

Abstract

Topic of the final qualifying work:

Detailing tourism as an innovative and promising direction of tour management in the CMS region (with the development of a training detailing tour to Germany for staff working in the service sector)

Author of the WRC:

3rd year student iimt the areas of training 43.02.10 - "Tourism" Kharchenko Egor Yurievich

Scientific supervisor of the WRC:

Candidate of social Sciences, associate Professor of the Department of tourism and hotel service Elena Goncharova

Relevance of the research topic:

Previously, detailing tourism was in demand among individual tourists, but now the number of fans of professional car care has significantly increased. This gave another unusual tourist destination to the educational tourism industry. Detailing includes complex washing, body degreasing, cleaning with special clay, polishing the body, front optics and rear lights, cleaning and polishing wheels, dry cleaning of the interior, Luggage and engine compartment, and applying protective coatings. It can be argued that deteling tourism and participation in detailing seminars is now becoming very popular and fashionable. The popularity of detailing and detailing tourism can be viewed from a philosophical, psychological and other aspects. One of the most common points of view is that if, for example, you save money and use the services of a cheap medical facility, you can seriously spoil your appearance. The car is also vulnerable and requires a reverent attitude, just like you and me. In detailing centers, Your favorite car will fall into the hands of real professionals who will help to preserve or restore its original beauty.

The purpose of the final qualification work is to develop a training detailing tour to Germany for personnel working in the service sector.

To achieve this goal, you need to solve the following tasks:

- to study the concept of "detailing tourism" and its essence in meeting needs;
- identify the specifics and trends in the development of retail tourism in the regions of the world;
- analyze the current state of detailing tourism in the Russian market of tourist services;
- evaluate the resource base of the CMS region for the development of child tourism;
- determine the place of detailing tourism in the system of popular tourist products in the CMS region;
- create a detailing tour program and develop tourist documentation;

The theoretical and practical significance of this research lies in the possibility of using the collected, analyzed, and systematized information for further theoretical study of the problem of developing child tourism in the CMS and using the developed tour program and the package of documents necessary for its certification in the activities of regional tourism enterprises.

Research result. Developed detailing-Tur in the city of Berlin is ready for the implementation of the tourism product. Its main goal is to provide in-depth practical training on careful car care and visiting cultural attractions. The high cost of the tour – 119.00 rubles-is quite justified, as the group leader - a professional guide accompanies tourists throughout the entire route, and our tourists also visit many attractions in the city of Berlin and pass daily practical seminars on detailing. Also, on certain sections of the route, valuable information about the area and its attractions is provided by tour guides.