ABSTRACT

Theme of final qualifying work: «Ethnographic tourism as a promising direction for the development of the tourist activities in the Republic of Kalmykia».

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The topicality of the research. At present, special attention is paid to ethnographic tourism in Russia, which is due to the growing interest in it from tourists. Increased interest, in turn, is due to the processes of globalization, the loss of identity by social groups, ethnic groups, peoples, and the public's desire for self-knowledge. Ethnographic tourism is becoming one of the rapidly developing areas of the tourism services market, as this type of tourism is able to satisfy the interests of people to get acquainted with the cultural traditions of different peoples. The recreational potential of the territories of the Republic of Kalmykia contributes to the emergence of the need to study this area of tourism and the prospects for its development.

The purpose of the work is to develop an ethnographic tour to the Republic of Kalmykia.

Tasks:
- describe the Republic of Kalmykia as a promising region for the development of tourism;
- analyze the historical and cultural potential of the Republic of Kalmykia;
- give an assessment of the tourist infrastructure of the region for the organization of ethnographic tourism;
- to develop an ethnographic tour to the Republic of Kalmykia;
- make tourist documentation and calculate the cost of the tour.
Theoretical value and practical significance applicability of the final qualifying work is the possibility of using the results of the research with further study of the tourist and recreational resources of the Republic of Kazakhstan in order to organize ethnographic tourism. The materials presented in the work can also be used both in the framework of theoretical training courses of higher educational institutions, and in the practice of working primarily tourist companies operating in the tourist-recreational region of the Caucasus Mineral Waters.

Results. In the work, the tourist and recreational opportunities of the Republic of Kalmykia were analyzed, as a result of which it was established that the ethnographic potential of the republic testifies that the resources of the material and spiritual culture of the Kalmyk people represent an objective basis for the development of domestic and inbound tourism. Also given is a description of the main sectors of the tourist industry in the republic (transportation, accommodation and food sectors, entertainment sectors). In the practical chapter, we developed a ready-to-implement ethnographic tour «Culture and Life of Oirats». We have summarized the main characteristics of the tour, compiled accompanying methodological materials for the participants of the tour and calculated its worth. The conclusion is that the new, complex tours, different from those offered in the republic's market, are very beneficial.

Recommendations. Analyzing the tourist offices of the region, we see that they are continuously working on the quality and variety of utilization of historical and cultural tourism product. But, nevertheless, in our view, the competitive advantage of tourism companies has increased, if they turned their energies to the development of inland areas for cultural tourism. On the basis of the rich cultural potential of the Republic of Kalmykia is possible to develop completely new directions for the region. They can be ethnographic tours.