

The theme of the final qualifying work: BICYCLE TOURISM AS A PERSPECTIVE DIRECTION OF TOUROPERATING DEVELOPMENT

(With the development of a cycling tour in the North Caucasus region)

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Actuality of the theme of research: As statistics show, the number of cyclists is increasing, and in developed countries bicycle tourism is very popular today. In Russia, this direction also has great prospects, especially since according to some sources, our country is the birthplace of the bicycle. If we talk about the development of cycling in the North Caucasus region, then it is certain that the unique climatic, landscape, historical and cultural resources of the territory provide an opportunity to provide great prospects for this specific direction of tourism. All this allows to underline actuality and timeliness of research theme.

The purpose of the final qualifying work: The purpose of the diploma project is to substantiate and analyze the implementation of cycling tourism as a promising direction for the development of touroperating with the development of a cycling tour in the North Caucasus region.

Tasks of the research:

1. To formulate the concept, to study the dynamics of development and to determine the place of bicycle tourism in modern touroperating.
2. To consider the features of organization of bicycle tours and to make an analysis of the resources of the territory for the formation of the cycling program in the North Caucasus region.
3. General analysis of infrastructure and selection of optimal infrastructure facilities for the organization of a cycling.
4. Develop a project and compile project documentation for a cycling tour in the North Caucasian Federal District.

5. Calculate the cost of the tour.

Theoretical and practical significance of the research:

The theoretical significance of the study is to analyze the problem of introducing and developing cycling tourism in the North Caucasian Federal District, the opportunity to use the collected and systematized information for further study of the problem of modern touroperating.

The practical importance of the work lies in the possibility of using the practical recommendations presented in the study for the development of cycling tourism in the North Caucasus region. In addition, the results of the study can be applied for further in-depth study of the topic, and the tour developed within the framework of this study can be used in the work of tourist agencies.

The results of research: We have developed a project for an active cycling tour in the North Caucasus region and developed a package of methodological documents necessary for the certification of the tour and calculated its cost.