

Subject matter of the dissertation: «Evaluation of historical and cultural potential of the Chechen Republic for the development of archaeological tourism».

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Topical Importance. To get acquainted with historical-cultural heritage of any area helps archaeological tourism, which has recently been given increased attention. A huge historical and cultural potential for the development of archaeological tourism there in the Chechen Republic. Today the government of the Republic discussed the issues of a full revival and development of tourist and recreational potential of the region, while developing new directions. As a result, the selected topic is extremely important.

Targets of work: is the development of an archaeological tour "History underfoot" within the Chechen Republic.

Tasks:

- describe the features of the tourism potential of the Chechen Republic;
- to reveal the specificity of the objects of historical-cultural and natural heritage of the Chechen Republic;
- to analyze the possibilities of the tourist infrastructure of the Chechen Republic for the organization and development of archaeological tours;
- to develop an archaeological tour "History underfoot" in the Chechen Republic;
- to develop tourist documentation and calculate the cost of the tour.

Theoretical value and practical applicability. Final qualifying work consists in possibility of its main provisions and conclusions for the expansion of ideas about the place and role of archaeological tourism in modern society. The main provisions and conclusions contained in the final qualifying work can be used in the further development of theoretical and methodological bases of archaeological tourism. We have developed a tour that can be used as a ready tourism product.

Results. Designed archaeological tours in the Chechen Republic, is, in our opinion, ready for implementation of the tourism product. Its main value is that the program of this tour includes the events of educational nature, which will allow tourists to see the cultural and historical heritage of the area. Consequently, archaeological tourism can be an important aspect of maintaining cultural, historical and educational sphere of the Chechen Republic.

Recommendations. Analyzing the tourist offices of the region, we see that they are continuously working on the quality and variety of utilization of historical and cultural tourism product. But, nevertheless, in our view, the competitive advantage of tourism companies has increased, if they turned their energies to the development of the domestic destinations of historical and cultural tourism. Based on rich historical and cultural potential of the North Caucasus Federal district it is

possible to develop completely new directions for the region. They can be archaeological tours.