

**The theme of graduation thesis:** "Social and recreational opportunities of equestrian tourism: international and Russian experience".

**Author:** Aroyan Zoya Serezhevna.

**Scientific head:** Goncharova Elena Nikolaevna, candidate of sociological Sciences, associate professor of the Department of tourism and hotel service of the Institute of Foreign languages and the International tourism.

**Data on the customer organization:** Pyatigorsk State University, Institute of Foreign Languages and the International Tourism

**The relevance of the research topic.** The relevance of the research topic is that domestic tourism in the Russian Federation is a very promising developing direction in the current unstable geopolitical conditions. However, some areas of tourism that are in demand around the world have not yet received proper development in our country, which has caused the relevance of this topic. One of these areas is equestrian tourism. In the Stavropol region the number of equestrian bases and clubs is increasing. A scientifically-based understanding of the functioning of equestrian tourism in Spain can be the key to the successful development and promotion of this type of tourism in our region.

**Aim of the work:** on the basis of Russian and foreign experience, analyze the development of social and recreational opportunities of equestrian tourism and develop a website concept for possible areas of promotion of this type of tourism.

**Tasks:**

- study the concept of equestrian tourism and its possibilities in meeting the tourist, sports and recreational needs of the individual;
- identify the features of the organization and trends in the development of equestrian tourism in the regions of the world;
- describe and analyze the current state of equestrian tourism in the Russian market of tourist services;
- conduct an analytical review and identify specific features of the development of equestrian tourism in Spain on the example of Andalusia and the city Jerez de La Frontera;

- explore the resource base of the region KMV for the development of equestrian tourism;
- analyze possible ways to improve equestrian tourism in KMV region based on the Spanish experience in order to promote it to the international level.

### **Theoretical and practical significance of the work.**

Theoretical significance of the study. The provisions and conclusions contained in the thesis can expand the understanding of the development of equestrian tourism, summarize the knowledge and world experience in the formation of intercultural cooperation, and consider areas of equestrian tourism as a promising direction for the development of a sports and recreation region. The results of the research can be used in the scientific and educational process, regional scientific and educational activities.

The practical significance of the study is determined by the possibility of applying the recommendations for the development of equestrian tourism as a promising direction in the KMV region based on international experience.

**The results of the study.** Using the Spanish experience and potential of our region, it was revealed that the development of equestrian tourism here can reach an international level, which requires the creation of a centralized platform that strengthens the position of equestrian tourism. The development of a website concept that would systematize existing offers in the field of equestrian tourism in the KMV and promote the brand "Riding through Stavropol region" through information technologies, not only in the field of domestic tourism, but also to meet the needs of foreign tourists, is the most promising direction. Advertising promotion of the site on the Internet for "Riding through Stavropol region" will be the innovation that can really affect the effectiveness of enterprises in the market of sales of travel services.

**Recommendations.** The development of a special website that systematizes and provides information about equestrian tourism in the KMV region can become the main platform for the cultivation and promotion of equestrian tourism. Based on the experience of the Spanish riding school and the idea of developing

equestrian tourism in the Spanish region of Andalusia, it is possible to further modernize and actively use the site " Riding through Stavropol region" to promote recreational and socio-cultural opportunities of this unique type of tourism.