

Annotation

Theme of the final qualification work: “Features of the formation and promotion of cultural and educational tours in the Azerbaijan Republic (with the development of a cultural and educational tour program for Russian tourists)”

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Relevance of the research topic. The relevance of the study lies in a systematic analysis of the features of the development and implementation of an innovative cultural and historical tour in the Republic of Azerbaijan, designed for great demand among Russian tourists and able to increase interest in this category of tourism through the introduction of innovative elements

The target of the work is to study the features of the formation and promotion of cultural and educational tours in the Republic of Azerbaijan with the subsequent development of a cultural and educational tour program for Russian tourists.

Tasks:

1. to study the concept, types and classification of cultural tourism;
2. to consider the technology of organization and promotion of cultural and educational tours with the derivation of the relevant modern global features of their implementation;
3. to analyze the organization process and the prospects for the development of cultural tourism in Russia;
4. conduct a retrospective analysis of cultural tourism in different countries of the world;
5. to assess the cultural and educational resources of the Republic of Azerbaijan;
6. To develop an event to design and promote a cultural and educational tour for Russian tourists “Baku is a city of crafts and wonders”.

Theoretical and practical significance of the work.

The theoretical significance of the work lies in a comprehensive study of the importance of cognitive tours in terms of their use in the underdeveloped tourist environment, as a promising area in this industry.

The practical significance of the work lies in exploring the possibility of developing the tourism industry of the Republic of Azerbaijan through the introduction and popularization of certain forms of educational tourism.

The results of the study. These recommendations have been prepared as practical material stimulating the influx of tourists into the river. Azerbaijan in the field of cultural tourism by introducing innovative elements and focusing on modern trends in the global tourism industry

Recommendations. The basis of the modern cultural-educational tour for the river. Azerbaijan should not only go on traditional events in the form of excursions, sightseeing, tasting, but also non-standard interactive immersion services in particular of the culture and national historical heritage of the Republic of Azerbaijan with the full involvement of tourists in especially all the main aspects of the people's life, be it peaceful and military crafts , food, decoration and even leisure and art. At the same time, the cost of the tour should be calculated based on the real prices of 2020 with the presentation of specific places and institutions that offer the services offered on the tour and are ready to conclude contracts for interaction within the tour and, at the same time, not deviate from the average market price level to maintain their competitiveness