PROBLEMS OF EXCURSION DESIGN IN ADVANCE OF TOURIST RESOURCES OF THE REGION
(by the example of tour operator “Ladya”)
The report of final qualifying thesis

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The thesis is « Problems of excursion design in advance of tourist resources of the region ».

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The information about the company. The tour operator “Ladya” Pyatigorsk works at the regional market of tourist services since 2005. The “Ladya” is tour operator in the market of internal tourism. One of travel agency kinds of activity - the organization of excursion tours on the North Caucasus for individual tourists and tourist's groups, and also the organization the tourist's pro-goer across Russia for inhabitants of Stavropol territory. In structure of firm there is an excursion department, the enterprise conducts tours on various routes which were analysed and systematized in our research, many of which have the original contents.

The research topcality. The North Caucasus has magnificent prospects of development of excursion business. First, thanks to its big area, secondly, still weak study of tourist routes and uncertainty to a wide range of fans of travel. However the modern tourist market demands new approach and to the organization of excursion business as to one of the main tourist products. The excursion enterprises creating an excursion product have to get the original brand, consider a consumer demand and service differentiation. All this demands new, non-standard approach to the organization and carrying out excursions, withdrawal from existing traditions of forms and methods of excursion work. In it the author sees topicality of this research.

The goal of the thesis is to analyze a role and problems of excursion design in advance of tourist resources in the region of Caucasus Mineral Waters and to develop the project of a new excursion route in places of life of A.I.Solzhenitsyn and his family.

In accordance to the thesis goal, the following objectives were presented:
1. To observe excursion business as the major communication and information means in a range of welfare services of the resort region.

2. To learn the features of excursion design and variable modeling of excursion programs taking into account recreation requirements.

3. To define methods of design and development of design concepts of excursion routes.

4. To make the analysis of excursion potential and an assessment of tourist and recreational quality of the territory in the North Caucasian region.

5. To learn exotic, attractive and uniqueness measures of natural, historical and cultural objects of the North Caucasus.

6. To provide monitoring of the excursion routes realized by travel agency “Ladya” and to provide their classification.

7. To think over a choice and to make justification of idea of a new excursion route.

8. To develop the project and to issue methodical documentation to new excursion.

**The results of the research.** In the research provided the important and actual problem of the organization of design of new excursion routes on the North Caucasian region which theoretical importance consist in its applied character which has allowed, to define a scientific problem and to solve the research problems consisting in the analysis of excursion routes existing in the region and development of the new design offer. In work the author's concept of development of North Caucasian cultural and historical tradition is formulated, its regional specifics and a place in the theory and practice of an excursion business are defined.

In final qualifying thesis on the basis of the analysis of various sources the historical and cultural and natural objects, allowing developing new excursion routes which will promote high-quality studying of history and culture of the people of the North Caucasus are in a complex analyzed. Process of excursion design is considered on a wide cultural and historical background.
Development of a new excursion route on a subject became the most important result of research: "Caucasian Mineral Waters region – a source of literary creativity of Alexander Isayevich Solzhenitsyn" (in places of life of A.I.Solzhenitsyn and his family). Duration of excursion makes 5 academic hours (4 maintaining, 1 maintenance). The route of excursion includes the cities, Pyatigorsk – Kislovodsk – Pyatigorsk. It should be noted that excursion has historical literary character. During excursion, tourists will get acquainted with history of the cities of Caucasian Mineral Waters region at a turn of the XIX centuries – accommodation time here remarkable Russian writer A.I.Solzhenitsyn and his family. Also tourists will visit the former man's gymnasium in Pyatigorsk (now school No. 1 of M.Y.Lermontov) in which A.I.Solzhenitsyn studied. Tourists will examine an exposition devoted to A.I.Solzhenitsyn, located in the local history museum “Krepost” of. Kislovodsk, tourists will visit Alexander Solzhenitsyna’s literary and memorial house museum and the temple of the Sacred great martyr and healer Pantelemon. Also tourists will visit the territory sanatorium of Ordzhonikidze in which Alexander Isayevich Solzhenitsin stopped in 1994, tourists also will see the library bearing a name of Solzhenitsyn and the building of the State Philharmonic hall where in September, 1994 the meeting of the writer with the public of Kislovodsk took place.

**Recommendations.** It is objectively established that the North Caucasus is extraordinary rich with natural and cultural and historical monuments. Studying of excursion resources of the North Caucasian region, tracking of reliability of data on them, drawing up the Register of excursion objects with obligatory certification, development of the program of effective use of objects and methods of a complex assessment of capacity taking into account a sustainable development of tourism and excursion business has to become the major and a priority of the tourist and excursion enterprise.

In the region Caucasus Mineralnye Vody region there is a magnificent and various potential of excursion objects which aren't involved yet in excursion display that gives the chance of expansion of a range of the tourist and excursion
offer. The Ladya travel agency needs to continue work on creation of new excursion routes that will promote not only to expansion of a range of the excursion offer, but also region promoting, creation of its positive image. However excursion routes, along with informative function, it is necessary to fill with the attractive elements constructed on elements stories, national culture and a life. For the successful competition ability to feel the slightest changes of the market, to foresee inquiries of the client and in time to offer a new tourist product is very important not to stand aside from progress.