# «An Image of Balaklava as a tourist place: comparative analysis of the Ukrainian and Russian periods»



#### Relevance of the research

- Studying the existing media image of Balaklava as a tourist and historically significant place is one of the main components for creating its successful media image for attracting tourists from all over the Russian Federation and abroad.
- An important component of our research is the study and analysis of the media image of the Balaklava of the Ukrainian and Russian periods.

## Purpose of research

• To analyze the media image of Balaklava as a tourist place of the Ukrainian and Russian period.



## The objectives of our research are:

- To define the concept and category of a media image;
- To study of media image as a tool for forming the image of the territory;
- To identify of media image formation factors;
- To analyze of the Balaclava media image;
- To analyze of the media image of Balaclava as a tourist places of the Ukrainian and Russian period.

The object of the research is a media image of Balaklava.

The subject of the research is a Comparative analysis of the media image of Balaklava as a tourist place of the Ukrainian and Russian periods.



#### The research stages include

- Development of a form for tourists and local citizens of the city of Balaklava;
- Processing of the received data;
- Comparative analysis of the results of the study of the Balaclava media image of the Ukrainian and Russian periods.

#### Conclusion

•that tourists prefer to visit Balaklava in the Russian period than in the Ukrainian, but with a small difference, only 6 percent

### Thank you for your attention!

Performed by Nechvolod Darina