

Abstract
final qualifying work

Subject matter: the Specificity of professional education and formation of qualified personnel tour: historical experience and modern practice.

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Information about customer organization _____

Topicality of the research: different types of tourism and tour content is one of the most important intellectual components in the educational and excursion tourism trips are a major part of the tourism program. One of the main objectives of tour business is the training of qualified personnel. However, modern competence-based approach and other innovations have not yet become a subject of study for specialists in ekskursovodov. Achieving these objectives requires improvements in the system of professional training and the establishment of a modern guide.

Objective: to study the specificity of vocational training and skills development tour personnel in accordance with the requirements of the professional standard.

Tasks:

1. To formulate the concept of excursion activities, to examine its regulatory support.

2. To consider the peculiarities of the profession of tour guide, to determine its role in the organization of a modern excursion company.

3. Examine professional standards for tour operation with the modern requirements of business organizations.

4. To explore the history and dynamics of development of excursion business in the region of Caucasian Mineral Waters.

5. To analyze modern condition and training of the tour staff in the resort region of Caucasian Mineral Waters.

6. Develop a strategy for the formation of a personnel excursion in the region of CMS in accordance with the requirements of the professional standard

The theoretical importance of research consists in detailed analysis of excursion activities in the region of the Caucasian Mineral Waters, deepening the scientific understanding on the formation of qualification characteristics of the modern guide in accordance with the requirements of the professional standard.

Practical value of work. Practical recommendations of the study can be used in the analysis of problems of organization of excursion business and the development of programs of development of the tour market. The practical significance of the work lies also in the possibility of applying its provisions and conclusions in the development of excursion activity in the region of Caucasian Mineral Waters, as well as tour organizations in the field of personnel reserve formation.

The results of the study: the Developed concept of formation of tour

personnel in the region of CMS in accordance with the requirements of the professional standard.

Recommendations:

Tour service can be thought of as an independent service and to be part of a comprehensive tourism product. Thus, although the legislation does not make any requirements on excursion activities the development of safeguards for the proper discharge of the duties, however, as a part of the tourism product, there is a need to disseminate to the General provisions of laws on tourism and tour support. However, based on the definitions of the subjective part of a tour of relationship, as provider of travel services acts only as an individual guide.

Work we have studied aspects of the professions of tour guide and defined its role in the organization of a modern excursion company. Analysis of the recently adopted professional standards "guide/guides" conducted in the framework of the study allowed us to identify modern requirements for business organizations.

Analysis of the current state and training of the tour staff in the resort region of Caucasian Mineral Waters. identified key points of formation and training of qualified personnel excursion in the holiday region.

The result of the final qualifying work was the concept of the strategy of formation of tour personnel in the region KMV and the program of training courses for tour guides, developed in accordance with the requirements of the professional standard.