

ABSTRACT

of graduate qualification work

Subject matter: Hiking as a way of satisfaction of the modern tourist's physical and spiritual needs.

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Information about the work placement organization: travel agency LLC "Vertikal" (Yessentuki)

Research relevance: The hypodynamia and the related consequences have become the scourge of post-industrial society. As a rule, hiking tour takes place in the fresh air among natural landscapes, thus bringing the person closer to nature, acquainting them with flora and fauna, immersing them in the beauties and peculiarities of the territory. For any customer hiking tour can be not only a pleasant and rather acceptable pastime, but that very "recharging-the-batteries" factor which will intensify mental and physical activity, cause positive emotions, revitalize and strengthen one's spiritual and physical state. All the above mentioned justifies the relevance of our research.

Objective: the development of a hiking tour in the territory of the Russian Federation southern recreational zones.

Stated objective implementation in the course of the research results in the following **tasks**:

- to study structural features of hiking tours;
- to examine modern types of the hiking tourism;
- to study the present state of hiking tourism in Russia and abroad;
- to reveal structure features of the modern hiking tour organization;
- to analyze untapped resources of the hiking tourism in the South of Russia tourist destinations;

- to develop and suggest to travel agencies the recommendations on the hiking tourism development in the territory of Caucasian Mineral Waters and Greater Sochi;
- to suggest to implementation an innovative hiking tour through the Greater Caucasus Range to the Black Sea coast of the Caucasus.

Theoretical significance: the possibility to use theoretical justifications of hiking tours formation with the implementation of the relaxation and improvement systems on the basis of the representative territory of the Southern Federal District and the North Caucasus Federal District.

Practical significance: the monitoring of the leading travel agencies activity in the territory of Caucasian Mineral Waters and Greater Sochi is carried out; the possibilities of the hiking tours development are analyzed, including the necessary involvement of all the age categories of the Russian Federation citizens.

Results of the research: The southern territory of the Russian Federation has the well-known recreational zones: Caucasian Mineral Waters region, Adygea, the Black Sea coast of the Caucasus, all of which have magnificent natural opportunities for the hiking tourism maximum development.

The author carries out the guests' preferences monitoring (the resorts of Caucasian Mineral Waters and Greater Sochi) on perception and desire to take part in hiking and active tours. On the basis of the obtained data the author:

- develops recommendations for the introduction of short-term hiking tour for inactive guests of the resorts of Caucasian Mineral Waters;
- works out hiking "shuttle" tour through the Greater Caucasus Range to the sea.

The advantage of the tour is psychological maintenance by means of professional psychologist;

- justifies that the tour itinerary is interactive and presupposes complete physical and spiritual recovery of tourists.

Recommendations:

- to activate all the Russian Federation tourist system aimed at the development of internal tourism (including hiking); to competently develop marketing strategy of the Russian tour operators and travel agents;
- to develop strategy and tactics of the hiking tourism development in the southern territorial subjects of the Russian Federation at the level of regional managers of tourist industry and tour operators, since it is one of the tasks of the national health improvement;
- to create the base training school for instructors-psychologists, instructors-animators for the needs of hiking tourism, based on Pyatigorsk State University with assistance of the interested subjects of the South of Russia tourist market;
- to deliver a series of workshops with the heads of hotel resort complex and to offer health-improving short-term tours in the vicinity of Caucasian Mineral Waters and the settlements of Greater Sochi (on a contractual basis, as additional services); at the same time to consider seasonality and strictly control the customers' physical condition;
- to develop a complex of not costly hiking tours for a less secure part of the population (pensioners, school students) coming to the resorts of Caucasian Mineral Waters during the autumn and winter period;
- to intensify the realization of the day-off hiking tours for parents with children; to develop the whole cycle of the hiking tours, interesting both for adults and children.
- to put into operation of travel agencies the option of hiking tour with the elements of "psychological maintenance", which can be popular with the local citizens and the megalopolis residents who have arrived to the resorts of Caucasian Mineral Waters;
- to develop the practice of "shuttle tours" through the Caucasus mountains ("Caucasian Mineral Waters – the sea" - "The Sea – Caucasian Mineral Waters") and to carry them out during the whole warm season.