

Theme of qualifying work:

"Efficiency analysis of industrial excursions in the process of vocational guidance of modern youth"

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Topicality of the research:

Nowadays, the tourism industry is showing the need to search for and develop innovative excursion ideas, therefore production excursions are of increasing interest to tourists. This is due to the fact that during such an excursion you can be not only a spectator, but also to a certain degree an accomplice. In addition, this pattern is due to the intensive development of various spheres of production, requiring fast and high-quality training of highly qualified specialists to these spheres of activities. This type of excursion provides an opportunity to get acquainted with high-tech production through visual observation, to study the device and the specifics of the work of personnel and equipment. All of the above helps in the vocational guidance of young people and in the consolidation of theoretical knowledge already obtained.

The aim of the work:

evaluation of the efficiency of industrial excursions in the process of vocational guidance of modern youth.

Tasks:

1. To study the concept, the history of origin, the current state and trends in the development of industrial excursions;
2. To formulate the basic principles of segmentation of consumers of a tourist product and to characterize them;
3. Determine the specifics of the organization and conduct of industrial excursions;
4. Draw up an analysis and evaluate the CMS resource potential for the implementation of production excursions;
5. To develop a production excursion for young people with vocational guidance;
6. To disclose possible ways of promoting industrial excursions in the region of the CMS with a view to professional orientation of modern youth;
7. To analyze the foreign experience in the creation and conduct of industrial excursions;
8. To study the preferences of foreign tourists when choosing production excursions in the CMS region;

9. To develop a project of the production tour for foreign tourists, including visiting the enterprises of the CMS region.

Theoretical and practical significance of the research:

The significance lies in the fact that the directions and tasks of the development of Russian industrial tourism, identified in the research work, can be used in the formation of vocational guidance by educational institutions, tourist companies and agencies of the CMS and Stavropol Region.

The results of the study:

1. Production excursions of the CMS are poorly developed. The offers of travel companies are monotonous and include only customized orientation tours to food companies.

2. Questioning of students of the PSU and the Pharmaceutical Academy have shown that many people do not know anything about this kind of excursions or do not see there in the benefits for career guidance and training.

3. The enterprises themselves influence on the poor development of industrial excursions in the region, as they do not possess advanced technologies and proper safety techniques.

4. Many tourist enterprises do not take into account the methodological features of this type of excursions when preparing custom routes, which leads to ineffectiveness of the excursion process.

5. We have developed a short-term radial route for foreign tourists "On the other side of reception", which includes two production excursions to service companies.

Recommendations:

The developed programs of production excursions can be adapted to other service enterprises, that will make it possible to receive active tourists from different parts of Russia and abroad, attracting them with new routes.