Abstract

Theme of final qualifying work: "The specific organization of the jailoo-tourism and possible directions of its development in Russia"

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Topicality of the research:
The diversity of types of tourism that exists today, is able to satisfy even the most demanding customers. This is due to the fact that tourism is such a sector of the world economy, active development of which can't happen without regular orientation on the consumer. The desire to discover something unknown, to enjoy new experiences contributed to the organization and development of non-standard types of tourism, in recent years, gaining phenomenal strength. These types of tourism concerns jailoo-tourism as a great opportunity for holidaymakers in the implementation of new, unusual ways of relaxation.

The aim of the work: development of the project jailoo tour as a promising directions of development of tourism in Russia.

Tasks:
- to identify the specifics of the jailoo - tourism as an innovative form of modern tourism activities;
- to analyze the formation and geography of the jailoo – tourism in the world;
  to analyze modern condition jailoo - tourism in the global tourism market;
- to assess the resource potential of Russia for the development of jailoo – tourism;
- development jailoo tour "Sacred Baikal";
- determine effective ways of promoting jailoo-tourism in the regions of Russia.

Theoretical and practical significance of the research lies in the possibility of its main provisions and conclusions for the expansion of ideas about the place and role of the jailoo - tourism in a transforming society. The main provisions and conclusions contained in the study can be used in the further development of theoretic-methodological bases of innovative tourism destinations, as a practical guide regional tourist enterprises. And we have developed a project jailoo tour can be used as a ready tourism product

The results of the study:
Developed jailoo tour "Sacred Baikal" is, in our opinion, ready for implementation of the tourism product. A distinctive feature of this tour, we believe direct contact of tourists with the culture, wildlife, life and creativity of the indigenous people. All this will be a unique project in the Transbaikal territory.

Recommendations:
Jailoo tourism is one of the areas in tourism, which contributes to the preservation of historical and cultural heritage, preservation of customs and traditions. Vast virgin territory of Russia, multi-ethnic population, a large number of national republics, which preserved their language and culture is enormous potential for organizing a variety of tours. The mountains of the North Caucasus and the Buryat steppes, the Black sea coast and the Arctic tundra of Chukotka in one country. Thus, we can say that the Russian regions have a great chance to get a unique place in the tourism market, to attract thousands of tourists every year. With proper implementation, the features and well thought-out PR campaign jailoo-tourism will be one of the main types of tourism in Russia.