

Summary

Subject matter of qualification paper: WORKING OUT OF ENVIRONMENTAL TOUR AS WAY OF REALIZATION OF RUSSIA'S INTERNAL TOURISM POTENTIAL (based on the travel agency "Scarlet Sails")

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Information about customer organization: travel agency "Scarlet Sails"

Topicality of the research. Objective need for consolidating efforts aimed at resolving global environmental problems and to global environmental security has led to the emergence and development of a new kind of tourism – environmental tourism. In a total amount of the global tourism market this branch of tourism makes up between 10% to 20%, and in the general structure of the Russian tourist market the share of ecological tourism hardly reaches 1% that reflects the potential of this kind of tourism unclaimed up to the end.

The greatest and unique in its own way, tourist and recreational potential opportunities of Russia, conforming to requirements of eco-tourism, can and have to become, as growth points for certain participants of the market of tourist services and important branch of economy in a number of subjects of the Russian Federation.

Objective of the research is working out ecological tour as a way to strengthen the competitive position of the tourist company and realizing the potential of domestic tourism Russia based on an analysis of the theoretical and practical aspects of ecological tourism and intercultural cooperation in the studied sphere.

Tasks of the research are:

- to consider the theoretical aspects of the origin and development of eco-tourism , including the stages of its formation , structure, and features;
- to examine the experience of the Russian and foreign organizations in the field of eco-tourism ;
- to consider the global environmental organization destination tours and national parks in Russia ;
- to study the organizational and legal basis regulating activity governing TC "Scarlet Sails" on the market of tourist services;
- to develop an eco-tour destination on Lake Baikal as a way to implement domestic tourism potentials;
- to work out the arrangements for implementation of the environmental tour destination of Lake Baikal in the functioning of the tourist agency "Scarlet Sails";
- to study cross-cultural aspects of the organization and conduct of ecological tours for foreign tourists;
- to compile a dictionary of terms and concepts necessary for foreigners to participate in the environmental tour.

Theoretical significance of the study are:

- the relevance of setting goals and the achieved level of research problems and the ecological tourism ;
- the possibility of using the research results as a theoretical basis for the development of eco-tours , both for the study in the company , and for other market participants ;
- expansion of the lexical database as the basis for cross-cultural communication , realized in the form of a glossary of terms used in the developed ecological tour.

Results of the research:

In the theoretical aspect, we have considered the nature and evolution of the concept of "eco-tourism", its formation and development, as a special kind of tourism that can be not only cost effective, but also to create the conditions for preservation, maintenance and development of environmentally significant destinations in Russia and worldwide. Also, foreign and domestic experience of organizing and conducting ecological tours was studied.

Potential Russian lead in the climatic, ethnographic, historical and anthropogenic and geographic diversity that can meet a variety of needs and demands of the most discerning travelers who are responsible for the choice of destination as to develop an environmentally friendly tour of Lake Baikal.

On areas of domestic tourism, which developed and widely used in the practice of agencies "Scarlet Sails", the company has proved itself as a reliable partner, providing high-quality services. This allows not only to consider it as a promising, emerging market participant, but also to offer the company to use in its activities designed eco-tour on Lake Baikal, the implementation of which should serve as a point of development, enabling the organization to achieve the status of domestic tour operator, and to improve the competitiveness of tourism products sold.

In the course of the development of the tour the itinerary under the title "Unique spring planet – Lake Baikal" was designed, its value was calculated, accompanying teaching materials for tour participants were composed.

The eco-tour has been designed both for citizens of the Russian Federation and the visitors from near and far abroad, whose main means of communication is English, which led to peculiarities of the intercultural aspects of organizing and conducting the tour and environmental development of the dictionary of terms and concepts necessary for foreigners involvement in environmental tour.

Recommendations:

Considering the intense competition in the market of tourist services in the city and the region, recommendations about realization of ecological round about Lake Baikal by travel agency "Scarlet sails" will allow:

- to become the pioneer, and subsequently the leader among the tourist companies operating in the region on realization of ecological rounds;
- to reorganize organizational structure and having transformed it from tourist agency to limited liability company, to get the status of internal tour operator;

- to expand the circle of regular customers;
- to occupy a new niche in the market of tourist services;
- to staticize a question of need of development of ecological tourism in Russia and the region.