

## ABSTRACT

**Theme of final qualifying work:** Rock climbing as a direction of development of mountain tourism in the North Caucasus (with the development of a program of family climbing tours for non-professional beginners in the CMS region)

**The author of the work:** Detidis Anastasia Sergeevna.

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**Information about customer organization:** Tourist firm «Leto» g. Lermontov.

**The relevance of the research:** Today, many sports and leisure activities are changing. There are new directions in tourism. Not so long ago, rock climbing has become a very popular activity among people of all ages, but of course, most of them are young people and even children from 5 years old.

And already at the Olympic games in Tokyo 2020, climbing competitions were to be held for the first time. But the Olympics were postponed for a year, so it will take place later. Rock climbing was separated into a separate type from mountaineering.

Since everything is developing so rapidly, it is necessary not only to develop this sport and tourism in practice, but also to study all the subtleties in theory. However, there are very few such studies yet. These are mostly articles. And there are not many serious textbooks, there are old ones, but everything is changing and they need to be updated.

As for climbing tourism as a type of mountain tourism, this type is becoming more and more popular. The region of the North Caucasus and the Caucasus Mineral Waters attracts many rock climbing enthusiasts.

Among experts, it is believed that Kislovodsk has very good conditions for year-round climbing on the rocks of the Berezovsky gorge. They are already taking not only athletes, but also newcomers. They are taught on simple routes. Another attractive activity is rock climbing on Beshtau mountain on the Eagle rocks.

Today, not only adults go to the rocks, but also take children. Therefore, tour operators need to offer more such tours for families, adults and children. All this indicates the relevance of the research topic.

**The aim of research in** the final qualification work is an analysis of how mountain tourism develops, and especially its type – climbing tourism. This is necessary to create and offer new climbing tours for different segments of consumers.

**Research problems:**

- To reveal the features, varieties and state of mountain tourism in the world and in Russia.
- Explore rock climbing as a promising direction of mountain tourism.
- To reveal the potential of the North Caucasus region as a territory for the development of climbing tourism.
- Develop a program for a new family climbing tour for non-professional beginners.
- Implement the applied development of such a tour.

**The theoretical significance** consists in the collected material on the topic of the final qualifying work, which can be used to continue the study of the presented topic.

**The practical significance of the work** is the possibility of using the developed new tour program and package of documents in the activities of tour operators in the Caucasus Mineral Waters region. The research materials can also be used in the process of teaching disciplines of the Department of tourism and hotel service

**Results of the study.** The published material on the research topic was collected and analyzed. A new climbing tour has been developed for a family with a child in the Caucasus Mineral Waters region. All the necessary technological documentation has been developed for the tour program, with the calculation of the tour cost.

**Recommendations** The program created by the author of the tour can be used by individual tourists and organized groups. Moreover for the offer of this tour to the operator company and for its implementation and sales technological documentation has been developed and the cost of the tour is calculated for one tourist and for a group of 6 people.