

Title of the final qualification work: Principal Trends of Development and Application of Curative and Health-Improving Tourism Techniques (in terms of the sanatorium “Plaza”)

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Information about the research initiator: LLC “Sanatorium PlazaSPA”, Kislovodsk

Topical importance of the research issue: In spite of little percentage of curative tourism in the world touristic stream (about 1%), it is one of the most profitable branches of touristic business. It’s important to notice that this kind of tourism is a very specific one and it has its own distinctive features. Besides, this kind of tourism organization has rather old historical traditions and is very complex but prospective business. Scarce development of the issue determines its topical importance. In particular, speaking about curative and health-improving tourism, it’s necessary to notice, that experts don’t have a common opinion on the term itself (curative, curative and health-improving, sports and fitness, rehabilitation, recreational, etc.) and its content.

The material on the matter given in educational literature is too general, and numerous monographs devoted to this issue examine more particular questions and problems.

The goal of the work consists in creation of ways improving technique development of curative and health-improving tourism in the sanatorium “Plaza”.

To reach the goal the following **tasks** are to be solved:

- examination of the notion and structure of curative and health-improving tourism;
- studying the techniques of curative and health-improving tourism;
- analyzing models of organization of curative and health-improving tourism in Russia and abroad;

- studying activity and techniques of curative and health-improving tourism in the sanatorium “Plaza”;
- formulating the ways improving development of the techniques of curative and health-improving tourism in the sanatorium “Plaza”.

The object of research is the sanatorium “Plaza” in Kislovodsk.

The subject of research consists in the techniques of curative and health-improving tourism and its progress trends.

Theoretical and methodological grounds of the research are formed of tested general scientific methods of cognition, which allow to establish objectively the existing regularity that refers to the essence and content of curative and health-improving tourism.

Empirical grounds of the research base on collection and analysis of the evidence, study of documents, efficiency index of the cures held, health-improving treatment and other activities, results of expertise derived from scientific tutorials on the subject.

Theoretical value consists in studying the definition of curative and health-improving tourism, its history and progress trends in domestic and foreign practice.

Practical applicability consists in the opportunity of application of the suggested advice in the work of the sanatorium “Plaza”, which in our opinion will make its product even more attractive.

The structure of the work consists of Introduction, Two Chapters, 6 Paragraphs, Conclusion and Bibliography.