

Theme of qualifying work:

"Photo tourism as a perspective direction of development of the tourist areas of the North-Caucasian region"

The author of the WRC:

4th year student ISTIA the 43.03.02 direction of preparation "Tourism"
Shilyaev Eldar Nixon

Research supervisor:

Candidate of sociological Sciences, associate Professor of the Department of tourism and hotel service Goncharova Elena Nikolaevna

Topicality of the research:

Currently, the category of innovative popular tourist destinations in Russia include the photo tourism. This is due to it increasing interest from tourists, for whom existing mass supply on the market of tourist services become mundane and boring. Photo tourism is a great way for travelers of all ages and professional affiliation to open new corners of our planet in the company of like-minded people, improve your photographic level and, of course, to fill up your photo albums own wonderful images.

The aim of the work:

analysis of the resource potential of the North Caucasus region in the sphere of implementation of photo tourism and the development of a photo tour In the mountains of the North Caucasus.

Tasks:

- identify the concept and to determine the specificity of the development of photo tourism in modern tourism activities;
- analyze the types of photo tours and features of their organization;
to study trends of development of photo tourism on the Russian and foreign market of tourist services;
- to assess the tourism potential of the North-Caucasian region for the development of photo-tourism;
- to develop a photo tour "In the mountains of the North Caucasus", issue tourism documentation and calculate the cost of tour;
to determine the possible directions of development and promotion of photo-tourism in the North Caucasus region.

Theoretical and practical significance of qualification work contained in the likelihood of using his key insights for expanding ideas about the role and importance of new directions of tourism to meet the tourism needs of today's rapidly changing society. The main provisions and conclusions of the final qualifying work can be used as a practical guide regional tourist companies. And we developed the tour, can be used as a ready tourism product especially among managers of tourist companies, which are focused on improving the tourism sector of the region.

The results of the study:

In the practical part analyzes the types of photo tours and practice of the organization in Russian and foreign market of tourist services, the project developed a tourist route "in the mountains of the North Caucasus.

Recommendations:

Photo tourism is one of the innovative trends in tourism of the North Caucasus region, which focused on knowledge of the natural and historical-cultural heritage of the North Caucasus. It engages, both fans, and professionals with the aim of familiarizing them with modern technical means of photography and assistance in mastering these tools, as well as the creative possibilities of using modern photo during tourist trips. The main value of this tourist product, is that it goes beyond traditional ideas about the tourist offer, and this is a significant arm of its promotion not only in Russia but also in foreign tourist market.