**Subject matter of the dissertation:** Ethnographic tourism as a prospective socio-cultural development of Karachay-Cherkess Republic.

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**Topicality of the research:** As an integral part of social and cultural life, recreation is a boost to research and development of new faces in the national, historic, artistic, distinctive culture. Cultural expression of the people, its history, traditions, custom have always caused interest for tourists. Ethnographic tourism, which has recently received increased attention, helps to get acquainted with the culture and customs of a country. This interest is explained by the fact that in our unified time, people are increasingly looking for identity, the search for and development of their ethnic roots. This allows the person to feel special person involved in the whole story, with her cultural traditions. Now all the money and efforts put into the creation of a tourist center, where they plan to use local resources which contains the experience of local people, their culture and customs.

**Objective:** the development of ethnographic tour and justification of necessary measures for the successful promotion of ethnic tourism in the Karachay-Cherkess Republic.

**Tasks:** to consider the notion of ethnic tourism in the context of cultural and cognitive tourism, to identify types of resources affecting the formation of ethnographic building; to assess the current state of tourism on the international tourism market, to analyze the resources of Karachay-Cherkessia republic for the development of ethnic tourism and to develop the ethnographic tour of Karachay-Cherkessia, to offer tourist activities to promote ethnic tourism in the Karachay-Cherkess Republic, to identify and justify the ways of affecting the socio-cultural development of the region.
**Theoretical and practical significance of the research:** Executive summary and conclusions contained in the work can be used in the further development of theoretical and methodological foundations of ethnographic tourism, and as a practical guide regional tourist enterprises. And we developed the tour, that can be used as a ready tourism products especially among those managers of the tourist companies, which are aimed at improving their socio-cultural ethnographic region through tourism.

**Results of the research:** Ethnographic tourism is a form of cultural tourism, the main aim of which is to introduce the authentic life of a particular ethnic group in the historically conditioned by the place of his residence and unaffected by foreign cultures. Unique region of Russia, containing a wealth of potential for the development of ethnic tourism is Karachay-Cherkess Republic. It has retained not only ancient history, architecture and natural attractions, but also the unique culture, traditions and customs of the peoples living there. In Karachay-Cherkessia actively carried holidays, aimed at uniting people and the nation as a whole. Among them are the annual interregional festival "Day of Unity" creative project "Kunakov" in which Cherkessk regularly hold joint concerts of the State Academic Kuban Cossack Choir and the National Dance Theatre of Karachay-Cherkessia. This project aims to revive and develop kunachestva, which was traditional among the peoples of the North Caucasus, including in relations between Cossacks and mountaineers. All this, in our opinion, may be the main "magnet" to attract tourists and to promote the active development of ethnic tourism in the country.

**Recommendations:**

1. Holding activities (conferences, meetings, round tables, exhibitions, fairs) with the participation of regional and municipal administration, public authorities, which are responsible for the monuments of historical and cultural heritage and the development of tourism in the region, as well as employees of travel agencies and the media. Such meetings would contribute to the manifestation of interest in the
development of ethnic tourism and the establishment of partnerships between stakeholders.

2. Creating effective methods of promotion (news magazine and web-site of the region). They are supposed to have a version in Russian and English. This will provide useful information not only for those tourists who are planning a trip to the region, but already arrived here.

3. Development of a program to stimulate consumer demand for tourism product. As a basis we developed can take the tourist route.

4. Brand development for the Karachay-Cherkess Republic.