

SUMMARY

Subject matter: Market research and definition of prospects of beach tourism in Russia and abroad: a retrospective.

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Information about customer organization: resort complex "Mashuk Aqua-Therm» Zheleznovodsk.

Objective of the research: The study "beach tourism" important now due to the fact that the most attractive seashores, an integral part of passive recreation, known as the "three S»: the sea - the sun - beach (Sea-Sun-Sand). This determined the relevance of the theme of final qualifying work and the composition of the investigated problems in it based on the Russian and international experience in the development of beach tourism, the objective assessment of the status and real social and economic opportunities for the development of beach tourism.

The purpose of the study: determine the prospects of development of beach tourism in Russia and abroad. Develop measures to improve the development of beach tourism in Russia.

Tasks:

- Determine the nature, purpose and specifics of beach tourism.
- Identify the features of the organization of beach tourism.
- Explore the variety of beach holiday beaches and classification according to the degree of their use and appeal.
- Conduct historical analysis and to determine the current state of beach tourism in the world.
- Assess the modern tourist industry of Great Britain.
- substantiate the prospects for development of beach tourism in the UK.
- Study the geography of a popular beach tourism in Russia.
- Determine the current status and prospects of development of the Russian industry of beach tourism.
- Identify the main directions and mechanisms of solving problems of beach tourism in the region of the Crimean Federal District.

Theoretical and practical significance.

This study is a scientific work, which develops the theory and enriches it with new approaches, in particular, approaches to the development of beach tourism in Russia and foreign countries, to the definition of the nature, purpose and specificity of beach tourism, especially its organization.

The practical significance of the work lies in the fact that the recommendations for the development of beach tourism can be used in practical activities of the regions and be part of the directions and mechanisms in solving the problems of the sphere of beach tourism.

Results of the research are:

Market research of beach tourism in Russia showed that the geography of beach places in our country is vast. In recent years, beach tourism in Crimea in general, developing steadily and rapidly, but there are some problems in the identification of measures that have been proposed for the development of beach tourism in the Crimea.

Recommendations.

In order to maximize the use of tourist and recreational complex of Crimea, to increase revenue, to meet the needs of tourists need to use the opportunity to join efforts at the beginning of the tourist season to promote the rich recreational tourism potential of Crimea.

As a result, the development of beach tourism in Crimea will come to a new level, so that visitors will have the whole range of required services and various companies - the long-awaited earnings and prospects.