

## Abstract

### **The topic of the final qualification work:**

"Beauty tourism as an innovative direction of health services in the CMS region (with the development of differentiated offers of tourist programs)"

### **Author of the WRC:**

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### **Relevance of the research topic:**

Today, one of the actively developing areas in tourism, with a wide geographical distribution, is beauty tourism. Currently, a global market for beauty services with its own infrastructure has already been formed. Many patients prefer to do cosmetology services in other countries, combining rejuvenating and healing procedures with rest. To treat yourself to pleasant and useful procedures, it is not necessary to go far away - after all, there are places in the vast expanses of Russia where you can improve your health and restore beauty. One of these regions is the Caucasian Mineral Waters, where there are full-fledged resources for the implementation of beauty tours.

The purpose of the final qualification work is to analyze the possibilities of the tourist potential of the CMS region for the development of beauty tourism and to develop differentiated programs of the beauty tour "Hen Party on the Waters" in the CMS region.

### **To achieve this goal, you need to solve the following tasks:**

- analyze the concept of "beauty tourism" and determine its role in the field of health services;
- evaluate the demand for beauty tours in Russia and abroad;
- identify the specifics of the organization of beauty tours, taking into account the consumer segment;
- describe the health resources of the region for the development of beauty tourism;
- develop differentiated offers of tourist programs of beauty tours in the CMS region;
- develop effective ways to promote beauty tours in the CMS region.

**The theoretical significance** of the study is to generalize the conceptual and methodological foundations of the organization and technological support of beauty tourism. The final qualification work is aimed at updating the issues of the development of beauty tourism as a promising direction of the tourism industry in Russia.

**The practical significance** of the final qualification work lies in the possibility of using its main provisions and conclusions to expand the understanding of the place and role of beauty tourism in modern society. The main provisions and conclusions contained in the final qualification work can be used in

the further development of the theoretical and methodological foundations of beauty tourism. The tour developed by us can be used as a ready-made tourist product.

**The results of the study.** In our study, the main characteristics of the beauty tour were formulated, the documentation for the tour was compiled and its cost was calculated for both one person and a group of 10 people.

The developed tour in the CMS region is, in our opinion, a ready-to-sell tourist product. Its main value is that the program of this tour includes not only therapeutic, but also educational activities that allow tourists to meet a number of their needs. The total cost of a tour is defined as the sum of fixed and variable costs. Competent cost management will allow you to set a competitive price for the tour and make a profit in the process of economic activity of the tourist enterprise.