

## SUMMARY

**The theme of graduation thesis: Development and promotion of programs of museum tourism (on the example of LETO travel agency of Pyatigorsk).**

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**The relevance of the research topic:** Museum tourism is a type of tourism which direction consists in use of tourist capacity of the museums. Cooperation of the museums and tourism is based on formation of system of historical and cultural and natural territories. Therefore, the museum can offer the tourist a set of products – material and non-material which creation is preceded by research work.

The main task of museum tourism is, preservation of cultural values and history. Of course, a financial part is much important too, but image maintenance – a task more important, than any financial income.

This subject is urgent because is an interesting and informative direction which promptly gains popularity among the population of the whole world.

It is worth noticing that at the moment cultural tourism occupies much important role as with the advent of innovative technologies the museums became available to physically disabled people that the circle of clients allows to expand.

**The aim of the work** is development and promotion of programs of museum tourism on the example of Leto travel agency of Pyatigorsk.

**Tasks:**

1. To study a general characteristic of museum tourism.
2. To analyse thematic resources for formation of the new directions of museum tourism.
3. To develop the project of a museum tour in the city of Pyatigorsk.
4. To calculate the tour cost.

**Theoretical and methodological basis of the study** is that the project of a museum tour developed in work can be used by tour operators as a ready-made product

**Recommendations:**

1. planning of territories, expansion of infrastructure, improvement of opportunities of arrival and creation of convenient network of roads;
2. developments of a characteristic tourist sample;
3. coordination of variety of cultural, sports, gastronomic offers and offers in hotel business;
4. planning of the marketing including work with the public, stimulation of sales, sale, the international contacts, etc.