

The final qualifying work

Theme: Incoming ecological tourism and its role in positioning and promoting the natural resources of the ecological and resort region of the KMW (with the development of an ecological tour of the Caucasus Mineral Waters region for foreign guests).

The author of the FQW: Sarkisova Rozalina Evgenyevna

The scientific adviser of the FQW: Kolchugina Tatyana Anatolyevna

Actuality: The main driving force of eco-tourism is the rapidly growing demand for recreation, which is determined by the increase in the discrepancy between the living environment of modern man and his physiological and psychological needs. 2017 in Russia is declared the year of ecology, therefore the first steps in the organization of ecological tourism are undoubtedly connected with the development of tourist activity in specially protected natural areas, such as the Caucasian Mineral Waters region. This makes the topic of our research relevant.

The aim of the work is to study the role of ecological tourism in positioning and promoting the natural resources of the ecological and resort region of the Caucasus Mineral Waters, analyzing the natural resources of the CMS and developing an ecological tour around the CMS region for foreign guests.

Objectives of the study:

1. To study the etymology of ecological tourism, its technological and legal support and to justify the motivation for implementing tours with an environmental focus for foreign guests in the CMS region.
2. To give a general description of the tourist and recreational center and the structural analysis of the ecological resources of the resort region of the Caucasus Mineral Waters.
3. To substantiate the selection of the optimal infrastructure facilities for the organization of an inciting ecological tour and to determine its thematic support.
4. To develop an environmental tour program.
5. To make a package of documents for the tour.
6. To calculate the cost of the tour.

Conclusions and offers:

1. Today, no one can ignore or understate the importance of tourism for the rise of the national economy. Inbound tourism in this regard brings maximum income to both the tourist enterprise and the territory visited by tourists, and promotes the most harmonious development of the Russian regions.
2. The Russian Federation has a variety of tourist resources that attract the attention of tourists. However, the results achieved by our country in the field of inbound tourism remain very modest so far.

3. Possessing huge natural resources, the Caucasus Mineral Waters region is one of the most promising and attractive destinations for the development of ecological tourism. There are a variety of natural and climatic resources that need to be preserved, and ecotourism in this case can play an important social role.
4. The most important problem of development of in-camping tourism in the Caucasus Mineral Waters region is the lack of high-level tourism infrastructure that meets the requirements of a sophisticated foreign consumer. Therefore, the implementation of budget ecological tours today could bring tangible income to the region. And here ecological tourism could become one of the key.