

## Abstract

### **Theme of qualifying work:**

"Priority directions of improvement of cruise tourism in Russia"

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### **Research supervisor:**

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### **Topicality of the research:**

The relevance of the chosen topics for study are unquestionable, as currently the tourists are increasing demands on the quality of services provided on Board during the cruise journey. Global travel companies have more opportunities to offer a range of services, rather than Russian. The quality of services provided on Board the Russian vessels is not only important for domestic tourism development, but also to attract foreigners to travel to Russia on comfortable courts.

**The work purpose:** study of service quality of cruise tourism and development of proposals for its improvement on the example of the cruise company "Vodohod" and flagship of the fleet of this company is a cruise ship "Zosima Shashkov".

### **Tasks:**

- define cruise tourism and to understand its place in the modern tourism market;
- consider the history of formation and modern geography of cruise tourism;
- to describe and analyse the international standards of service of tourists during cruise travel;
- to consider the basic principles of organization of cruise tourism in Russia;
- to study the organization of the technological cycle on Board the example of the ship "Zosima Shashkov";
- assess priorities for the development of cruise tourism in Russia.

**The theoretical significance of the work** is characterized by the fact that at a certain deficit of specialized literature, this work can be used to improve the quality of services in the sphere of cruise tourism.

Practical significance of the research lies in the fact that it is Advisory in nature and can be used to increase the level of service on Board Russian cruise ships, and in particular in the cruise company "Vodohod".

### **The results of the study:**

The successful development of cruise tourism in Russia, in our opinion, is impossible without coordination of state agencies with the efforts of private business. Among the most priority directions of development of the cruise tourism market we can identify the issue in wider access to specialized magazines about cruise holidays, special promotions to attract tourists (themed cruises in the presence of famous people on Board), a flexible pricing policy that allows you to stretch the flow of tourists to the navigation season, the international cooperation with more successful cruise companies and taking over their experience. These

activities, along with the decision of more global problems of the state, withdraw Russian market of cruise tourism to a new level and will make Russia a full participant in the global cruise industry.

**Recommendations:**

The need for more intensive and dynamic development of sea and river cruises in Russia in anybody does not cause doubts. Possessing enormous natural and cultural potential for achieving a qualitatively new level, it is necessary to improve the service delivery. Quality service, combined with comfortable ships and interesting itineraries will make cruise tourism a leading segment in the tourist market of Russia.