Abstract

of the final qualifying work

The theme of the final qualifying work: Trends and features of the organization of amateur tourism in Russia (with the development of the amateur tour in Kazan).

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Actuality of the theme of research: Currently tourism is widely in demand, both in the world and in Russia. Many people use the services of travel agencies for various trips, but also a very developed type of tourism, as Amateur tourism, as many people consider this type more profitable, or the consumer does not like the package of services offered. Therefore, the tourist chooses to himself those services which he wants to receive. Also, a tourist may have fear and distrust of the travel Agency.

The organization of an independent tour is not only a practical task for tourists, but also requires theoretical research by experts on such issues as features of Amateur tourism, the technology of formation of an independent tour, meeting the interests of consumers and the state with the independent organization of travel and many others.

This project is relevant in that it reveals many of these topics in theoretical and practical terms.

The purpose of the final qualifying work is to develop a project of Amateur tour "Charming Kazan", as well as the necessary package of related documentation for its further promotion.

Tasks of the research:
- to consider the essence of the concept of "Amateur tourism", the history of its development, organization and classification;
- to identify current trends in the development and technology of Amateur tourism in Russia;
- to carry out a structural analysis of tourist resources for the organization of Amateur tourism;
- to develop the main documents of the tour "Charming Kazan" in the city of Kazan, namely: the tour program, technological map, schedule, information sheet, as well as to calculate the cost of the tour.

**Theoretical significance of the research** is the possibility to use the collected and systematized information for further study of various aspects of Amateur tourism, as well as the formation of independent tours.

**Practical value of the work** is the development of an Amateur tour, preparation of a package of documents necessary for the certification of the tour, as well as the calculation of the cost of the tour for the purpose of application in practice. This tour can be recommended to travel agencies for practical implementation.

**Results of research:**

The project of Amateur tour to the city of Kazan is developed, the package of documents on the tour necessary for its certification is developed, and also the calculation of the cost of the tour is carried out. The tour from the airport of Mineralnye Vody to the city of Kazan under the name "Charming Kazan" for 5 days (4 nights) with a visit to a large number of objects of tourist display, as well as with departure outside Kazan, will cost 35700 rubles per person, including Breakfast (buffet) and excursions. The tour will be interesting for the NCFD region, as here, as in Kazan, people of different nationalities and different faiths (Orthodoxy and Islam) fit in a small area. And the tour "Charming Kazan includes a sufficient number of different Temples and Mosques.

In the program of promotion of the self-made tour "Charming Kazan" will be combined various methods: advertising and sales promotion.
Advertising will be carried out in the media, print brochures and brochures, advertising will be placed in social networks, such as: Facebook, Instagram, Vkontakte.

Discounts will be used to stimulate sales of the tour "Charming Kazan".
- for early booking-7% (valid for booking a month before the trip);
- "for the company" - 7% discount for companies of tourists from 5 people;
- discounts for regular customers 7%. Discounts are not cumulative.