

Topic of the final qualifying work:

Stavropol territory as a potential territory for the development of sacred tourism (with the development of the guide "Mystical Stavropol")

Author of the WRC:

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Relevance of the research topic:

The days when people's lives were saturated with medieval superstitions about the existence of evil spirits are long gone. But despite all the scientific achievements, there are still mysterious places and objects in the world around which mystical stories are born. Residents of the Stavropol territory who are not indifferent to otherworldly details count several dozen sacred places in their region. Photos are regularly posted on the Internet, and forum discussions of mysterious buildings and unusual events taking place in them are held. Sacred cultural and historical heritage can be a full-fledged resource for the development of tourism.

The purpose of the final qualification work is to develop a guide "Mystical Stavropol" for the city of Stavropol and its surroundings based on the analysis of the sacred potential of the region.

To achieve this goal, you must solve the following **tasks**:

- to study the current trends of tourism development in tourist destinations of the world and Russia;
- conduct a marketing analysis of demand and potential for creating a new tourist product in the region;
- study the tourist offer of the Stavropol territory and analyze the demand for additional regional tourism programs;
- analyze the sacred places and objects of the Stavropol territory as opportunities for the development of a new type of tourism in the region;
- assess the infrastructure and environmental potential for the formation of an innovative sacred tour;
- develop a guide "Mystical Stavropol" to the city of Stavropol and its surroundings based on the analysis of the sacred potential of the region.

The theoretical and practical significance of the research lies in the possibility of using its main provisions and conclusions to expand the understanding of the place and role of sacred tourism in a transforming society. The main provisions and conclusions contained in the final qualifying work can be used both in the further development of theoretical and methodological foundations of sacred tourism, and as a practical guide for regional tourism enterprises.

Research result. The guide covers, as far as possible, all the sacred sites of the city and its surroundings. The sequence of their location is not arranged in alphabetical order, but according to the order of their location from the Tiflis gate

of the city. This way it will be most convenient for tourists to build their own route. The city's sacred objects end at 100 Komsomolskaya street, and then there is a description of places that are located in the vicinity of Stavropol. Getting to them will not be difficult, because public transport is very dynamic in the city, and the route numbers are listed in our guide. In our opinion, the developed guide can also be useful for tourist organizations and tour bureaus of the cities of the Stavropol territory.