Abstract

Theme of qualifying work:
"Eco-tourism as a promising area of Russian tour operators"

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The relevance of the research topic:
Today, all regions of the world major task is to develop new approaches to solving the problems of preserving the natural environment, and Russia is not exception. In general, the nature of Russia presents ideal conditions for the successful development of eco-tourism: the diversity, uniqueness, attractiveness and the vastness of Russian landscapes, still not covered by urbanization, intensive agricultural production is very high.

That region of Russia can rightfully be considered Kamchatka region, as it has great potential for development of ecological tourism. Ecotourism of Kamchatka - is not only an interesting journey, and introduction to the preservation of the environment.

In the context of this research will evaluate the nature of eco-tourism and its structure. As part of the practical part we will try to analyze the activities of ecotourism on the Kamchatka, and to develop an eco-tour.

The purpose of the work - development of ecological tour "to volcanoes and geysers" in the Kamchatka region.

Objectives:
• define the concept of "eco-tourism";
• examine the classification of eco-tourism;
• explore the place of ecological tourism in the sought-after tourist destinations in Russia;
• analyze his progress and problems of development in Russia and abroad;
• analyze the climatic resources of the Kamchatka Territory for development of ecological tourism;
• to design an eco-tour "to volcanoes and geysers" in Kamchatka;
• Develop tourist documentation;
• make a calculation of the cost of the developed tour.

Theoretical and practical significance of the study lies in the possibility of using its main provisions and conclusions to a better understanding of the place and the role of eco-tourism in a transformed society. The main provisions and conclusions contained in the final qualifying work can be used as the further development of theoretical and methodological foundations of eco-tourism, and as a practical guide regional and Russian tourist companies.
And we have developed a tour, it can be used as a finished tourism product especially for those managers of tourist companies, which are aimed at improving their region through ecotourism.

Results of the study:
In practice, the head of our project, we have developed an eco-tour "to volcanoes and geysers" is, in our view, ready for the implementation of tourism product. Its main value lies in the fact that the program of the tour includes measures not only natural, educational, and healthcare. Tourists have the opportunity to admire the beauty of protected Kamchatka Territory, as well as to recover their physical strength in the waters of the thermal springs. Ecotourism is an important aspect of maintaining a clean environment in the region, which is an integral part of life for future generations.