Olympic movement paradigm»
- 3. Sergey Romanov** **11.00 – 11.15**
PhD, Associate Professor, Dean of Tourism, Service and Sport Faculty, Sochi State University, Sochi, Russia
«Forming of the modern ecological and economical environment of Sochi as the main impact of the Olympic Games»

- 4. Jim Pellegrini** **11.15 – 11.30**
Director of International Cooperation Development, Global TESOL, Toronto, Canada
«Self-empowerment: an Olympic legacy»

11.30 – 12.00 Coffee break

PLENARY SESSION CONTINUATION

- 5. Alexandr Vetitnev** **12.00 – 12.15**
Doctor of Economics, Professor, Chair of Management Department, Sochi State University, Sochi, Russia
«The attitude of the local citizens to mega sport events: content analysis of the publications and practice of Sochi Winter Olympic Games 2014».

- 6. Christopher Gas** **12.15 – 12.30**
Founder & Managing Director, EDUSENCE, Kamloops, Canada
«Developing Sochi Region and Black Sea Riviera as Sports and Adventure Centre»

- 7. Galina Bryuhanova** **12.30 – 12.45**
Doctor of Medicine, Professor, Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia
«Olympic Legacy: the training system in tourism industry for working in conditions of increasing ecological and epidemiological problems».

- 8. Galina Konovalova** **12.45 – 13.00**
Doctor of Biology, Professor, Pro-rector of Science and Innovations, Sochi State University, Sochi, Russia
«Perfecting of prophylaxis for students against socially significant diseases».

- 9. Irina Makarova** **13.00 – 13.15**
PhD, Associate Professor, Chair of Psychology and Defectology Department, Sochi State University, Sochi, Russia
«The influence of volunteer training and the received experience to volunteers' motivation and expectations».

- 10. Alexandr Kvasov** **13.15 – 13.30**
Doctor of Economics, Professor, Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia
«Accountancy problems of nonmaterial assets in sport non-profit organizations»

14.00 – 15.00 Lunch

PANEL DISCUSSION-1

Room 237

15.00 – 18.00

International Workshop

«Tourism Development in Russia: State of Art & Prospects»

This unique professional development event on knowledge management and innovations transference provides the opportunity for tourism-focused educators, Russian tourism entrepreneurs (accommodations, hoteliers, tour operators, event organization, etc.), tourism and education policy makers to enhance connections between university and society, to harmonize the relations between university outputs and society, whilst learning and networking with Russian and international colleagues.

The event will provide with the opportunity to:

- Learn about the state of art and prospects of tourism development in Russia.
- Transfer knowledge and innovations on tourism services design, from two complementary views: implications for Russia as a tourism destination and implications for the universities as training centers.
- Share experiences of successful education programs and student learning activities and curricular reform to improve employability of tourism students.
- Identify further opportunities for collaboration and the extension of international academic cooperation.

Introduction to NETOUR:

Galina Romanova

Rector of Sochi State University, Sochi, Russia

Keynote:

Lidia Andrades Caldito,

NETOUR coordinator, TEMPUS project funded by EACEA, University of Extremadura, Badajoz, Spain

«The inputs of NETOUR in tourism development in Russia»

Mady Keup,

Professor, Course Director, French Business School “SKEMA”, Sophia-Antipolis, France

«Russia as a MICE destination»

Marcelino Sanchez,

Professor, University of Extremadura, Badajoz, Spain

«The potential of the Russian Federation as a nature based tourism destination»

Andres Artal Tur,
Professor, Vice-Dean Postgraduate & PhD Studies,
Technical University of Cartagena, Cartagena, Spain
«Business Tourism in Russia»

Lidia Andrades Caldito,
NETOUR coordinator, TEMPUS project funded by EACEA, University of
Extremadura, Badajoz, Spain
«Tourism Services Design as a key subject in the tourism curricula»

Mikhail Bokov,
Doctor of Economics, Professor, Dean of Economics and Management, Sochi State
University, Sochi, Russia
«The strategy of the regional recreational complex management with respect of
innovations implementation»

Evgeniy Spiridonov,
Doctor of Pedagogics, Associate Professor, Chair of Physical Training and Health
Saving Technologies, Sholokhov Moscow State University for Humanities,
Moscow, Russia
«International cooperation – reserves and perspectives of tourism services»

Konstantin Tomilin,
PhD, Associate Professor of Physical Training and Adaptive Technologies
Department, Sochi State University, Sochi, Russia
«Olympic Legacy: training, competence assessment and specialists certification for
tourism industry»

Christopher Gas,
Founder & Managing Director, EDUSENCE, Kamloops, Canada
«Creating a Centre of Excellence for Russian Hospitality, Tourism and Culinary
Arts at Sochi State University»

Natalia Simchenko,
Doctor of Economics, Professor of Economic Theory Department, V.I. Vernadsky
Tavrida National University, Simferopol, Russia.
«Peculiarities of the development of social responsibility of health resort
organizations: value approach»

Tatyana Skorobogatova,
Doctor of Economics, Professor, Chair of State and Regional Management
Department, V.I. Vernadsky Tavrida National University, Simferopol, Russia.
«Service logistics as the generatrix of the streaming economics: passenger
operations management»

Alexandr Ivanov,

PhD student, Project Coordinator of HR-agency “Kelly Services”, Moscow State University of Economics, Statistics and Informatics (MESI), Moscow, Russia
«Personnel. Recruitment. Outsourcing»

Elena Polishchuk,

Doctor of Economics, Professor, Dean of Economic Faculty, V.I. Vernadsky Tavrida National University, Simferopol, Russia
«Training of personnel for the health resort complex of the Republic of Crimea»

Kristina Avdeeva,

PhD student, V.I. Vernadsky Tavrida National University, Simferopol, Russia
«The logistic conception based on usage of the Digital Signage technology in catering».

Alexey Popov,

PhD, Head of Transport Organization of Service and Security Department, Sochi State University, Sochi, Russia
«Modeling of transport service of mass events»

Larisa Chuchvaga,

PhD, Associate Professor of Management and Technologies in Tourism and Service Department, Sochi State University, Sochi, Russia
«Sochi cultural and historical environment in the post-Olympic excursion practice»

Inna Ovsyannikova,

PhD, Associate Professor, Chair of Physical Training and Adaptive Technologies Department, Sochi State University, Sochi, Russia
«Peculiarities of school Spartakiad in Sochi as a support of the XXII Winter Olympic Games 2014»

Larisa Romanova,

PhD, Associate Professor of Hotel and Restaurant Business Department, Sochi State University, Sochi, Russia
«Catering industry innovation technologies»

Natalya Pilosyan,

PhD, Associate Professor of Physical Training and Adaptive Technologies Department, Sochi State University, Sochi, Russia
«Current issues of the medical support of physically challenged sportsmen in Paralympic sports (problem studying)»

Vladimir Myakotnykh,

Doctor of Biology, Associate Professor of Physical Training and Adaptive Technologies Department, Sochi State University, Sochi, Russia
«Peculiarities of the age dynamics of functional abilities of sport veterans»

Olga Zelenskaya,

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

«Forming the mechanism of regional market management through the system of the small business management in tourism»

Maxim Romanov,

PhD student, Associate Professor of Accountancy, Audit and Taxation Department, Sochi State University, Sochi, Russia

«Barrier-free environment as the social and economic Olympic and Paralympic legacy»

PANEL DISCUSSION-2

Room 120

15.00 – 18.00

**International Webinar “Olympic Legacy”
in cooperation with
Sheffield Hallam University, Sheffield, the UK
Carinthia Tourism School, Warmbad-Villach, Austria**

Moderators:

Margarita Tatosyan,

PhD, Associate Professor of Foreign Languages Department, Sochi State University, Sochi, Russia

Natalya Pisarenko,

the RF representative of Sheffield Hallam University, Sheffield, the UK

Alois Fertala,

Professor, Carinthia Tourism School, Warmbad-Villach, Austria

Expert:

Andrey Apukhtin,

PhD, Associate Professor of Hotel and Restaurant Business Department, Sochi State University, Sochi, Russia

Rosemary Leach, Professor,

Michelle Vernon-Way, Professor,

University Sheffield Hallam, Sheffield, the UK

«Student experiential learning and the impact of direct involvement in the Sochi 2014 Winter Olympic Games»

David Graham,

Professor, University Sheffield Hallam, Sheffield, the UK;

“Developing the transnational student using student video conference with international partners”.

Alois Fertala, Professor

Georg Steiner, Professor

Students: **Leonhard Benger, Tamara Gschliesser, Miriam Jausz, Elisa Reithofer, Jaqueline Riedl, Florian Schabus, Alexander Waldner**

Carinthia Tourism School, Warmbad-Villach, Austria

«Carinthia-Summer-Winter-Destination»

Kurmaziya Mariya,

Slyshova Daria,

Sochi State University, Sochi, Russia

«Potential of post-Olympic city of Sochi as a sport and recreation complex»

Apukhtin Iliya,

Sochi State University, Sochi, Russia

«Sport Tourism as a new branch for Sochi region»

18.00 CONFERENCE HALL: SUMMARY. CONFERENCE RESOLUTION

October 30, 2014

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

October 31, 2014

15:00-15:30 – Poster session.

Venue: Sochi, Zimniy Theater.

Gala-event.

November 1, 2014

Departure of the conference participants.