РЕФЕРАТ

Subject matter of the dissertation: Development and specifics of the organization of children's tourism (with development of tour to Belgium on Chocolate Factory and visiting park Mini-Europe.)

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Topicality of the research: is caused, first of all, by a new sociocultural situation in modern society. In crisis times increased numerous anti-social phenomena in children and youth. In this context, questions about the development of youth tourism take on particular theoretical and practical significance.

Objective: to study theoretical features of the organization of tourism for children and young people and its direction; to develop a new tour to Belgium on the Chocolate factory and in “Mini-Europe” park for group of children.

Tasks:
- to consider the development of tourism for children and young people;
- to reveal the peculiarities of the organization of youth tourism;
- to analyze technological approaches in realization of tourism for children and young people;
- to carry out opportunities for organizing children's tour to one of the European countries;
- to develop an accompanied tour for group of children to Belgium on the Chocolate factory and “Mini-Europe” park.

Theoretical and practical significance of the research: allows to estimate a current state and prospects of development of tourism for children and young people; and results received during research create a certain base for further studying of problems of tourism for children and young people.

From the practical point of view, the value of this work is the fact, that the statements and conclusions of the study can be used in the development of children's programs.
Results of the research: the organization of children's travel to Belgium from Russia.

Recommendations: our children's tour to Belgium is ready for implementation in the travel company. To inform consumers about the appearance of a new tour product "Tour to Belgium on the Chocolate Factory and visiting park "Mini Europe" we recommend a number of marketing activities such as:

- Media advertising;
- Visual and outdoor advertising;
- Print advertising (mainly in shopping and entertainment centers).