

«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.



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!

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