The final qualifying work

The theme of the final qualifying work: Cinematic tourism as an innovative direction in the field of the modern tourism activities

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Actuality of the theme of research: Currently, the development of tourism is of great importance for the state as a whole and for the individual. The theme of the final qualifying work is relevant because cinematic tourism is a new and interesting direction, which is rapidly gaining popularity among the world population.

The purpose of the final qualifying work: development of an cinematic tour.

Tasks of the research:
1. to characterize Orlando as a tourist and recreational center;
2. to analyze thematic resources of the territory for the tour making;
3. to make a general analysis of the infrastructure of the region and choose the optimal infrastructure facilities for organizing an cinematic tour;
4. to choose the route and draw up the project documentation of the cinematic tour in Orlando;
5. to calculate the cost of the program of cinematic tour.

Theoretical and practical significance of the research is to obtain and synthesize data for the development of such tourist areas as cinematic tourism and the creation of complete tourism product, which could provide for the development

The results of research:

In the practical chapter of our final qualifying work, we developed a cinematic tour of Orlando. Program of this tour provides getting tourists to the theme parks created by the great animators and Directors.
**Recommendations:**

It should be noted that the main factors that hinder the development of cinematic tourism is the high cost of travelling to places of filming and the lack of advertising. Analysis and implementation of marketing activities for the promotion of cinematic tourism will attract an increasing number of tourists. It underlines the relevance of our chosen theme once again.