

MINISTRY OF SPORT OF THE RUSSIAN FEDERATION

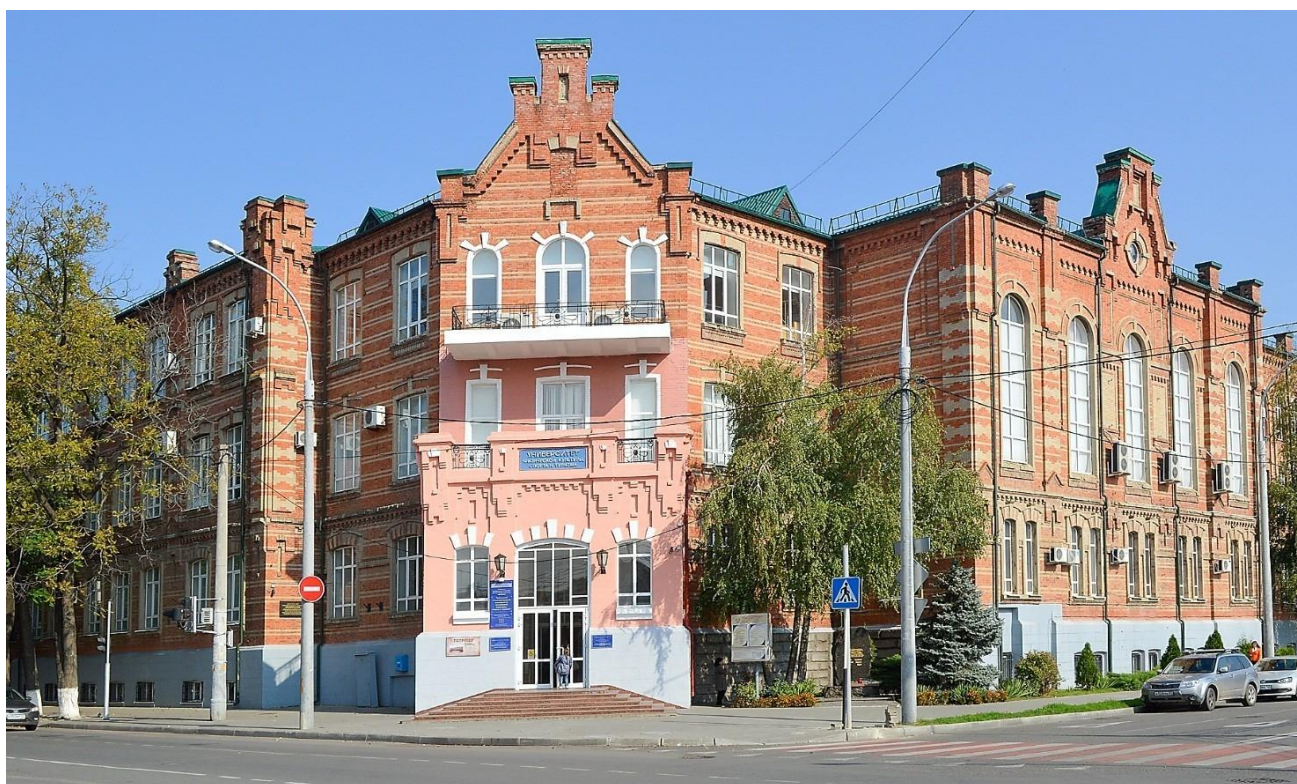
**FEDERAL STATE HIGHER EDUCATIONAL INSTITUTION
"KUBAN STATE UNIVERSITY OF PHYSICAL EDUCATION,
SPORT AND TOURISM"**



INFORMATION LETTER

All-Russian Scientific and Practical Conference with international participation “Integrated Communications in Sport and Tourism: Education, Trends, International Experience”

22 April 2021



**Russian Federation, Krasnodar
2021**

Dear colleagues!

We invite you to take part in the All-Russian Scientific and Practical Conference with international participation “Integrated Communications in Sport and Tourism: Education, Trends, International Experience” to be held on **April 22, 2021** on the basis of the Kuban State University of Physical Education, Sports and Tourism.

Conference proceedings of the All-Russian Scientific and Practical Conference with international participation “Integrated Communications in Sport and Tourism: Education, Trends, International Experience” will be published. The materials of the proceedings will also be registered in the scientometric database RISC (Russian Science Citation Index).

The publication is free for foreign authors.

The main directions of the conference

- trends in the integration of communications in sports, tourism, recreation, education, business and other areas of public life;
- sponsorship as one of the areas of social communications in sports;
- territory marketing: the impact of sports and tourism on the development of regions;
- relationship marketing in mass sports: trends, international experience;
- the formation of the needs of people in physical education: Russian and international experience;
- popularization of the idea of a healthy lifestyle among young people;
- the development of physical culture and mass sports in Russia: experience and trends;
- communication components of volunteer work: experience of volunteer centers;
- anti-crisis communications in sports: trends and experience;
- museum work as one of the areas of public relations, etc.
- modern trends in the development of tourism and the hospitality industry.

Materials submitted by authors for publication must meet the requirements in terms of originality and are checked in the “Antiplagiat” system. The percentage of originality of the manuscript should be at least 70%. Materials are accepted in Russian and English.

To participate in the conference, it is necessary until **April 5, 2021 (inclusive)** to send materials of articles by e-mail Samsonenko1962@mail.ru, O.O.Ayvazyan@kgufkst.ru:

- application for participation in the conference,
- reportproceedings

Article design requirements

- text in Microsoft Word format;
- Times New Roman font, size 14, all margins 2 sm;
- line spacing 1,5, paragraph indent - 1.25 sm;
- up to 5 pages;
- notables and figures;
- the list of references is obligatory (from 5 to 7 sources), made in accordance with GOST P7.0.5-2008;
- the article may have no more than 3 authors.

Example of manuscripts

USE OF INTEGRATED COMMUNICATIONS IN ADDITIONAL EDUCATION SYSTEM

**A.A. Ivanova, Candidate of Pedagogical Sciences, Associate Professor,
Kuban State University of Physical Education, Sports and Tourism, Krasnodar,
Russia**

In the presented paper (abstract, in the amount of 4-7 sentences)

***Key words:** integrated communications, advertising, public relations, marketing, additional education of children, youth center.*

Today, a process is underway in Russia (hereinafter referred to as the article)

Literature: according to the requirements for scientific paper.

Papers and application for participation should be sent by e-mail in separate files, named by the author's name. For example: **Ivanova A.A. (materials) Krasnodar, Ivanova A.A. (application) Krasnodar.**

Contacts:

- (989) 800-09-10 – Vice-Rector KSUPEST, Professor Gayk Derenikovich Aleksanyants;
- 8(988) 234-47-11 – Doctor of Historical Sciences, Associate Professor, Head of the Department of Philosophy, Cultural Studies and Social Communications Tatyana Alexandrovna Samsonenko.

Information about the author is presented on a separate page and includes:

**Application form of the conference participant
All-Russian scientific-practical conference with international participation
“Integrated communications in sports and tourism: education, trends,
international experience” (22 April, 2021, Krasnodar)**

Last name	
First name	
Middle name	
Organization	
City, region, country	
Place of work (university, faculty, department)	
Position, academic degree	
Phone fax	
E – mail	
Topic of the speech (article)	
The need for hotel reservation	
By submitting materials of the report, I confirm my consent to the transfer of exclusive rights to publish them in the conference proceedings, with subsequent placement in the RSCI database (yes / -)	