The theme of the final qualifying work: OPPORTUNITIES AND DIRECTIONS OF THE ORGANIZATION OF CHILD TOURISM IN DUBAI.

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Actuality of the theme of research: Dubai is a city that has a modern infrastructure and offers a wide range of animation programs for children. The most important thing that attracts tourists with children is the bright sun and azure sea. Holidays with children in Dubai offers a varied and delicious food. Almost all restaurants have a children's menu. In this city you can find a hotel with all amenities for parents with children, which have swimming pools, playrooms and other entertainment for children.

In the first quarter of 2016, Dubai was visited by a record number of tourists - 4.1 million. This is 5% more than in the same quarter last year, according to the Department of Tourism and Commercial Marketing in Dubai. Most tourists came from the countries of the Persian Gulf (25% of the total number of tourists) and India.

Children's tours are most in demand during school holidays. Nowadays, the market of children's tourism is quite a large number of tourist companies that organize summer children's holidays. According to the statistics of tourist firms engaged in children, family and youth tourism, approximately 80% of their clients are parents with children. Nowadays, the market of children's tourism is quite a large number of tourist agencies that organize children's recreation.

The purpose of the final qualifying work: Development of a children's tour to Dubai on the basis of studying the specifics of its organization and requirements.

Tasks of the research:
- consider the characteristics of Dubai as a tourist destination;

- analyze the existing infrastructure of children's tourism in Dubai;

- to study the peculiarities of the organization of children's tourism;

- Draw up a program of the tour "Dubai through the eyes of children";

- draw up a technological map;

- To make the schedule of loading;

- Calculate the cost of the tour.

Theoretical and practical significance of the research:

The theoretical significance of the final qualification work is that the results of the research can be used to further study the organization of children's tourism in Dubai, and to explore Dubai as a tourist destination. Practical significance lies in the development of a tourist product for the travel agency "Pegas Touristik".

The results of research: We have developed a project of a children's tour to Dubai and developed a package of methodological documents necessary for the certification of the tour and calculated its cost.