

ABSTRACT

Theme of final qualifying work: Short-term tourist programs as a potential for developing a tourist offer in the Caucasian Mineral Waters (with the development of a weekend tour to Astrakhan)

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Information about customer organization: Tourist firm «Leto» g. Lermontov.

The relevance of the research: According to UNWTO there are about 1 billion transactions a year in the world today tourist trips. This is because people not only go on long tours, but also go for 1-4 days on very short trips on their weekends or holidays.

But when writing the final qualifying work, it became clear that tour operators offer more tours for 8-14 days or even more. And there aren't many short-term tours.

Why this happens is pretty clear. It is simply not profitable for tour operators to sell inexpensive short tours. It's better for them to send tourists for a longer time.

But it is also a task to create a tour that would not be long, but would help tourists to see more, get new impressions, relax by the sea or fishing.

This opportunity is provided by short-term tours. Weekend tours stand out among them. This is when tourists go on a trip for a few days that includes a weekend.

Short-term tours are trips from 1 to 4 days. Therefore, the tourist is likely to choose the place where you do not need to go for a long time. Otherwise, he will spend half the time on the road and will not rest, will not get interesting impressions.

Given all this, it is clear that the research topic is relevant.

Today in Russia, the economy is not so good and many people's incomes are declining. Even those who have recently traveled to Europe, to exotic resorts on the Islands often can not afford it.

But more and more people still want to go on tour for at least a few days. And so that there is enough money for this, people go for a small number of days. Then the cost of the tour becomes available.

The relevance of the study is confirmed by the fact that in different regions of our country, cities are close to each other, and you can afford to go to one of the neighboring cities for a weekend. It is very important that travel agencies offer more of these tours at an affordable price.

The aim of research. The purpose of the research in the final qualification work is to analyze how short-term tourist programs are developing in Russia and in the world, and how this experience can be applied to expand the offer of travel agencies in the Caucasus Mineral Waters.

Research problems:

- reveal the features of short-term tours and their offers in the world and in Russia;
- проанализировать analyze weekend tours as one of the types of short-term recreation for modern people;
- выявить identify the potential for forming a short-term tour to one of the cities near the CMW;
- to justify and develop a plan for the new tour;
- develop a short-term weekend tour to be offered by tour operators in the CMW region.

The theoretical significance consists in the collected material on the topic of the final qualifying work, which can be used to continue the study of the presented topic.

The practical significance of the work is the possibility of using the developed new tour program and package of documents in the activities of tour operators in the Caucasus Mineral Waters region. The research materials can also be used in the process of teaching disciplines of the Department of tourism and hotel service

Results of the study. The published material on the research topic was collected and analyzed. A new short-term tour to Astrakhan from the Caucasus Mineral Waters region has been developed. All the necessary technological documentation has been developed for the tour program, with the calculation of the tour cost.

Recommendations The program created by the author of the tour can be used by individual tourists and organized groups. Moreover for the offer of this tour to the operator company and for its implementation and sales technological documentation has been developed and the cost of the tour is calculated for one tourist and for a group of 10 people.