DEMAND OF SOCIOCULTURAL POTENTIAL AS THE BASIS OF DEVELOPMENT OF TOURISM IN THE TOURIST AND RECREATIONAL COMPLEX OF CAUCASIAN MINERAL WATERS REGION

(at the example of Ltd. Tourist Company “Ladya”)

Summary of the master’s dissertation
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**Subject matter of the dissertation:** Demand of sociocultural potential as the basis of development of tourism in a tourist and recreational complex of Caucasian Mineral Waters region (at the example of Ltd. Tourist Company “Ladya”).

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**Customer organization:** Limited Liability Company Tourist Company “Ladya”.

**Topicality of the research:** There is a great number of researches on studying of economic and geographical aspects of Caucasian Mineral Waters region, however the sociocultural potential of a tourist and recreational complex of this region still remains insufficiently explored. On this subject there is a number of problems which need the analysis and taking measures to their decision. In this regard studying of this subject is actual both in scientific-theoretical and practical aspects.

**Objective:** The analysis of tourist recreational complex of Caucasian Mineral Waters region and possibilities of realization of leisure requirements of the population.

**Tasks:**

1. To consider the notion of tourism as type of leisure activity;
2. To define the place of tourism in leisure preferences of the population in modern Russia;
3. To study features of sociocultural potential in the Russian tourist and recreational complexes;
4. To analyze the activity of the tourist company "Ladya" as element of development of sociocultural capacity of the tourist sphere in Caucasian Mineral Waters region;
5. To reveal the extent of implementation of leisure requirements of the population in a tourist and recreational complex of Caucasian Mineral Waters region (at the example of researches carried out by the author together with travel agency "Ladya");
6. To develop priority actions for tourist sphere development in Caucasian Mineral Waters region.

**Theoretical and practical significance of the research:** Consists in the analysis of sociocultural capacity of Caucasian Mineral Waters region. Theoretical propositions and conclusions contained in the work can expand the idea about tourism’s place and role in modern society as well as to make a contribution to understanding the tendencies of changing system of leisure values in the tourism sphere. Certain theses of work can be applied to further development of questions in the tourist sphere. Materials, conclusions and recommendations contained in the work will help to analyze the situation in Caucasian Mineral Waters region and to solve problems which prevent the full functioning and development of the resort.

**Results of the research and recommendations:**

On the basis of conducted research we defined the main strategic directions of development of Caucasian Mineral Waters region:

- to create favorable conditions for attraction of foreign and Russian investors to the region;
- to increase competitiveness of the resort, by increasing the level of service and expansion of the range of provided services;
- to provide preservation of natural and resource potential and improvement of ecological condition of the environment;
- region improvement as year-round recreation area on the basis of implementation of the state social programs of improvement and rehabilitation of the population and territory development as All-Russian base for development of winter sports and tourism;
- to provide conditions for the development of social and production infrastructure of the resort.

Harmonious work of the state and business owners will allow to create highly effective tourist complex meeting the international standards.