Ecological Tourism on the Territory as One of the most Important Condition of Health-related Tourism

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Abstract: The present paper is dedicated to the study of health-related tourism in Pyatigorsk. The goal of the research is to identify health and tourism problems in Russia.

In Chapter I the theoretical background to this research is observed, the terms «tourism», «health» and «ecology» are defined, and different types of tourism are reviewed.

Chapter II is devoted to the study health and tourism problems in Russia. So, the research developed in this paper enables us to make a conclusion that promotion campaign is really important part of corporative culture. The results of the research may be used in hospitality industry.