Title: «The importance of estates, castles, historical buildings and localities for the formation of programs of cultural and educational tourism in the North Caucasus Federal District».

Author: Ushakova Elizaveta Andreevna.

Research supervisor: Doctor of Philosophy, Professor of the Department of Tourism and Hotel Services L.Kh. Gazgireeva.

Research Initiator: Pyatigorsk state university.

Topical Importance. Modern cognitive tourism is now the most relevant and massive among other types of tourism. A wonderful cultural tourism is accessible to any person, both very young and old people. Thanks to such tourism, a person can be acquainted with unique different values and monuments of culture and history, as well as see the cultural amazing features of other countries. Cognitive tours are offered to tourists on all continents, in different time intervals of the calendar year and are distinguished by their uniqueness; therefore, attract the attention of the consumer. Consequently, the stated problem has both scientific-theoretical and practical significance, which has determined the choice of the research topic.

Targets of work: Development of a cognitive tour of the North Caucasus Federal District.

Tasks:
1. To study the notion of "cultural-cognitive tourism", the role of historical buildings, estates, castles in cognitive tourism programs
2. Investigate the structural analysis of historical buildings, castles, estates in the North Caucasus Federal District.
3. To characterize the infrastructure of the North Caucasus Federal District for the organization of cognitive tours
4. Choose a route and compose a tour program.
5. Develop tourist documentation.
6. Calculate the cost of the tour.

Theoretical value and practical applicability. The theoretical importance: In the process of research methods of analysis, synthesis were used. And also the method of studying sources and literature, methods of induction and deduction. The practical value: proposed and developed activities can be used in tourist companies that will increase their attractiveness for tourists and strengthen the position among competitors.

Results. The region of the North Caucasus Federal District has been studied as a unique tourist region, tourism resources of the region and its attractions have been examined, and the structure of the North Caucasus Federal District has been analyzed. The program of the tour has been prepared and its cost is calculated for 10 people (3 days / 2 nights), the documentation for the tour has been compiled, which in general gives the right to talk about the creation of a ready tourist product that can become popular among tourists.

Implementation advice. Materials and results of this research can be used when reading courses and special courses on technology and the organization of tourist's agency activity, technology and the organization of tour operator activity, when writing student's scientific works on similar subject.