

ABSTRACT

Theme of final qualifying work: The development of international relations in the sphere of tourism of the Stavropol region through the organization of info-tour of Stavropol.

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Information about customer organization: Hilton Garden Inn Moscow New Riga hotel, Moscow region (recommendation of the author).

The relevance of the research: Currently, the tourism began to develop, appear unusual, interesting forms of tourism. From the usual tour info – tour or as it is called - "advertising", differs in that it has a clearly defined goal. The goals for employees of tourist firms in the period of their stay at the resort is not beach fun and entertainment. The main goal that stands before the participants of such a tour is to know more about holidays in various hotels, hotels, resorts and their infrastructure, to further information received was to inform potential customers of their tourism organizations. Info-tours cities-resorts will enable agents tourism companies to meet with hotel and sanatorium activities. See natural medicinal resources, historical and cultural assets of the region.

The aim of research is to create the info-tour and offer it for sale on the tourist market for the active segment of consumers.

The aim of research:

- To perform international relations in Stavropol Krai in the sphere of tourism.
- To reveal features of the organization of info-tours.
- To identify opportunities for the development of international tourism in the Stavropol region through the organization of info-tour in the region.
- To make the program info-tour.
- To design tourist documentation.
- To calculate the cost of the tour.

The theoretical significance. The paper explored the possibility of developing innovative tours in the destination KMV, and the features information of tourism in the country and experience in the development of this type of tourism abroad. As a result, identify the most important tasks of our country and its tourist destinations in shaping the modern comfortable tourist. This can be noted the theoretical significance of the research.

The practical significance. The practical importance of the thesis lies in the development of proposals for info-tours on the territory of the KMV and the development of innovative tour, which can be used in the practice of travel agencies. This development can be used to determine the need to create in the Stavropol region for such tours.

Results of the study. Collected and analyzed published material on the research topic. Developed info-tour in the region of CMS. The program is developed, all necessary technical documentation, calculation of tour cost.

Recommendations. The program is designed info-tour can be used by managers of travel agencies. And for the offer of the tour operator firm and its introduction and sales of the developed technological documentation and calculated the price per travel agent and a group of 15 people.