SUMMARY
Subject matter of the dissertation: modernization of organization on technology of providing excursions services in tour companies.

Author of the master’s dissertation: Samsontyeva Elena

Scientific supervisor of the master’s dissertation: Bodneva Natalya

Customer organization: Pyatigorsk company of traveling and excursions.

Topically of the research: excursions are very attractive kind of tour services. But today we faced with many difficulties. First of all we used old technologies, a huge part of material got lost, the professional training of staff degreed. Management of tourism existed in Russia long ago and characterized by stable rates of development but today it is in deep crisis. And some peculiarities for tourism appeared which didn’t existed before: bright seasonality because the main part of consumers of excursions services is schoolchildren, degrees in subjects of excursion, deficiency of guides, etc.

Objective: - to analyze organization and technology of excursions in tourism;
- to identify key areas for improvement of technologies for providing tour services.

Tasks: - to analyze specific of excursions services in tourism
- to study the classification of excursions
- to review the technology of development and leading new excursions tourism
- to analyze excursion activity of Pyatigorsk company of traveling and excursions.
- to determine the main areas for improvement of technologies for providing tour services.

Theoretical significance of the research: information from dissertation can be used by students who want to learn the methods of providing excursions around the town. Recommendations would be useful for personnel in tour organizations for planning and developing new excursions around the town.
**Practical significance of the research:** most of theoretical summary and proposals can be used for organizations for planning processes. Summaries and recommendations of dissertation are the basis for future research in the area of theory and practice of excursion tourism.

**Results of the research:** preparation of new excursion is very difficult and time-consuming process which takes from his creator knowledge, skills and abilities. Excursion development is a development of new topic, which depends of requirements and needs at potential clients. Excursion methods based on that excursions tend to cognitive activity. The main task of methodology is activation and organization this activity with the help of methodical techniques and concentrate attention audience at necessary object and use different ways of its best presentation so, we can say that excursion is a cooperation of two sides: tutorial – guide and sightseers.

And also excursion let the person satisfy his needs in opening spiritual and moral values, interest to culture, create feeling of national pride.

**Recommendations:** for improvement of excursions we suggest to use modern technologies.
- to share reviewed excursions and case excursions by the order of client. We should share sightseers loyally trying to make smaller groups and suggest individual excursions for VIP persons.
- develop and embed new technologies with attention to psychological characteristics of age category (adults, teens, children), social groups (elite, managers, workers of service)
- use creative classification by the place of holding excursion which divide in citizen, countryside, industrial, museum where it is possible to use combined forms.
- use different and unusual means of transport like bicycle, rolles or just walking on foot.