

SUMMARY

The theme of graduation thesis: "The gastronomic possibilities of the Crimea in the context of creating a national brand "black kitchen"".

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The relevance of the research topic. It should be noted that the planning process of creating a new tourist product of the region what is food tourism important for sustainable development of the tourism industry. The achievement of effective development possible only under condition of identification of players interested in the functioning of this direction in the region, analyze their motivations and needs.

The work purpose. The objective of this work is the study of gastronomy as an important resource of tourist activity areas, the analysis of possibilities of organization and development of gastronomic tourism in the Crimea and development based on the data deli round "Crimea on any taste."

Tasks:

- consider gastronomy as an important resource of tourism activities in the territory;
- identify trends and prospects of development of gastronomic tourism in Russia and abroad;
- explore the technological design features of gastronomic tours;
- to give a General characterization of the region of the Republic of Crimea;
- to perform gastronomic resources of Crimea;
- to study the tourism infrastructure of the region;
- to develop the program "Crimea for every taste";
- prepare package of documents for certification of the tourist route;
- to calculate the cost of the tour.

The empirical basis of the study was the work was the statistical data of bodies of tourism management, strategy and target programs of tourism development in the Russian Federation, the Federal Agency for tourism, as well as the expert evaluation and the researchers, information, scientific publications and periodicals.

Practical significance of the work. is that the position outlined in this paper can be used in lecture courses on such subjects as: organization of touristic activities, design of tourism services, tourism management, etc. in addition, developed a gastronomic tour is ready for the implementation of the tourism product.

The results of the study. The development of the project gastronomic tour "of Crimea on any taste" to the Republic of Crimea.

Recommendations. Program development round "Crimea on any taste."