

Abstract

Subject of the final qualifying work:

"Yoga tourism as an attractive destination in the health tourism market (with the development of a yoga tour to the Crimea)"

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Relevance of the research topic:

Yoga tourism is a completely new direction in modern tourism. This is a great idea to combine a great active vacation, various types of travel and yoga classes. The routes are chosen very different-both in Russia and abroad. And the idea is not just to visit an interesting place or country, to relax, but also to pay attention to practice under the guidance of an experienced teacher. And not once a week, as it happens in normal life, but day after day. And this is a huge benefit. First, a change of environment has a positive effect on the psychological state. In such an environment, yoga classes are much more effective. Do not worry about everyday problems, it is easier to focus on performing exercises. During these classes, the teacher pays much more attention to everyone, explains, shows, and answers questions.

The purpose of the final qualification work is to develop a yoga tour "the Power of the five elements" to the Republic of Crimea.

To achieve this goal, you must solve the following tasks:

- study the concept of "yoga tourism", its types and determine the target segment of consumers;
- analyze the tourism resources of the Republic of Crimea for the development of yoga tourism;
- evaluate the tourist infrastructure of the Republic of Crimea for organizing yoga tours;
- development of the program of the yoga tour "the Power of the five elements" to the Republic of Crimea;
- draw up tourist documentation and calculate the cost of the tour;
- to argue possible ways of its further promotion for the target audience.

The theoretical and practical significance of the research is to generalize the conceptual and methodological foundations of the organization and technological support of yoga tourism. The final qualification work is aimed at updating the development of yoga tourism as a promising direction of the tourism industry in Russia. The main provisions and conclusions contained in the final qualifying work can be used in the further development of theoretical and methodological foundations of yoga tourism. The tour developed by us can be used as a ready-made tourist product.

Research result. Developed yoga tour to the Republic of Crimea, is a ready-to-implement tourist product. Its main value is not only in performing certain activities that are familiar to yoga (pranayam and asana complexes) in the fresh air in the mountains or near the sea, but also a unique ability to be flexible in psychological terms, the ability to quickly adapt to other communication with people, to new energies, to other traditions and mentality. In addition, when a person leaves far from home, he is less visited by the usual state and thoughts, and thus there is an opportunity to relax from himself and the established rules of life. Yoga tours allow people to get to know themselves, their strengths and weaknesses better. However, even if you do not have a huge experience in yoga classes, you can take part in yoga tours for a group that is intended for the initial level of training.