

**Theme of qualifying work:**

"Fashion tours as an innovative variant of the tourist product in modern tourism activities"

**The author of the WRC:**

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**Topicality of the research:**

Currently, the direction of fashion tourism with success in the world is gaining more and more fans. It has long been a trendsetter was considered France. Today, this country has not lost its significance in the world of fashion. Besides, traveling in this country, able to meet the cultural, educational, recreational, Wellness needs of tourists, but also to plunge into the fashionable life of the French capital city of Paris.

**The aim of the work:**

is to analyze the resource potential of France in the development of fashion tourism and development of fashion tour of "Fashion Paris".

**Tasks:**

to study the concept of "fashion tourism", to identification and preparation of its specific features and types;

- to analyze the geography of the main directions of fashion-tourism in the world;

- to identify the specifics of organizing and promoting fashion tours in Russian and foreign market of tourist services;

- to give a General characteristic of France;

to evaluate the resource potential of France for the development of fashion tourism;

to analyse the tourism infrastructure in France to promote fashion-rounds;

- choose a route and to draw up a programme of fashion-tour to France;

- to develop tourist documentation and calculate the cost of the tour.

Theoretical and practical significance of qualification work is the ability to expand the perception of the place and role of fashion tourism in an ever-changing society. The main provisions and conclusions contained in the final qualifying work can be used in the further development of theoretical and methodological foundations of fashion-tours. Developed in the thesis work project fashion-tour can be used as a ready tourism product for further implementation.

**The results of the study:**

In the practical Chapter of the study analyzes the specifics of the organization and promoting fashion tours in Russian and foreign market of tourist services, as well as issues of resource component of France for the organization and promotion of fashion tours. As a result, the author develops fashion-tour of France "Fashion Paris".

**Recommendations**

Developed fashion-tour of France "Fashion Paris", is ready for the implementation of the tourism product. Its value is that the program includes not only objects related to the tour, but also historical, cultural and natural sites of France. This will allow tourists not only to meet their needs in shopping, but also to raise their cultural level.