Abstract
of the final qualifying work

The theme of the final qualifying work: Modern status and features of organizing tours for people with limited opportunities (with the development of a tour for people with musculoskeletal disorders in Cyprus)

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The actuality of the theme of research is that our country in the recent years has changed priorities for the better in many ways. This is very noticeable, since during the USSR people with disabilities were perceived very negatively and indifferently, they were not treated as people at all and did not allocate any means for material assistance, while in Europe, especially in Germany, tourism for disabled people is developed in the highest and has been taken very seriously for a long time (a large-scale organization of leisure for physically disabled people exists, there are many ready-made tourist products and programs designed to help fulfill the dream of an independent journey). More recently, disability began to be regarded not as part of the history of medicine, but as something more as separate complex phenomenon. The problem of people with disabilities, their adaptation in the society and interaction with it is today a very serious and urgent topic.

Fortunately, over the years everything has changed and people with disabilities now live better in the Russian Federation. Now they are given subsidies, they can participate in competitions and even become champions, jobs are allocated, different societies are created, ramps are installed in the entrances, the availability of special amenities at airports, stations, shops, etc. improves. But, despite all the advantages, tours for people with disabilities are quite difficult to find or order in Russia. The main reason is that it is rather difficult and very expensive to create such tours, but this industry needs to be developed, because we should not lag behind the level of civilized countries and try to become even better
than them. This type of tour can be not only educational, but also active and rehabilitative, if our state decides to take measures. All people have the right to decent service, the right for freedom of movement, rest and business.

The purpose of the final qualifying work is to study the essence of tourism for people with disabilities for the development of a tour for people with disorders of the musculoskeletal system in Cyprus.

Tasks of the research:

• to consider the types of inclusive tourism.
• to identify the specifics of working with the target audience of inclusive tourism.
• to identify the problems of the development of inclusive tourism in Russia and the measures taken to overcome these problems.
• to develop a tour for people with musculoskeletal disorders.
• to form a package of documents for its certification.
• to calculate the cost of the tour and its further promotion.

The theoretical significance of the research is that the results of the work can be used to develop various sectors of the service sector of modern Russia, expand the range of issues discussed about inclusive tourism, expand the range of knowledge gained about people with disabilities, summarize the information collected and use it in lectures, seminars etc.

The practical value of the work is in the development of an inclusive tour for the purpose of practical application. This will help develop this service sector so that people with disabilities can find more tours with the best conditions for transfer and recreation. This tour can be recommended to two tourist companies - Coral Travel and Ladia, as both travel agencies offer tours to Cyprus with a large selection of hotels, excursions and all suitable conditions. Consumers of this tour can be people from 20 to 45 years with a disability of the musculoskeletal system.

Results of the study:
A project of an inclusive tour to Cyprus was developed, a package of travel documents required for its certification was developed, and the tour cost was calculated. The tour from the airport of Mineralnye Vody to the city of Paphos, called "Silver Island" for 5 days (4 nights) with a visit to a large number of tourist display facilities, including all the amenities suitable for people with musculoskeletal disorders, such as: airports with wheelchairs, transfer by bus, equipped with special seats, beaches and hotel equipped with a special swimming pool, etc. All this will cost 59928 rubles for one person, breakfast and dinner (buffet), excursions, transport and accompanying services are included. The tour will be interesting for the NCFD region, as the culture of Cyprus is very close to it and the selected city for the tour has a lot of experience in good service and has been accepting people with disabilities for many decades.

You can promote this tour in two main ways-to offer it to a large number of tourist companies and the main way is of course social networks. In Vkontakte and Instagram there are a large number of groups that offer different trips, and they are well advanced because most people hang in these social networks. Of course, all these types of advertisements are a good way to promote the tour and sell it, but in this case, it is also worth contacting specialized services for the provision of services for people with disabilities in which work highly qualified specialists in the provision of various services to people with disabilities. Many people with disabilities often go there, as not everyone has the opportunity to go to tourist companies, or to search for information on the Internet. That is a great chance that this tour can be provided as an example of a good holiday abroad with all the necessary amenities.

To stimulate the sale of the tour "Silver Island" discounts will be used:
- for early booking - 5% (valid when booking a tour, a month before the trip);
- "for the company" - a discount of 7% to companies of tourists from 5 people.