

Theme of the final qualifying work: "Tourist resources of the Crimea as a factor in stimulating integration processes between the republic and regions of Russia"

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Relevance of the research topic. The special role and importance of tourism are determined by the fact that it is simultaneously a part of both economic and social spheres. State-wide tourism can become a lever for overcoming the uneven economic development of individual territories, stimulating its growth in economically underdeveloped areas that are not favorable for industrial and agricultural production. The development of tourism in these areas contributes to the employment of the population, the reduction of its migration to large cities and industrial centers and even leads to the reverse process - the influx of people from other regions, which is largely due to the social functions that tourism performs. In addition, tourism is a form and way of intercultural communication and integration. The last one to date has acquired special urgency due to the fact that in March 2014 at the general referendum the overwhelming majority of Crimean residents decided to reunite with their historical homeland. March 21, 2014 V.V. Putin signed a federal constitutional law on the entry of Crimea into the Russian Federation. From that moment the process of integration of Crimea into the economic, financial, credit and legal space of Russia began.

The main goal of integration is to bring the economic indicators of the Republic of Crimea to the all-Russian ones, specifically price leveling, to establish trade turnover with the mainland part of Russia,

Tourism in the context of integration processes can be considered as one of the important tools for rapprochement, integration and communication between the peninsula and the regions of Russia, thereby realizing the social function of tourism.

The aim is to analyze the tourist and recreational potential of the Crimean Republic and to develop a project of the historical and cultural tour "Crimea-Point of Attraction".

Tasks:

— consider tourism as a form and mode of intercultural communication and integration;

— Define the definition of "tourist resources" and its classification in modern domestic literature;

— give a general description of the region;

— analyze the tourism and recreational resources of the Republic of Crimea;

— develop a route and the program of the tour "Crimea-point of attraction";

— compile a package of documents for the certification of the tourist route;

— calculate the cost of the tour.

The theoretical significance of the study is that tourism has been considered as a form and method of intercultural communication and integration; The definition of "tourist resources" and their classification in modern domestic literature is defined; An analysis of tourist and recreational resources of the Republic of Crimea.

The practical significance of the work is the ability to use the developed tour and the attached package of documents in the work of tour operators.

Results of the research: The "Crimea-Point of Attraction" tour developed within the framework of the work is ready for implementation as a full-fledged tourist product.

Recommendations: a tourist route can be implemented in the activities of tourist companies.