SUMMARY

Subject matter: Analysis of opportunities and priorities of the tourism development in the republic of Kabardino-Balkaria.

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Objective of the research: Kabardino-Balkar Republic has significant resort and recreational potential, which is characterized by the following factors: the variety of natural conditions, favorable climatic conditions, the richness and variety of flora and fauna, the concentration of monuments, cultural and historical heritage, the extensive development of folk arts and crafts; the large number of sanatoriums, boarding houses, recreation centers and other recreation facilities. In terms of structure and quality of its balneological resources, concentrated on a relatively small territory, and population health improvement opportunities, Kabardino-Balkar republic has no analogues in Russia. This is how the choice of the theme and its actuality is explained.

The purpose of the study: to analyze the possibilities and priorities of the tourism development in the Kabardino-Balkar Republic.

Tasks:
- capital inflows due to the development of inbound and domestic tourism;
- formation of a regional concept of resort and tourism development with an appropriate base of economically valid projects of its implementation, including the one within the framework of regional programs of social and economic development
- the creation of new jobs;
- improvement of the educational level of the population;
- the revival of rural areas;
- rational use of the available natural resources.

**Theoretical and practical significance.** Theoretical and practical significance of the thesis lies in the generalization the accumulated material on the Kabardino-Balkar tourism, economic resources for its development. The research may provide the basis for understanding and definition of the basic directions of tourism industry development of the republic of Kabardino-Balkar in the future. Also, the conclusions of the work may be used in the formation of the material for the lectures on the following disciplines: geography of tourism, marketing in the tourism industry, tourism management, and others.

**Results of the research are:** Theme of the thesis is revealed not only on basis of theoretical and practical analysis of opportunities and priorities of the development of tourism in the Kabardino-Balkar republic, but also by means of deepening into a problem of intercultural communication in the development of tourism in the country.

**Recommendations.** Kabardino-Balkar republic is a promising place for the development of health-improving, recreational, sporting, environmental, ethnic and cognitive forms of tourism. However, sports and recreational tourism should be developed as the most promising spheres.