

Abstract

Topic of the final qualifying work:

Opportunities for organizing and promoting ornithological tourism in the Astrakhan region (with the development of the bird's Paradise ornithological tour to the Astrakhan region)

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Relevance of the research topic:

At present, man has become more appreciative of what nature gives him. Birds are a unique group of animals that attract us with the beauty of flight, colorful plumage and melodic singing. In this regard, this need in combination with the need for knowledge provokes demand for the ornithological direction of the tourist product. Astrakhan region is a subject of the Russian Federation, which due to its favorable geographical location has a rich potential for the development of ornithological tourism.

The purpose of the final qualification work is to analyze the resource potential of the Astrakhan region in the field of ornithological tourism and develop an ornithological tour "Bird Paradise".

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

- consider the concept of "ornithological tourism", identify its essence and specifics;
- assess the resource potential of the Astrakhan region for the development of ornithological tourism;
- analyze the tourist infrastructure of the Astrakhan region;
- choose a route and make a program of an ornithological tour;
- develop tourist documentation and calculate the cost of the tour.

The theoretical and practical significance of the research is that the information contained in it, as well as the conclusions drawn, can be used for further analysis of the state of ornithological tourism in the selected region. In addition, the tour developed by us can be used as a ready-made tourist product by tourist companies and regions that have the necessary resources for its implementation.

Research result. The ornithological tour "Bird's Paradise" developed in the final qualification work is ready for implementation. Its cost will be $\approx 20,000$ rubles per person. Its uniqueness is that it combines bird watching with theoretical knowledge and creative moments. The ornithological tour is designed for groups of different ages. It helps a person forget about pressing problems and plunge into the untouched world of nature of the Astrakhan biosphere reserve. Enjoy the singing of birds and get new knowledge about the life of birds. Throughout the route, tourists are treated by a scientist ornithologist, a specialist in birds - an employee of the

reserve, who will adjust the program so that each participant can see as many birds and phenomena related to their lives as possible.