

## ABSTRACT

**Theme of final qualifying work:** State and prospects in development of innovative types of sports tourism (with the tour development for the gaming computer championship).

**The author of the work:** Matyushenko Mikhail Andreevich

**Scientific supervisor:** candidate of economic Sciences, assistant Professor of the Department of tourism and hotel service Alekseeva M. A.

**Information about customer organization:** Tourist firm «Ladya», Pyatigorsk.

**The relevance of the research** the research is based on the need for Russian tour operators to develop such an important, innovative direction of international tourism as eSports. In the Russian market, this direction is absolutely not developed, which opens up significant prospects and opportunities for its development. According to the statistics of international analytical agencies and investment banks, investments in the eSports industry have a high profitability and the ability to capture a wide market.

At the moment, the city of Moscow follows foreign trends and adopts innovative development approaches, following which it is important to develop innovative types of sports tourism. The plans for the capital's development until 2030 note that a high rate is placed on the development of innovations and promising sectors of the economy that can significantly replenish the budget in the near future with the help of foreign capital inflows and attract tourist flows to Russia. Despite the fact that the above-mentioned region has a high potential for the development of innovative types of sports tourism, this industry is not yet sufficiently developed, and therefore the purpose of this work was to provide the General public with a global study of the industry and its development prospects.

The Moscow region has everything necessary to implement the development of world tourism: unique and inimitable landscapes, recreational resources, the need for recreation of the population of the Russian Federation and other countries, the desire of entrepreneurs and sponsors to develop and invest in the benefit of innovative types of tourism. It is not enough to attract sufficient attention and promotion among the older generation, since the main interest of this industry is for people aged 18 to 45 years.

**The purpose of the final qualifying work** is to study the problems in the development of innovative tourism based on competent foreign publications and to develop tour which is named “Cybergame-2020”.

To achieve this goal it is necessary to perform the following tasks:

- consider the etymology and content of eSports and innovative types of tourism;
- identify trends and prospects for the development of innovative tourism in Russia;
- consider and study the main trend in the formation and development of the material and technical base of tourism;

- identify methods of action of tourism institutions in organizing recreation of the population;
- provide a general description of the region of Moscow region;
- study the tourist infrastructure of Moscow region;
- develop a tour program “Cybergame-2020”;
- calculate the cost of the tour;

**The theoretical significance** of the study is to establish the degree of knowledge of the problem, exposing the analysis of relevant sources, defining the purpose, objectives and main directions of research.

**The practical significance** of the research lies in the development of a sport tour program that can be used by tour operators, in particular, those involved in planning, developing and promoting recreational tours in the Moscow region and in Russia as a whole.

**The structure of the work.** The final qualifying work consists of an introduction containing the main characteristics of the study, two chapters containing three sections, a conclusion summarizing the main results of the study, a bibliographic list containing the names of primary sources and applications. The text presents tables, pictures.

**Recommendations.** The tour designed by the author can be used by travel agencies for promotion and sales. The work contains technological documentation and the cost of the tour is calculated both for one tourist and for a group of 10 people.