

Abstract for final qualifying work

Topic: Ethnic gastronomic tourism and its role in saving national culture and identity of the peoples (with preparation of the gastronomic tour to Kabardino-Balkaria region)

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Relevance of the topic: At the present stage of development of society, one of the most important tasks is the training of specialists who meet the requirements of a market economy. The choice of profession is the most important decision that must be made in adolescence, and in some cases in earlier childhood. Many modern children and adolescents do not know enough about the specific features of each type of activity and do not always take into account their abilities, professional interests and inclinations when choosing a profession. Career guidance tourism today is a fairly new phenomenon in the educational services market. Its occurrence, development and relevance can be associated with internal processes taking place in society.

The practice of career guidance tours can help school graduates to self-determination and make the right decision about their future profession.

Despite the wide possibilities of career-oriented tourism, its potential in the Russian education system is not fully realized, which determines the relevance of the chosen topic.

The aim of the work is to study the basics of organizing career guidance tours for schoolchildren and to develop a tourist product based on the data obtained.

Tasks:

1. Consider the etymology of the concept of career-oriented tourism, to characterize the basic needs of the target segment.
2. To identify the technological features of the formation of career guidance tours for students.
3. To study the specifics of legal regulation in the organization of children's tourism.
5. Carry out a structural analysis of resources and justify the selection of optimal infrastructure facilities for organizing a career guidance tour.

The main results of the study: In our opinion, the career guidance tour “Step into the profession” developed by us is ready to be implemented as a tourist product. Its main value lies in the possibility of providing career guidance support to students in the process of choosing the profile of training and the scope of future professional activity; development of professional self-determination for students in the conditions of freedom of choice of the field of activity, in accordance with their capabilities, abilities and taking into account the requirements of the labor market.