Subject matter of the dissertation: Directions and objectives of ski tourism in the Republic of North Ossetia-Alania (for example Mamison natural complex).

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Customer organization: Apache LLC travel company is specialized in the international (in all directions) and internal tourism. It is characterized by travel agencies activities.

Topicality of the research. The greatest attention deserves, in our opinion, the fact that in recent decades in the Russian Federation we can see the growth of interest in domestic ski resorts. It should be noted that not all of the existing and functioning of resorts and ski resorts of the North Caucasus have the infrastructure and the high technically level to attract foreign contingent of tourists. However, the intensive development projects started construction of a new sports and health resort in the Republic of North Ossetia-Alania on the base of Mamison natural complex, and also a number of ski resorts in the neighboring republics of the North Caucasus. Despite the fact that they are worthy of attention, we, in our research, analyze the Mamison ski resort.

Objective is to identify the areas of operation and defining objectives and prospects for the development of ski tourism in the Republic of North Ossetia-Alania.

Tasks:
- describe the current status and development strategy of ski tourism in the domestic and foreign aspect;
- to consider the regional characteristics of the development of ski tourism;
- to analyze the development of ski tourism in the Republic of North Ossetia-Alania;
- to characterize Mamison natural complex as a system and to analyze the current situation;
- to consider the development of infrastructure for the development of recreational and health tourism;
- to develop the methodological recommendations on the establishment and promotion of the image Mamison ski area as a sports resort.

**Theoretical and practical significance of the research** lies in the fact that during the process of work was made an attempt to characterize the current domestic and foreign markets of ski tourism as a specific form of sports tourism, which has certain organizational and specific characteristics that distinguish it from other branches of sports and recreational tourism.

**Results of the research.** In analyzing the study region and comparing it with foreign counterparts, we can say that due to the exceptional geographical location, natural and climatic conditions of the North Caucasus, it has unique characteristics that distinguish it from its competitors in the ski industry. Its real benefit is the fact that the range of services and facilities are not just limited to downhill skiing. The region is ready to host tourists of various spheres of rest - rock climbers, lovers of therapeutic and hiking, and kayaking on the mountain rivers. All this may offer recreational tourist complexes of the North Caucasus.

**Recommendations:** After careful analysis the investigated problems we have created a Program of developing of Mamison tourist and recreational complex in which were listed the goals and objectives of its implementation. The positive effects of implementation of this Program will be the development of modern adapted legal framework regulating the tourist-resort activities, increasing the income of the national budget, improvement of material and technical base of the tourist industry, stimulating the economy and related sectors, etc. We expect that the main social effect will be to build on the site of the natural Mamison full ski area, which has great potential and prospects for further development. Also, the implementation of the Program will improve the appearance of many of the
historic centers and cities of the country and will have a stimulating effect on the development of many national industries, construction and health care.