

Subject matter of the graduation qualifying thesis: "The impact of advertising and PR technologies on the creation and promotion of the region's image as a tourist destination (on the example of Spanish and Russian resorts)"

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The relevance of study: The relevance of this study is due to the fact that in the modern world tourism is a complex multi-faceted social phenomenon. In recent years, technologies for forming the image of a tourist destination are increasingly used in the tourism sector, since creating a favorable image of a tourist destination in the region is one of the key links in the promotion of tourist services, achieving competitive advantages. The high importance of the image of a tourist destination for the successful promotion of the region encourages extensive research on this topic, the study of existing experience.

The aim of the work: the identification of the effectiveness of advertising and PR technologies in creating and promoting the image of the region as a tourist destination (on the example of Spanish and domestic resorts).

Objectives:

- To consider the concept of "image of a tourist destination" and its components.
- To identify technologies for developing and shaping the image of a tourist destination.
- To study advertising and PR technologies as a tool for promoting tourist destinations: on the example of foreign resorts.
- To consider the method of using modern creative technologies of PR and advertising in the promotion of tourist destinations of domestic resorts.

– To analyze the features of PR technology and advertising events that affect the creation and promotion of the image of tourist destinations in Spanish and domestic resorts.

– To develop a strategy to increase the rating of tourist destinations in Spanish and domestic resorts based on the introduction of advertising and PR technologies.

The theoretical and practical value of the research: the theoretical value of this graduation qualifying thesis is the use of its provisions and conclusions in the formation and promotion of the image of a tourist destination in the in the Caucasus Mineral Waters region and the Autonomous region of Andalusia, Spain.

The practical value of the research is the development of a strategy to increase the rating of tourist destinations of both Russian and Spanish resorts.

The results of the research. This work includes:

1. The theoretical justification for the use of modern creative technologies of PR and advertising as a tool for promoting tourist destinations of domestic and foreign resorts on the Internet;

2. Analysis of the features of PR-technology and advertising events affecting the creation and promotion of the image of tourist destinations of Spanish and domestic resorts;

3. Development of a strategy to increase the rating of tourist destinations of Spanish and domestic resorts based on the introduction of advertising and PR-technologies.

Recommendations: In the future, the results and conclusions of the study can be used to form the image of tourist destinations as resorts in the CMS region and the autonomous region of Adalusia. The results of the study can be used in the scientific and educational process, regional scientific and educational activities.