

**Subject of the final qualifying work:**

"Thematic museums as a promising direction for promoting tourist destinations (with the development of the concept of a gastronomic Museum in Pyatigorsk)"

**Author of the WRC:**

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**The relevance of the research topic** is due to the fact that Museum tourism has always been the main factor in promoting the territory. In recent decades, the world has been experiencing what the press calls a Museum boom. In order to interest the modern sophisticated public, the unique content of the Museum and its material embodiment are necessary. They usually include thematic museums, which are becoming more and more popular today.

Caucasian Mineral Waters is a region where the heritage of the entire North Caucasus is concentrated. There are more than 50 nationalities that speak more than 20 different languages. Combining them on one territory will create a unique Museum of a new generation, which will not only be a guarantor of national values, but also a place for the birth of new ideas and concepts for promoting the territory.

**The goal** is to develop the concept of a gastronomic Museum in the city of Pyatigorsk and form possible ways to promote it.

To achieve this goal, you must solve the following **tasks**:

- analyze thematic museums, define the concept, essence and role of thematic museums in meeting the leisure needs of the individual;
- assess the demand for thematic museums in Russia and abroad;
- to analyze foreign experience in the organization of thematic museums;
- evaluate the possibilities of the CMS region for the creation and development of thematic museums;
- develop the concept of the Caucasian feast gastronomic Museum in Pyatigorsk;
- to form effective ways to promote the Caucasian feast gastronomic Museum.

**The theoretical and practical significance** of the final qualification work is that the concept of a thematic gastronomic Museum in the CMS region has been developed. The goals and objectives of the project are defined, the target audience is identified, and the basis of the Museum collection is fully reflected. Due to the fact that the exhibits will feature household items, both past centuries and modern times, as well as dishes that can be tasted. The significance of the work is the possibility of developing and improving the existing concept in various areas of tourist activity. An important role is played by the fact that the result of our work can be used in projects for the development of tourist activities in the region and be a place for the birth of new ideas and concepts for promoting the territory.

**Research result.** The creation of a gastronomic Museum in the CMS region will contribute to the tourist attractiveness. The active revival of culinary traditions and the creation of authentic food and service products based on them will make you look at thematic museums as a marketing tool for creating attractiveness and promoting tourist destinations.