IMPROVING THE QUALITY OF CRUISE TOURISM IN RUSSIA
(Based on the example of the tourist company «Mosturflot-Service»)
The report of final qualifying thesis
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The thesis is "Improving the quality of cruise tourism in Russia (Based on the example of the tourist company" Mosturflot-Service ").

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Information about the organization: Cruise company "Mosturflot-Service" is a part of group of companies "Moscow River Shipping", one of the oldest Russian shipping companies, leading its history to 1857. Cruise company "Mosturflot" is the owner of the cruise ships and the largest operator on the Russian river cruise market. It organizes tourist transportation by ships on inland waterways. In addition to more than a century and a half of traditions, over the years the emerging infrastructure and a team of experts, the advantage of "Mosturflot" can be called as the company itself owns that fleet, which operates and which organizes cruises.

The research topicality is very high, as the recent demands on the quality of service on board during the cruise travel with tourists increased significantly. A cruise tourism in this case is the most dynamic and profitable sector of the tourist market. There are not any Russian cruise companies able to compete with U.S. or European cruise companies, and the number and quality of service onboard Russian vessels is behind worldwide level.

The goal is to study the quality of cruise tourism and the development of proposals for improving the example of the cruise company «Mosturflot-Service».

In accordance to the thesis goal, the following objectives were presented:
• to define the cruise tourism and to understand its place in the modern tourist market;
• to review the history of the formation and the geography of the modern cruise industry;
• to describe and analyze the international standards of services for tourists during the cruise trip;
• to review the basic principles of the organization of cruise tourism in Russia;
• to review the organization of the technological cycle on board the ship, for example on board of the ship «Princess Victoria»;
• to assess the priorities for the development of cruise tourism in Russia.
For the «Mosturflot-Service» river cruise company were made the following 
**recommendations:**

1. To enhance the attractiveness of the cruise tours are recommended themed cruises, such as ethnographic, natural or eco;
2. To increase the appeal of cruises among the various categories of the population, it is expedient to attract celebrities, opinion leaders who would act while traveling, for example, a series of lectures;
3. To promote cruise tourism, post more information on the ship «Princess Victoria» in the media. Create both printed and video advertising of the cruises with «Mosturflot-Service»;
4. To increase the availability of cruises with more flexible pricing policy in the off-season, when the ship does not a 100% occupied.

Russia has vast natural as well as historical and cultural potential for the development of predominantly river cruises. But along with these opportunities for growth, the development of this segment of the tourist market is constrained by a number of factors, among which are the lack of coastal infrastructure, poor material and technical condition of many sea and river ports, the old system of locks and channels with low bandwidth, lack of modern marine and river passenger vessels produced in Russia, a shortage of qualified professionals in the field of navigation, as well as in the service industry.

No one in doubt that Russia needs more intensive and dynamic development of the sea and river cruises. The successful development of cruise tourism in Russia, in our opinion, is not possible without the coordination of the capacity of public authorities to the efforts of private business. Among the priority areas for development of cruise tourism market we can identify issue in access specialized magazines about cruise vacation, special promotions to attract tourists (theme cruises, famous people on board), a flexible price policy that allows tourists to
stretch the entire navigation season, the international collaboration with more successful cruise companies and taking over their experience.

These activities, along with the solution of global problems over by the state, will lead the Russian market of cruise tourism to a new level and make Russia a full participant in the global cruise industry.