

**Theme of final qualifying work:** Specifics of the formation of economy class tourist programs for residents of KMW (with the development of a weekend tour to Krasnodar)

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**Information about customer organization:** Tourist firm «Leto» g. Lermontov.

**The relevance of the research:** Tourism is developing rapidly in Russia and around the world. People want to relax, see beautiful places, learn something new. Many people go to improve their health. So everyone needs to buy tours or go on their own. In the Caucasian Mineral Waters there is much to relax and improve, but there is no sea. Locals often go to the sea, especially in summer. But they are also interested in seeing other places.

More than 1 million people live in the CMW region (2018). the Average salary is from 13-30 thousand rubles. This means that a lot of people can't go on expensive tours. Therefore, we need to offer more economy tours that are inexpensive. For example, you can make a tour not far away and for a short time. You can make an economy tour because of the low price of travel tickets or hotel accommodation. We need to look for different options and create economy tours.

All this indicates the relevance of the topic of the final qualifying work. In it, we will consider the features of forming economy-class tourist programs for residents of the KMW. We will mainly study short tours, as they can be inexpensive. These trips can be arranged for weekends and 1-2 more days.

Economical tours are very necessary now for residents of KMW due to low incomes and the economic crisis. Income become small after the epidemic of coronavirus. This means that even more tourists will be looking for an opportunity to travel inexpensively. This is the relevance of the research topic.

**The aim of research** is to analyze the features of the formation of economical tourist programs and develop a new economy tour for its offer in the region of Caucasian Mineral Waters.

**Research problem:**

- To reveal the concept and essence of economical tourist programs.
- To analyze the features of formation of economical tours for the supply of Caucasian Mineral Waters in the region.
- Explore the potential of Krasnodar for organizing economy tours.
- Provide justification for the economy class tourist program for residents of the Caucasian Mineral Waters in Krasnodar.
- To carry out applied development of economy of the tour in Krasnodar.

**The theoretical significance of the work** lies in the possibility of using the collected and systematized information for further deeper research of the problem.

**The practical significance of the work** is the possibility of using the developed tour program and technological documents for the tour in the activities of travel agencies in the Caucasus Mineral Waters region. The materials of the final qualifying work can also be used in teaching students.

**Results of the study.** The published material on the research topic was collected and analyzed. A new tour from the Caucasus Mineral Waters region to Krasnodar has been developed. All the necessary technological documentation has been developed for the tour program, with the calculation of the tour cost.