

Annotation to the final qualifying work on the topic: «MOUNTAIN RESOURCES OF THE CAUCASUS AS A PROMISING DIRECTION FOR DEVELOPING ACTIVE ROUTES FOR FAMILY TOURISM»

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Relevance of the research topic. Within fifty years, the tourism industry has become complex and complex. Today we can consider it as an established phenomenon. Currently, the tourist and excursion sports direction of using the mountains is one of the priorities. Mountain tourism, as one of these directions, takes a leading place in organized winter holidays in many countries. The demand for mountain tourism is constantly growing, and revenues from it occupy a significant share in the tourism industry of many European countries. Mountain tourism is becoming more and more popular form of spending free time and every year is more and more in demand in Russia. The tourism and recreation complex of the Caucasus is able to provide conditions for tourism and recreation of our citizens and foreign guests.

Purpose of research. Based on the analyzed Soviet experience of organizing mountain tourism and current trends in its development, develop a program of active mountain tours to Arkhyz for parents with children.

Tasks:

1. to Study the etymology of concepts and motivation for the development of mountain tourism, to characterize the main needs of the target segment of tourists.
2. give a description of the tourist and recreational center and a structural analysis of resources for the development of mountain tourism.
3. To analyze and make the rationale for the selection of optimal infrastructure for organizing a mountain tour.
4. Develop a mountain tour program for family tourists.
5. Make a package of documents for the tour and calculate its cost.

Develop a program to promote an active tour in Arkhyz.

Main results of the research:

1. the Growing popularity of mountain resorts requires the development of territories, especially since Russia has unique mountain resources that are in many respects superior to foreign ones. However, the development of the mountain tourism industry in the country is extremely slow. According to a number of indicators, the North Caucasus Federal district is the most promising platform for creating and developing mountain tourism in Russia. At a meeting of Federal and regional authorities, it was decided to lift all restrictions on state support for the development of resorts in the North Caucasus and allocated Federal funds under the South of Russia program, which will mainly be used for the implementation of major infrastructure projects. According to the Federal authorities, the appearance

of a single international Caucasian resort will give a strong boost to the economic development of the region.

2. the final satisfaction of the tourist depends not only on the quality of the developed route program and tourist resources that the tourist will see during the trip. Modern tourists require the provision of tourist infrastructure that meets the needs of the segment at optimal prices and guarantees of safety. In the next paragraph, we will examine the material and technical base of Karachay-Cherkessia, which is necessary for organizing mountain tourism programs.

3. Tourist infrastructure in the village of Arkhyz is poorly developed. On the one hand, everything you need for a holiday seems to be there. But on the other hand, everything is not very well organized, and many important things are missing. There are almost no travel agencies, and therefore most services are offered by distributors and private organizers, who most likely operate without any documents at all. The same applies to transport, which, by the way, is very poorly developed here. Taxi prices are monopolistically high, and Internet taxi services do not work here.

4. The program of a mountain tour in Arkhyz Developed in the framework of this study, in our opinion, can be interesting for a wide range of potential consumers. It is implemented in four places of the village of Arkhyz, and, along with interesting excursions, in which tourists will see unique natural objects of the Karachay-Cherkess Republic. In turn. implementation of mountain-oriented programs in places of Karachay-Cherkessia to attract additional tourist flows and contribute to the socio-economic development of the North Caucasus territories.

5. At the same time, the success of the tour operator is determined not only by the ability to develop high-quality travel programs, but also by the ability to find optimal opportunities for their promotion, as well as largely depends on the key segments of consumers of the tourist product, which should be the focus of the program's communication activity.