Abstract

The theme of qualifying work: Development of a modern route "The Great Silk Road in the North Caucasus" and its promotion for foreign tourists (based on the travel company "GRAND TOUR")

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Information about the enterprise: Travel agency «GRAND-TOUR» Pyatigorsk.

Relevance of the research: The beginning of the XXI century is characterized by an intensive growth of innovations related to global evolutionary processes. These processes have had an impact on the tourism industry. Cultural and historical tourism- is a participation in the life of other people, learning a new culture, customs and traditions. Cultural and historical tourism can coexist with other types of tourism, such as active tourism.

Active tourism as a means of leisure activities has a high healing effect, contributes to personal self-improvement, is an important socio-cultural value and a factor of economic development, which confirms the relevance of the chosen theme. Our task is to show uncharted places of the way for that part of the foreign tourists who are interested in the caravan road. However, expect that millions of tourists will pour into the North Caucasus prematurely.

Objective: is to develop a tour "The Great Silk Road - a tour of the North Caucasus" on the basis of a study of the main countries and tourist destinations in the North Caucasus.

Tasks:

- to study legislative bases and main directions of activity of modern tour operators;

- consider advanced methods and technologies of promotion of tourist products;
- to allocate the main countries and tourist destinations along the route "Great Silk Road";

- to determine the territories for the passage of the Great Silk Road through the North Caucasus;

- to develop a tour "The Great Silk Road - a tour of the North Caucasus", as well as all the necessary documentation, compile a tour program and calculate its cost;

- to designate the possibilities of using Internet technologies by the tourist company "GRAND TOUR" to promote the tour for foreign tourists.

**Theoretical and practical significance** The theoretical significance of the work is determined by the fact that the paper studies a relatively new direction for the North Caucasus, in the places of the Great Silk Road. To expand at the expense of an integrated approach to the study of tourist destinations of the Highlands of the North Caucasus.

The practical significance of the work is that the materials of the research can be used in the educational process in the study of the Great Silk Road. Materials summarizing information about the countries and regions where the route was going can be used by travel agencies to inform tourists, and the active tour developed in the study - when forming similar tourist products. This tour we offer to the tourist company "GRAND TOUR".

**Results of the research.** Research materials can be used in the educational process in the study of the Great Silk Road. Materials summarizing information about the countries and regions where the route was going can be used by travel agencies to inform tourists, and the active tour developed in the study - when forming similar tourist products.

**Recommendations:**

- Expand the offer of a tourist company through the use of Internet technologies.
- Conduct activities to attract foreign tourists to participate in the tour.