

**THE EVALUATION OF HISTORICO-CULTURAL HERITAGE OF  
TERRITORIES, PECULIARITIES AND TECHNOLOGY OF THE  
HISTORICAL EXCURSION ROUTES ORGANIZATION**

(at the example of Ltd. Tourist Company “Ladya”)

Summary of the master`s dissertation

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**Subject matter of the dissertation:** The evaluation of historico-cultural heritage of territories, peculiarities and technology of the historical excursion routes organization (at the example of Ltd. Tourist Company “Ladya”).

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**Customer organization:** Limited Liability Company Tourist Company “Ladya”.

**Topicality of the research:** According to the WTO’s forecasts, Russia takes the fifth place by opportunities of development of the tourist market and the ninth on historico-cultural potential. In the Russian Federation more than 80 000 objects of cultural heritage are registered in the State Register of Cultural Heritage. Historical and cultural heritage of the North Caucasus is the important component of the tourism potential of Russia. Here two parts of the world adjoin, the European traditions meet with local Asian colour. The great resettlements of the people from the East to the West and vice versa, their mixture with local population formed original ethnoses and the cultures, giving the opportunities to create unique excursion product. All of this defines topicality of our research.

**Objective:** Analysis and evaluation of historical and cultural potential of the North-Caucasian region and their further usage for the development of new excursions on historical and cultural themes.

**Tasks:**

1. To study the concept and methods of classification of excursions, as well as their role in the spectrum of socio-cultural and tourist services;
2. To analyze the historical and cultural heritage of the Russian Federation, and to consider the problem of state protection of monuments of history and culture;
3. To conduct a market analysis of the potential of historical and cultural tourism in the North Caucasus region;
4. To characterize the historical and cultural sites of the North Caucasus;

5. To analyze the types and prospects for the development of excursion business with cultural and historical themes;

6. To analyze the operation of tourist enterprises with an excursion orientation in Pyatigorsk, in particular the work of the Ltd Tourist Company "Ladya" and to carry out the analysis of the excursion routes realized at the enterprise;

7. To develop the program of new excursion with cultural and historical subject and to issue necessary methodical documentation.

**Theoretical and practical significance of the research:** Consists in the analysis of the historical and cultural potential of the North-Caucasian region and in the identification of types and promising areas of the excursion business with cultural and historical subjects. Materials, conclusions and recommendations contained in the work can be used by various tourist companies for developing historical and cultural tours in the North Caucasus region.

**Results of the research and recommendations:**

1. It's objectively established that the North Caucasus region has a great potential for the development of excursion tourism and sightseeing rich base of tourism facilities for organizing various cultural and historical tour routes. Within this research we carried out a detailed systems analysis of historical sightseeing resources, which is presented in tabular form.

2. Considering great resource opportunities, the travel agency "Ladya" needs to continue work on creation of new excursion routes, in particular, with cultural and historical subject. It will promote not only the expansion of a range of the excursion offer, but also a region promoting, creating of its positive image, patriotism education which is especially important, among young generation.

3. Having analyzed excursion routes of the enterprise, and having revealed new opportunities for further development of excursion routes with historical and cultural subject in the region, we developed and offered historical and patriotic excursion of "The fortified city of the Azovo-Mozdoksky defensive line" which has no analogs in the region.

4. In different types of tourism excursion filling is one of the major intellectual components. For consumers involvement the cultural and historical excursion routes, along with informative function, must be filled with the bright contents: tasting of national cuisines, usage of historical constructions as live scenery for carrying out the actions constructed on elements of national culture and life.