ABSTRACT
Graduation Level of Proficiency Paper
(Expert of an average link)

Title: «Ornithological tourism as a unique possibility of satisfaction of informative needs of the tourist (with development of an ornithological tour to the Crimea)».

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Topical Importance. Recently many people prefer to travel not only with the purpose to get healthier and strengthen immunity, but also an opportunity to propagandize ornithology and ecological education of the population. Therefore, in our opinion, ornithological tourism is means of open access to spiritual and ecological improvement of the person. Besides, such type of tourism is not only means of communications between people and birds, but also the esthetic means allowing to enjoy beauty of the nature. Therefore, the declared problem has as scientific-theoretical, so practical value, as has caused the choice of a subject of a research.

Targets of work: to develop an ornithological tour to the Crimea «The best ecotravel in my life».

Tasks:
• to consider the concept «ornithological tourism», his place and a role of development of the tourist industry;
• to reveal possibilities of the organization of an ornithological tour in the territory of the Crimean peninsula;
  • to analyse infrastructure of the region and to choose optimum infrastructure facilities for the organization of an ornithological tour;
• to choose a route and to make the project documentation of the ornithological tour «The Best Ecotravel in My Life»;
• to calculate the tour cost.

Theoretical value and practical applicability. The theoretical importance is characterized by the fact that at a certain deficiency of highly specialized literature this work can be used for the purpose of improvement of the organization of tour operator activity, and also in a possibility of use of basic provisions and conclusions of work for expansion of ideas of the place and a role of ornithological tourism of an informative orientation. The practical value of a research is that his presented materials and conclusions can be used not only in tourist practice as the developed project of an ornithological tour of an informative orientation carries practical value, but also in practice of high school teaching, in particular when reading courses and special courses on technology and the organization of tourist's agency and tour operator activity, when writing student's scientific works on similar subject.

Results. Natural features of the Crimean peninsula and its cultural diversity in respect of tourist objects are revealed, the target audience is revealed, cost of round is designed for 10 people (4 days / 3 nights), the income of the tourist's enterprise (10%) is defined, documentation on a tour is made that in general grants the right to speak about creation of a finished tourist's product which can become demanded among tourists.

Implementation advice. Materials and results of this research can be used when reading courses and special courses on technology and the organization of tourist's agency activity, technology and the organization of tour operator activity, when writing student's scientific works on similar subject.