

## SUMMARY

**The theme of graduation thesis:** "The specifics of organizing and promoting caving as an innovative area of active touring (with the development of a caving tour in Karachay-Cherkessia)".

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**The relevance of the research topic.** The problem of expanding the geography of tourist routes is currently one of the priorities in the tour transfer system. Every year the catalog of new tourist programs is replenished with new tourist routes. In particular, speleotourism is one of the potential types of tourism in the modern world. The number of people who are fond of sports and extreme recreation is growing, as is the need for diversity and new areas of tourism. The development of caving on the territory of the KCR is an innovation that can attract a new category of tourists and contribute to the development of tourism both in the KCR and in the whole of the North Caucasus Federal District.

**Objective:** to study the specifics of organizing and promoting caving as an innovative area of active touring; to develop a caving tour in Karachay-Cherkessia.

**Tasks:**

1. To study the etymology of the concept and motivation for the development of caving, a description of the basic needs of the target segment of consumers.

2. To explore the general characteristics of the tourist recreational center and structural analysis of resources for the development of caving.

3. To analyze and justify the selection of optimal infrastructure facilities for organizing pedestrian caving tour.

4. Develop a program of caving tour.

5. Draw up a package of documents for the tour and calculate its cost.

**The theoretical significance of the work** lies in the possibility of using the received, analyzed and systematized information for further theoretical study of problems.

**The practical significance of the study** lies in the possibility of using the developed tour program and the package of documents necessary for its certification in the activities of tourism enterprises.

**The results of the study.** As a result of the study, we developed a speleological tour to Karachay-Cherkessia. The documentation for the tour was compiled and its cost was calculated.