ABSTRACT

**Theme of final qualifying work:** Retro tourism as a unique possibility of satisfaction of demand of an elderly segment of tourists (with creation of the retro tour 50+).

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**Information about customer organization:** Hilton Garden Inn Moscow New Riga hotel, Moscow region (recommendation of the author).

**The relevance of the research:** In modern science and practice of tourism a lot of attention is paid to services and rounds for age tourists. Most of all trips to sanatoria or rest houses where is necessary to adopt procedures and they quite expensive and the cost of permits turns out high. Besides, it is necessary to go to sanatorium for 2-3 weeks, and the trip for 5-10 days is more available to such people. In final qualification work tours which are designed for age tourists are considered, we will call them "50+". They don't want to go just to the sea, and seek to see and learn more interesting in our country. Also it is necessary to consider that for this age category it is very pleasant to remember movies, music, performances, actors of times of the youth. These are so-called retrointerests. Even if they love also modern works, memoirs and viewing and listening of familiar movies, melodies, actors gives them great pleasure. Considering everything told, we will note that such (age and a retro of tours) we didn't meet in the offered assortment of travel agencies. In this regard this work is urgent for replenishment of the proposal of tour operators and as an occasion more seriously to investigate questions of the organization and advance of special tours for the most adult.

**The aim of research** consists in studying of age features of tourists and issue satisfactions of demand for providing the special tours for the age clients, and also for development of a special tours for the most adult tourists with elements of a retro.

**The aim of research:**
- to understand features of division of tourist target groups on parameter age;
- to investigate needs of age tourists;
- to calculate the tour costs design the program of a tour for the most adult retro with elements;
- to make documentation to the developed tour, to calculate the tour cost;
- to investigate tourist formalities for age tourists.
The theoretical significance. In chapter 1 of the work we have scientific information on division of people into various age. Age features of tourists and a task which should be solved to attract them in travel agency and to offer the necessary tours are given. Also built interesting material about retro tourism which is especially interesting to people of the most advanced age.

The practical significance of the work Consists in that, in work new tour is developed for people of the third age to which technical documentation is developed and it can be used by travel agencies, and also "Hilton of the Garden of INN Moscow New Riga" hotel where there took place professional practice of the author. We consider that such tour can be offered guests of this hotel, and also for introduction to tour operators.

Results of the study. In the work we have analysed the published material of a theme research. A new tour in the region of Caucasus Mineralnye Vody region is developed. We have the program of a tour, all necessary technological documents and calculation of cost of tour.

Recommendations We created the tour program for the age travellers. It can be used by individual tourists and organized groups. And is developed technological documentation to this tour to tour operator and is calculated the tour cost on group of 16 people.