

Abstract

The topic of the final qualifying work:

"Modern directions of thematic tours and their role in the promotion of tourist destinations (with the development of the program of a Sketch tour of the city of Pyatigorsk)"

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Relevance of the research topic:

Currently, one of the most popular types of tourism around the world is themed. Its popularity is also growing in our country. It allows you to use the tourist resources of destinations to the fullest extent, affecting all their facets.

In this regard, today in the tourist market, the most popular thematic area is Sketch-tourism. Sketching is a technique of rapid sketching. It sounds corny, but in the modern world, speed is important, since the expression "time is money" has not yet been canceled. A sketch tour is an organized trip by artists or drawing enthusiasts to make sketches or complete drawings of a particular place.

The purpose of the final qualification work is to develop a program for a Sketch tour of the sights of the CMS region based on the analysis of the tourist potential of the region.

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

- to analyze the concept and essence of thematic tourism as a promising direction of tourist activity;
- identify the motivated need of modern tourists for thematic tours;
- analyze foreign and domestic experience in organizing thematic tours;
- evaluate the resources of the CMS region for creating and promoting thematic tours;
- develop a program for a Sketch tour of the sights of the CMS region;
- identify possible ways to promote a thematic Sketch tour through the cities of the CMS region.

The theoretical and practical significance of the study is that a program of a thematic Sketch tour of the sights of the CMS region has been developed. The goals and objectives of the tour are defined, the target audience is identified, and the set of attractions is presented in full. It is stipulated that the objects of architecture and natural heritage of the CMS cities will be presented as exhibits.

The significance of the work lies in the possibility of developing and improving the existing concept in various areas of tourist activity. An important role is played by the fact that the result of our work can be used in projects for the development and promotion of tourist activities in the region.

The results of the study. Sketch-a tour of the sights of the KMV region (Pyatigorsk), is a ready-made tourist product. Its cost will be 22,000 rubles. And

the main goal is that the participants have the opportunity to discover a city that goes unnoticed by ordinary tourists, to master the techniques of sketching, to comprehend the secrets of instant sketching, to master the skills to highlight the brightest moments from the daily life of the city and to notice the smallest details. Based on the results of the tour, participants will create a Sketch map of the city, which will be useful for guests and residents of the CMS region. This kind of tour is able to expand the range of tourist services offered in the city and contribute to its further improvement.

As a promotion of the tour, we offer the concept of an Instagram page developed by us, which includes all the necessary information on its implementation, photos of places visited, reviews and contacts. And also an equally effective way of promotion in our case will be the distribution of advertising booklets (they are in front of you) in places where potential consumers of this thematic tour gather.