Abstract

Subject matter of the graduation thesis: Research, analysis and structuring of region’s tourist attractions for the purpose of organizing thematic tours (as in the case of travel agency “Light”, Pyatigorsk).

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The organization, on the basis of which the practice has been passed: travel agency “Light”

The topicality of the research is in the fact that the conditions of tourist market development in Russia attach an important significance to the formation of interest to the tourist product and thus, to the development of new tourism products in the field of military themed tours. Military themed tours allow modern society to learn more about the country's history. To see the monuments related to significant events. Such tours are of great importance to the tourism industry, so that the memory and history could always be passed on from generation to generation. The question of patriotism is of particular concern for modern youth. It is necessary to pay attention to the promotion of patriotism among the younger generation and youth. The future of modern Russia directly depends on how effective and targeted measures will turn out to be on educating the younger generation. The interest to the study of the peculiarities of patriotism among the youth determines current trends and prospects for the development of military thematic tourism in Russia.

The objective of the graduation thesis is the development of children’s tour to the places of military glory of Caucasian Mineral Waters, as well as the study of characteristics and specifics of the organization of thematic tourism.

There were certain tasks that contributed to the achievement of the graduation work’s goal:

1) consider the concept of a tourist product, its features and development requirements;
2) study the component elements of thematic tours, their classification, as well as the structuring of tourist attractions during their formation;
3) explore the most popular foreign organizations which develop thematic tours to places of military glory;
4) analyze the Russian experience in the formation and organization of thematic tours to places of military glory;
5) conduct analysis and structuring of the tourist attractions of Caucasian Mineral Waters on military-patriotic themes;
6) examine the tourist company’s work (“Light”) in the sphere of children's themed tours;
7) make an analysis of the places of military glory in the region of Caucasian Mineral Waters as tourist attractions;
8) develop a project of a children’s tour to the places of military glory.

Theoretical significance of the research is in the importance of understanding the essence of the formation of thematic tours as a tourist product,
and in particular the process of the formation of children's thematic tour to the places of military glory in Caucasian Mineral Waters.

The practical significance of the work is essential as the results of the research can be taken as a basis for a comprehensive program of tourism development, and may be of potential interest to investors in the market of tourist services in general. The practical aspect of the thesis is in the possibility of the use of the developed tour by the managing directors of LLC “Light”. The key elements presented in the study, on the whole, can be used by heads of organizations of the tourism industry.

Results of the research:
Within the study we distinguished an appreciable quantity of definitions to the term “thematic tourism”. We studied in detail the constituent elements of thematic tours, their classification, as well as studied the structuring of tourist attractions during their formation. Then, we studied the Russian and foreign experience of military thematic tours to places of military glory. We have analyzed the most popular foreign tourist destinations of military glory, and also studied the Russian experience in the formation and conduct of such military themed tours. We concluded that the military-tourism destinations are very poorly developed, not only abroad but also in Russia and in particular in the region of CMW. We have also made a point to the importance of conducting such tours aimed at children’s audience (preschool/schoolchildren). We have developed a project to create a children's theme tour to places of military glory in the region of CMW. The developed project is reasonable both in price and information. The project is also attractive to travel agencies that organize holidays in the region of CMW - a new niche is opening in the market of tourist services in the sphere of military patriotic theme tourism.

Recommendations:
1. The main rule of thematic tours should be kept in mind: tourist groups in such tours should be formed on the principle of uniformity of interests. Thematic tours are usually organized on a group basis, small and medium groups often prevail. When organizing a thematic tour we need to think carefully and draw up a specific program of visits and events’ participation.

2. The order of children's tourism organization is very complex. On the one hand, legal acts controlling the tourist business extend to it. On the other hand, children’s tourism has a strong social tinge. Thirdly, you should always remember that you're dealing with a very specific contingent - children and adolescents whose rights are strictly protected by legislation.

3. All regions of Russia have great potential for the development of thematic military tourism, including the region of the CMW. CMW and its historic cultural and recreational resources are attractive to tourists. Cultural, historical, and recreational potential of the CMW - are important indicators of the attractiveness to develop patriotic theme tours in this region.