SUMMARY

Subject matter of the dissertation – Organisation and marketing of the bicycle tourism in the Caucasian Mineral Waters region.

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Topicality of the research.

Russia is possessed of unique natural resources for the further development of the bicycle tourism, but they are not utilized as they are supposed to. In the developed countries bicycle tourism is being developed permanently. Being ecological, bicycling tourism contributes on solving the biggest problem of the modern world – natural pollution.

Objective – creating bicycling routs of different difficulty level in the Caucasian Mineral Waters region.

Tasks:
- educing a concept of «bicycle tourism», identifying its significance in metting leisure demands of individuals;
- identifying specific features and tendency of developing of the bicycle tourism in the regions of the world;
- analyses of the current state of the bicycle tourism in Russia;
- analyses of the resource potential of the Caucasian Mineral Waters region;
- creating cycling routs through the city of Zheleznovodsk.

Theoretical and practical significance of the research. The content of this work could be used in studying basis of the bicycle tourism. Tour routs that have been developed are ready for practical use.

Results of the research. Data from studies of bicycle tourism of domestic and foreign scientists have been systematized and learned. Objective of the study has been successfully achieved – bicycle routs of different difficulty level have been developed and now can be used in practical tasks.

Recommendation: We recommend tour companies to use our tour bicycle routes as a part of the program of health resort treatment.