

The theme of graduation qualifying work:

«Creation of thematic parks with the purpose of leisure sphere development in the CMW region».

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The relevance of theme research:

Market relations that determine the state of economy in the last few years makes a new demands on the functioning of both economic and cultural activities. The main objective of tourism industry development in the CMW is to increase the efficiency of its tourism potential usage. Thematic parks are important to the region because their birth and the implementation will generate new jobs which will significantly improve living standards of the population, attract foreign tourists and investors and develop domestic tourism. Therefore, the chosen theme is extremely important.

The aim of the work:

The Thematic Park project development as a promising area of leisure sphere development in the CMW region.

Tasks:

1. To examine the concept, nature and role of thematic parks in the meeting leisure needs of the individual;
2. To highlight parks typology features;
3. To analyze the development of thematic parks in Russia and abroad;
4. To study foreign experience of thematic parks design and organization;
5. To assess the CMW resource base for the thematic Park creation and development;
6. To conduct a study and develop a project of theme Park in the city of Pyatigorsk.

Theoretical and practical significance of the research:

It is the possibility of its main provisions and conclusions use for the ideas expansion about the place and role of thematic parks in contemporary society. The main provisions and conclusions contained in the study can be used in the further development of theoretic-methodological leisure sphere bases, as a practical guide by regional tourism enterprises, various institutions of the socio-cultural and education sphere. And the developed project of a thematic Park can be used as a finished product.

The results of the study:

1. Thematic Park is a unique facility, which can be attributed to the leisure, entertainment, leisure communication and « culture consumption».
2. The studies have confirmed that, despite of the global crises, there is the genesis of the entertainment industry, both in Russia and abroad.

3. Organization of a thematic Park in the region of CMW will attract new target audience, create a fresh image of the resort, improve the infrastructure and provide new jobs.

4. The rich historical-cultural and natural potential of Pyatigorsk allows creating the amusement Park, designed for different demographic segments of the population.

5. We have developed the project of thematic Park "The Caucasian World" which will be located on the Komsomol Park territory in the city of Pyatigorsk.

6. To promote the thematic Park we have presented two main methods of implementation: hot and cold runs.

Recommendations:

With the necessary support thematic Park can be easily implemented. Its main value is that it will lead to the strengthening of the tourism material-technical base and provide a stimulus to other sectors of the industry that will allow to receive a greater number of tourists from various corners of Russia and abroad.