Summary

Title:
«Influence of innovative technologies of the tourist sphere on improvement of the Russian excursion practice»

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Topical Importance:
With in a word excursion at any of us various memories of tourist travel, new places, psychological excitement are interfaced. It is heavy to imagine the person who for his life never took part in excursions. Excursion accompanies us the whole life. It the excellent teacher following the firm informative principle: a picture is worth a thousand words. For the first time excursions started being entered into the academic process by the progressive teachers of Western Europe and the Russian Federation acting contrary to scholasticism in teaching at the end of 18 - 19 centuries. Over time, they became part of educational process at school. In 1910 in Moscow the Main excursion commission serving teenagers and teachers was founded. The trips of a cultural and educational current, which are carried out by the excursion organizations, for example, «Excursions across Russia», based in 1907 at the Russian Society of Tourists (RST), were at the same time formed.

The Soviet power besides considered excursion as a necessary component of educational process. Trips of cultural and educational character became making part of tourism at the end of 20 - the beginning of the 30th of the past century. In 1928 the shareholder society "Soviet Tourist" transformed in 1930 to All-Union volunteer society of proletarian tourism and excursions (OPTE) is founded. In many settlements excursion and tourist stations of Narkompros were open. About 1936 management of formation of tourism and excursions it was assigned to the All-Union Central Council of Trade Unions and it institution.

Excursion became a good component of tourist work that gives importance to the chosen problem.

Objective: to analyse influence of innovative technologies of the tourist sphere on improvement of the Russian excursion practice.

Tasks:
- To consider theoretical aspects of excursion management and excursion business;
- To develop an excursion example on the basis of theoretical material;
- To consider theoretical features of development of excursion tours;
- To develop technology of an excursion route;
- To prove novelty of an excursion route;
- To develop technological documentation of the program;
- To plan ways of advance of a new excursion route.

**Theoretical Value and Practical Applicability** At this stage of development of the tourist market procedure of formation, establishment and performance of excursions is represented the main sign which is responsible for their quality, adaptedness and variety, and, therefore, and for quality of the provided services. In a consequence of it is significant as carrying out preparation of excursion and excursion substance, dynamics of formation of new excursions is organized, but also the correct management of process will lift the Russian excursion practice on new level.

**Results of the research:**
In practical chapter of our project, we developed the excursion to territories of Caucasus MineralnyeVody region including innovative technologies. This innovative excursion, belongs to year-round excursions, doesn't demand special preparation and it suits for all age, including children. Use of innovative technology will help to attract a large number of tourists, not only from Russia, but also from neighboring countries. This excursion with the innovative technologies offers a big range of services which will show excursion from the new party and will meet the requirements even the choosiest tourists. Thus, use of innovative technologies will lift the Russian excursion practice on new level.