

## **Abstract**

### **Theme of qualifying work:**

"The role of thematic tours of the day in the development of domestic tourism of the region KMV"

**Author WRC:** 4-year Student of IDIRECT the 43.03.02 direction of preparation "Tourism" Danielova Polina Pavlovna.

### **Research supervisor:**

Candidate of sociological Sciences, associate Professor of hospitality and tourism Goncharova Elena Nikolaevna

### **Topicality of the research:**

The diversity of forms of modern tourism allows tour operators to offer consumers short-term tours, which are specified by the preferences and socio-economic potential clients. Short breaks integrative in form, full of information component and affordable cost. They can greatly enhance the competitiveness of tourist companies, to increase the attractiveness of tourism destinations as a whole, resulting in our inaugural topic is extremely important.

### **The aim of the work:**

development of thematic tours to weekend in region of CMS.

### **Tasks:**

1. to consider the theoretical basis of thematic tours of the day;
2. to study the socio - economic base of the emergence and development of thematic tours of the day;
3. to conduct marketing research in the framework of the provision of tourism services in environment, leisure and residents of resorts;
4. to analyze and give assessment of the current state of thematic tours of the day in the region;
5. to explore the prospects and opportunities for the development of thematic tours of the day at CMS;
6. develop, on the basis of the research theme weekend for active consumers of tourism products.

### **Theoretical and practical significance of the research:**

is to justify the author themed tours of the day as an effective way of enhancing the attractiveness of resorts through the tourism component of recreation at the Caucasian mineral waters, as a means of expanding the market of tourist services, as one of the conditions to the competent marketing policy of travel agencies. Materials and statistical data received in the result of the study can be used in the work of tourist agencies CMS, with the graduate students of the College in the course of studying of special disciplines at the Department "tourism".

### **The results of the study:**

1. Short themed breaks at CMS are implemented is not enough. Proposals for updating of itineraries for the tourist market KMV practically does not arrive.
2. Polls guests of the resort showed dissatisfaction with the proposed tourist programs because of their traditional character and moral obsolescence, the lack of animation, interactive component.

3. Itinerary of the day tour companies CMS is not being used as part of the expansion of the tourism proposals in the context of medical tourism.

4. The rich historical-cultural and natural potential of Pyatigorsk allows you to create interactive Hiking and combination tours to different demographic segments of the population.

5. For innovative approach to the implementation of itineraries, the author developed a number of long-term goals for the revitalization of the travel agencies in the region to establish and implement the weekend rounds.

6. We have developed a short radial route "the Natural wealth of the CMS", which takes place in the landscaped areas of the CMS.

**Recommendations:**

The developed program can be easily modified, the tour can be shortened to two days, if necessary, can be elected place of residence and meals in the tourist centers: the "Valley of narzans", "Honey waterfalls" in Kislovodsk, and others, which will take tourists from different corners of Russia and abroad.