

ANNOTATION

Topic of the final qualifying work: Mountain tourism as a way of studying natural resources and the formation of communication skills in the youth environment

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Relevance of the research topic: recognizable "face" of the enterprise with a focus on changes in the external environment and consumer demands. All of the above problems, including the trend of development and product promotion of mini-format hotels by creating a unique concept, make this work relevant and timely.

Purpose of the work: to develop recommendations for the promotion of mountain youth tours, guided by world and domestic experience in promoting youth tours, as well as in accordance with the tourist and recreational resources available in the region.

Research objectives:

- indicate the meaning of the concept of "mountain tourism", reveal its content and indicate the main parameters;
- to reveal the importance of mountain tourism for the development of communication skills of youth;
- consider international experience and domestic practice of organizing mountain youth tours;
- to monitor the natural resources of the KMV region, to consider their specifics;
- develop recommendations for working with a youth group in mountain tourism;
- consider possible ways to promote mountain tourism among the youth.

The theoretical significance of the study lies in the possibility of using the collected and analyzed information to create an optimal set of recommendations for the tactical choice of a program for promoting mountain youth tours.

The practical significance of the work lies in the fact that the proposed project will help to move to a higher level of promotion of mountain youth tours and will contribute to a greater use of the tourist and recreational potential of the region.

Research results:

1. Despite the large recreational potential of the region, youth tourism in this area is at the stage of development, which implies ample opportunities for the sale of tourism products with a low level of competition.

2. A marketing strategy for promoting mountain youth tours has been thought out, taking into account the characteristics of the target audience.

3. Tourism in the region of the Caucasian Mineral Waters is actively developing. The overall attractiveness of the region for tourists can be increased by the variety of tours presented. One of the steps for the implementation of this can be a developed program for the promotion of mountain youth tours.