ABSTRACT
Graduation Level of Proficiency Paper
(Expert of an average link)

Title: "Fairy-tale tourism as a vivid example of familiarity with the prototypes of fairy-tale heroes (with the development of the fairy tale tour" On a visit to Grandfather Moro-zu ")

Author: Akhmadeeva Adeline Ildarovna.

Research supervisor: Doctor of Philosophy, professor of department of tourism and hotel service L.H. Gazgireeva.

Research Initiator: Pyatigorsk state university.

Topical Importance. Fairy-tale tourism is a new attractive and fast-growing tourism trend in Russia. Many may be surprised at this name, but such tourism exists. For several years, fairy tales and epic works have been used as a basis for the development of various types of tourism. Fairy-tale tourism is an instrument for the promotion and development of Russian regions. Also, fairy-tale tourism promotes the popularization of event tourism, creates an additional incentive for visiting cities, towns and villages, which are the birthplace of fairy-tale characters. This type of event-based tourism will be of interest not only to children, but also to adults, thereby enabling families to organize family vacations and expand the range of possible tourism offers in the regions.

Targets of work: to develop a fabulous tour to Moscow from the cognitive focus.

Tasks:
1. To explore the geography of fairy-tale tourism, the dynamics of its development by regions and the specificity of the organization;
2. To consider Moscow as a promising center for the development of fairytale tourism, to characterize the tourist and recreational facilities included in the tour program;
3. Analysis of the infrastructure capabilities of Moscow for the development of fairytale tourism;
4. To compile the program of the tour "To visit Father Frost" in Moscow;
5. Develop tourist documentation
6. Calculate the cost of the tour

Theoretical value and practical applicability. The theoretical significance of the research is to obtain new data for the development of such tourist destinations as fairy-tale tourism. Russian tourists are increasingly giving preference to unique tours that combine traditional rest and participation in famous cultural events. As a rule, people who are not attracted by beach relaxation and private comfort in the hotel become the adherents of fairy-tale tourism. The practical value is that the data obtained during the analysis of existing methods and forms can be used in Moscow and the Moscow region.

Results. The cultural and historical, geographical and national peculiarities of the development of tourism in Moscow are determined, the cost of the tour for 10 people (5 days / 4 nights) is calculated, the income of the tourist enterprise (10%) is calculated, the documentation for the tour is made, which generally gives the right to talk about Creation of a finished tourist product, which can become popular among tourists.

Implementation advice. The materials and results of this study can be used in reading courses and special courses on technology and organization of travel agency activities, technology and organization of tour operator activity, while writing student research papers on a similar topic.