

Abstract

Topic of the final qualifying work:

"Opportunities to promote the CMS region through the geological potential of the territory (with the development of a geological tour of the cities and surrounding areas of the CMS)"

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The relevance of the research topic is explained by the fact that currently the geological Sciences are becoming more and more important. Geology is one of the most important natural Sciences that studies the state, material composition, origin and development of the Earth. Explores the phenomena and processes occurring on its surface and inside. Geological tourism is understood as a type of educational tourism that is based on the study of geological material objects and processes and at the same time brings aesthetic pleasure. This definition is relevant in most countries of the world.

The purpose of the final qualification work is to analyze the geological potential of the CMS region and develop a geological tour for young people "Journey to the past".

To achieve this goal, you need to solve the following **tasks**:

- to consider approaches to the definition of "geological tourism" and determine the level of its demand for modern consumers;
- to characterize the natural potential of the CMS region for the development of geological tourism;
- evaluate the tourist infrastructure of the region and identify the motives for the development of geological tourism in the CMS region;
- develop a geological tour of the cities and environs of the CMS;
- draw up tourist documentation and calculate the cost of the tour.

The theoretical and practical significance of this research is to generalize the conceptual and methodological foundations of the organization and technological support of geological tourism. The final qualification work is aimed at updating the issues of development of geological tourism as a promising direction of the tourist industry in the CMS region. The practical significance of the research is to develop a geological tour for young people, ready for implementation in practice, which will help to increase the level of literacy of modern youth.

Research result. Taking into account these features, we have developed a geological tour for young people "Journey to the past" in the region of Caucasian Mineral Waters, designed for 6 days /5 nights. It is ready for implementation. Its main purpose is to study the geological heritage of the CMS region, through familiarization with geological and geomorphological objects. This tour is able to

develop an interest in the study of the Earth, promotes a healthy lifestyle and physical activity.