**Theme of qualifying work:** "Algorithm development of national tourism Russian territory through the creation of ethnic villages (for example, the Belgorod region)."

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**For information about the company-customer.** "Plant FMM" owns a plot of 10 hectares in the village of Shupshanovo located a Christmas village settlement Valuisky Belgorod region. Land was purchased by LLC "KFH Aruna" by order of the administration of Valuisky municipal area. The village Shushpanova hilly terrain, near the forest (mainly deciduous oak) 3,000 hectares, several springs, one of them near the site of its planned improvement.

**Background research.** In the presence of a variety of tourist resources, including ethnic and cultural resources have a special place, Russia is not among the leading powers in the field of inbound and outbound tourism. Though in the first half of 2012, compared to the same period in 2011, the number of foreign nationals who have entered Russia increased by 15% and amounted to almost 13.2 million people, a major segment of the tourist traffic still are tourists who come for business purposes. At the same time, educational tourism, giving the opportunity to promote the many cultural and historical national resources, remains unclaimed.

To solve this problem called a variety of innovative projects aimed at the promotion of Russian tourist product. Ethnic villages in these projects has a special place as a direction that can solve several problems at once. First of all, increased well-being of the local population, stimulated enterprise, private initiative of the villagers, ie address social issues. Second, the problem of preserving the unique traditions of the people, its history and customs. Third, the affected cultural and educational function by familiarizing people in this culture, the formation of their socially useful qualities (such as respect for other people, respect for history, etc.). Finally, the increased prestige of the state as the bearer of a unique ethnic culture. In addition, due to the multi-ethnic and rich history of our state ethnic villages in
some way contribute to the maintenance of peace and mutual respect between different ethnic groups and increase the country's prestige in the eyes of the world, showing the benefits of Russia as a country with unique traditions and customs.

One can not affect the fact that ethno-cultural tourism and ethnic villages as integral elements of this type of tourism are closely related and very similar (especially in terms of functionality) to such forms of tourism as a rural and ecological. The global tourism industry practice tells us that these areas are advanced in the latest developments in the modern world they are given special importance in light of the increasing human impact on nature. All of the above determines the relevance of our research.

**The purpose of the work** is to determine the algorithm development of the national tourism Russian territory through the creation of ethnic villages, scientific and theoretical justification of organizational and economic methods of their creation, their impact on the socio-economic development of the regions and the development of service-project of ethno-cultural tourism and sports complex in the area Valuysky.

In accordance with the selected order, the following **tasks:**

1. To study the design of tourist-recreational areas, and its role in the promotion of national tourism resources.

2. Consider the creation of ethnic villages as a promising factor positioning of regional tourism resources.

3. Define the concept, nature and characteristics of ethnic and national tourist areas.

4. To monitor the tourism potential and statistical analysis of the popular tourist centers of Russia.

5. Explore the direction and shape algorithm development of innovative ethno-cultural domestic tourism.

6. To determine the motivation of creating ethnic Russian village.

7. Describe a resource site for the development of ethnic tourism product.

8. Submit a creative project ideas.
9. Develop a business plan to the ethnic Russian village in the Belgorod region.

**The results of the study.** Russia has a huge tourist and recreational potential, but does not use it in due measure. When compared with the major powers in the sphere of tourism, Russia - one of the few countries that has a tourist and recreational potential of over 50%. This indicates that in the long term circulation in tourism may increase more than 2 times. Designed to solve the problem in the first place innovative projects in the field of tourism.

Ethnic Russian village is a very popular trend in recent years. At the moment, a large number of Russian ethno-village, many are at the design stage. Russia, thanks to multi-national and cultural composition has a huge ethnic and cultural potential. One of the main advantages of ethnic tourism is an all-season. As for the Belgorod region, the development of ethnic and cultural tourism in this area is widely supported by the local authority. The main purpose of these programs - the development of entrepreneurship, promote private initiatives of local residents, improve their well-being.

**Recommendations.** Belgorod region has sufficient resources to develop on its territory of ethnic and cultural tourism. An important role in this aspect is the presence of unique traditions and customs of the local population, crafts. In this regard, one can not say about the historical presence of the Don Cossacks, has a unique culture. Traditional handicrafts are presented in Belgorod whole galaxy of artists. Belgorod region also has a very interesting tourist attractions that can be seen as elements of a tour of the show and the added benefit of increasing the attractiveness of the region. However, to secure the results need more attention from the local authorities, and the availability of fresh ideas from interested local people.

Based on the foregoing, we believe that the developed within the framework of the final qualification of the project of ethnic and cultural tourism and sports complex in the village of Shushpanova Belgorod region will enhance tourism and
recreational offer in the region, and will contribute to the growth of social and economic well-being of local people.

In developing the project, we tried to take into account regional specificities tourist potential, as well as the specifics of supply and demand for the product is based on the use of a highly attractive margins for natural, historical and cultural potential of the region to generate socio-economic benefits from the development of tourism activities in the region.