

## **Abstract**

### **Subject of the final qualifying work:**

Phototourism as a promising direction for the development of tourist attractiveness of the CMS region (with the development of a photo tour of the cities and surrounding areas of the CMW region)

### **Author of the WRC:**

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### **Relevance of the research topic:**

Currently, the category of innovative popular tourist destinations in Russia include the photo tourism. This is due to the growing interest in it on the part of tourists, for whom the existing mass offers on the market of tourist services are becoming commonplace and boring.

Phototourism is a great way for travelers of different ages and professional backgrounds to discover new corners of our planet in the company of like-minded people, increase their photographic level and, of course, add their own wonderful photos to their photo albums.

**The purpose of the final qualification work** is to analyze the resource potential of the CMS region in the field of phototourism and develop a photo tour "Unknown beauty of the Caucasian Mineral Waters".

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

- to study the concept of "phototourism" and determine the level of its demand for modern consumers;
- analyze the types of photo tours and features of their organization;
- assess the resource potential of the CMS region for the development of phototourism;
- justify the choice of the route of the photo tour and make a technological map of the trip;
- develop tourist documentation and calculate the cost of the tour.

**The theoretical and practical significance** of this research is contained in the probability of using its main conclusions to expand the understanding of the role and significance of opportunities for new tourism destinations to meet the tourist needs of a modern rapidly changing society. The main provisions and conclusions of the final qualifying work can be used as a practical guide by regional travel companies. And the tour developed by us can be used as a ready-made tourist product, especially among managers of those tourist companies that are aimed at improving the tourist sphere of their region.

**Research result.** The developed photo tour of the Caucasus Mineral Waters region is a ready-to-sell tourist product. Its main goal is to visit natural and cultural attractions, of course, to create unique images that convey all the greatness and beauty of the surrounding area of the CMS region. The high cost of the tour –

40.000 rubles - is quite justified, since the tourists are accompanied by the head of the group - a professional photographer. Also, on certain sections of the route, valuable information about the area and its attractions is provided by tour guides.