

Abstract

The theme of graduation thesis: "Ecotourism as a way of familiarizing people to the values of natural and cultural heritage"

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The relevance of the research topic. The selected theme is currently quite topical. The growth of material well-being and education of our population in the last 15-20 years, as well as the orientation of citizens for a quality environment and a healthy lifestyle in combination with ongoing environmental degradation has led to a rethinking of the concept of "ecological lifestyle" has allowed to discuss about its new configuration, the stylistic repertoires of the actors.

Despite the socio-cultural, socio-economic, socio-environmental attractiveness of ecological tourism, the Russian population demonstrates an extremely low behavioral attitudes and practices on the consumption of the ecotourism product. It is obvious that the orientation of citizens of the Russian Federation on greening your leisure time is a seasonal phenomenon.

On the one hand, it is extremely important to raise awareness among potential tourists about the possibilities of making ecological tours, on the other – of the population there is a possibility to equip the territory of ecological tourism.

Environmentally oriented tourism as a form of green lifestyle has not yet become a common practice of leisure and a part of the value system of the society, except in some cases where it is vital to committing ecological tourism.

In this connection we consider that the subject matter is topical and requires new approaches in the creation of modern eco-tourism with the aim of maximum satisfaction of tourists' needs and preserving ecosystems.

Object of study: eco-tourism.

Subject of research: peculiarities of organization of ecological tour as a way of introducing people to the values of natural and cultural heritage.

Objective: to analyze the practice of eco-tourism, and development of innovative Altura as a way of introducing people to the values of natural and cultural heritage.

Objectives of the study:

- to study the nature and institutional features of ecological tourism;
- to represent functions, and classification of ecological tourism;
- describe the technology development of eco-tourism product;
- to perform organizational and managerial activities and practices of providing eco-tours of the travel Agency "SUMMER" in Pyatigorsk;
- to explore the natural heritage of the Caucasian Mineral Waters, as components of objects of ecological tourism;
- To develop eco-tour "of the 5 peaks of Pyatigorsk in the Kingdom of Berendey".

The theoretical significance of the research studied and systematized theoretical material environmental tourism, environmental tourism, functions, difinititsii.

Practical significance of the work. Summarizes the practical experience of ecological tourism, developed the environmental tour "the 5 Peaks" Pyatigorsk in the Kingdom of Berendey", which can be used with success in other agencies as the region of the Caucasian Mineral Waters and Stavropol region.

Research results: Tourism product "the 5 Peaks" Pyatigorsk in the Kingdom of Berendey" is based on natural objects, monuments of nature Pyatigorsk. This product can promote: promotion of the destination CMS, and the conservation of natural and cultural heritage, increase of tourist flows to the region and the development of the environmental movement; the promotion of regional tourism environmental product in the domestic regional tourism market.