

## SUMMARY

**Subject matter of the dissertation** is developing of the excursion route around the resort park of Kislovodsk.

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**Topicality of the research.** Being a component of the tourism, excursion is the most active process of cognition of the surrounding world, its objects and phenomena. It is also a very powerful method of ideological education. Nowadays it's impossible to imagine the tour package without the excursions, because this is the excursion that lets people discover the world they live in, shows its beauty, variety and vulnerability.

Taking into consideration the possibilities that tourism offers, the organizers of the excursions are responsible for preserving and recreating the work force and reserving their health. They are also responsible for keeping people in proper cultural and physical state. The main task of the State program of Developing tourism in Stavropol region is to create a positive image of the region, Caucasian Mineral Waters region in particular. Without dynamic changes in the sphere of excursion service this task is very difficult to perform.

The monotonous way of the performing of the excursions gets boring for the tourists. As a result the amount of tourists will not grow and the income for the region will stay the same.

**Objective** is the excursion service of the tourist company «Light».

**Tasks** of the dissertation are:

- to examine the technics of development of the excursion route;
- to examine the methods of performing the excursions;
- to characterise the recreational resources of the region of CMW;
- to analyse the infrastructure of the region;
- to examine the concept of new excursion route;
- to describe the peculiarities of intercultural communication in the excursion service for foreign tourists;
- to perform the Methodic plan for the excursion around the resort park of Kislovodsk.

**Theoretical significance** consists in the present research of the excursion service in the region of CMW. As for the **practical significance of the research**, we can underline that the results of our research can be implemented by the tour agency «Light» for increasing the range of the services offered in the agency and thereby for increasing the income.

**Results of the research.** We've examined the technics of development of the excursion route. Among the technics there is the development of the new topic of the excursion and the preparation of a new employee for performing new excursion.

We have also examined the following peculiarities of the excursion service in the region:

- the importance of the season demand;
- the lack of the themes for the excursions;
- lack of qualified personnel ready to provide high quality service;
- the number of illegal guides increases.

We scrutinised the problems considering the tourist infrastructure of the region and came to the conclusion that the popularity of the resort increases due to the last year data.

The tour company «Light» during its activity managed to create a positive external image as well as an internal one. The company has a successful future and huge possibilities and we are confident that the services of the company will be in popular demand among the citizens.

To sum up it is important to notice that the one thing is doubtless: the success and the failure depends greatly on the reputation of the tour organisation in the market. Nowadays a positive corporate image becomes an essential condition for achieving a steady and prolonged business success of the organisation.

**Recommendations.** In the result of our research we've offered the following recommendations for «Light»:

- to organize the work in the office so that every employee feels his personal responsibility and involvement in every process of the company, giving him an opportunity for professional growth
- to organize the attendance of the professional workshops and forums, to give an opportunity to take part in the familiarization trips
- being a very specific kind of tourist service, the excursion service requires to have a well trained personnel with the knowledge of at least one foreign language;
- the tour agency «Light» should use innovative ways of performing the excursions using creative approach;
- for attracting more tourists, the agency should use such ways of traveling during the excursion as bikes, rollerskates, balloons and etc.