

Theme of qualifying work:

"Tourist and recreational resources for tourism development (on the example of the Crimea)"

The author of the WRC:

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The relevance of the research topic Shcherbakova V. P. no doubt, as at present, in the conditions of competition in the tourism market crucial continue to play tourist and recreational resources of the territory. They serve as the most important priorities and incentives in the development of the regional economy and also determine the specialization of the tourism industry and contribute to its promotion. Tourist and recreational potential of the Crimean Peninsula has all the prerequisites for the development of an attractive and promising tourist market in the region.

The aim of the work:

to study and analyze the tourism and recreational potential of the Crimean Peninsula and to determine its importance in the successful development and promotion of this site.

Tasks:

- identify the concept of "tourist and recreational resources," to determine its content and the basic parameters;
- to determine the importance of tourist and recreational resources for tourism development and positioning of the tourist centre;
- perform international and domestic experience in marketing tourist promotion of the territories;
- to monitor the cultural, historical, geographical and natural resources of the Crimean Peninsula;
- provide an analysis of infrastructural and logistical factors for the development of tourism;
- to analyze public perception of the image of the tourist-recreational centre;
- to develop artistic and literary tour to the Republic of Crimea as a promising tourist areas.

Theoretical and practical significance of qualification work allows to deeply study the problems of tourism sector in the contemporary world and based on the monitoring of tourist and recreational potential of the Republic of Crimea to develop its own literary tour. It can be used as a ready tourism product for development and promotion of tourism in the Crimean Peninsula. The main provisions and conclusions contained in the final qualifying work can be used in the further development of theoretical and methodological foundations of tourism and recreation industry.

The results of the study:

In the practical part assesses the infrastructural and logistical factors for the development of tourism and developed by the artistic-literary tour "Edge of inspiration".

Recommendations

Developed artistic and literary tour "Edge of inspiration" in the Republic of Crimea is, in our opinion, ready for implementation of the tourism product. Its main value is that it is unique. The tour was developed based on available, but still not comprehensively used cultural potential. And this, in our view, and will actively involve the consumer and have a positive impact on the functioning of the tourism industry in the region.