Abstract of the Master`s dissertation

**Subject matter of the dissertation**: Strategic management of development and advance of regional sanatorium services in the internal and international markets.

**Author of the master`s dissertation**: Arzumanyan Nelly Garikovna.

**Scientific supervisor of the master`s dissertation**: c.f.s, senior lecturer of chair of tourism and hotel service.

**Customer organization**: TOO Kazakhmys Corporation LLP sanatorium "Forest" Zheleznovodsk.

**Topicality of the research**: 
The subject of dissertation research is defined by need of development new and improvement of available theoretical and methodological provisions of strategic management in the sphere of development and advance of regional sanatorium branch in the internal and international markets. It in turn will allow to provide effective development of economy of regions and the country as a whole.

**Objective of the research**: to study current state of sanatorium branch of Caucasus Mineralnye Vody region, to define the priority directions of its strategic development and ways of their effective realization and advance in the internal and international markets, and also to develop the corresponding practical recommendations.

**Tasks of the research are**: 
- to consider concept, to study stages of formation and the modern market of medical and improving tourism;
- to analyse a state policy in the sphere of medical and improving tourism, strategic development and advance of sanatorium resources in the Russian Federation;
- to define conceptual bases of strategic development, a condition of development of target programs of internal and entrance tourism in the Russian Federation;
- to study tendencies of development of sanatorium branch, feature of the regional market of sanatorium services;
- to give Kazakhmys Corporation LLP characteristic sanatorium "Forest" Zheleznovodsk, to make the analysis of primary factors and enterprise shortcomings;
- to consider scenario options, the strategic directions of development and expected dynamics of medical tourism in the ekologo-resort region Caucasus Mineralnye Vody region.

**Hypothesis:** consists in development of theoretical provisions and justification of a scientific position of the author according to which for favorable expected development of Caucasus Mineralnye Vody region the question of formation of uniform strategy of development of the sanatorium region.

**Novelty of the research:** in dissertation work complex research of the problem concerning strategic management of development and advance of services of regional medical and improving tourism is conducted and its permission by means of development of the relevant theoretical, methodological provisions, and also a complex of practical recommendations in relation to internal and to the international markets of medical and improving services is offered.

**The main principles to be depended:**

1. The state policy in the sphere of tourism includes system of the purposes developed and realized by the state, priorities and ways of state regulation of the tourist activity, directed on support and tourism development.

2. Importance by preparation of the document have both purposes and priorities of development of world tourism. Now preparation not only a new state program of the Russian Federation on tourism development, but also updating of operating Strategy of development of tourism in the Russian Federation which has to become logical continuation of earlier accepted industry documents, taking into account modern world to a tendency in the sphere of tourism and the current stage of development of the Russian tourist industry is actual.
3. The region of Caucasus Mineralnye Vody region - the largest resort region of the Russian Federation possessing big appeal owing to uniqueness of medical and improving factors which Mineralnye Vody, medical dirt, climate, a landscape treats.

4. The region Ekologo-kurortny of Caucasus Mineralnye Vody region has unlimited opportunities, however a field of a choice of alternatives of development of the region rather narrow.

**Theoretical and practical significance.** In the course of research by the author scientific works of domestic and foreign authors on problems of regional economy, strategic management and tourism were studied, such as N.B.Burenina, Z.N.Komurdzhiyev, B.Ya.Gershkovich, E.L.Pisarevsky, etc. Besides, the normative legal acts concerning medical and improving tourism, Federal programs and strategy of development of tourist business, and also the various statistical and other sources relating to questions of development of sanatorium branch in the country and regions were analysed. Information concerning a production activity of Kazakhmys Corporation LLP sanatorium "Forest" Zheleznovodsk, collected during the research and production practice passed on production base of this enterprise formed information base of research.

**Results of the research.** During research we studied theoretical bases of medical and improving tourism, its recreational essence, a role of a state policy in development of the sanatorium sphere, and also the modern market of medical rest, a problem of its strategic development and advance of resort resources. In dissertation work the analysis of theoretical provisions of strategic management and their applicability in activity of governing bodies of the enterprises of the sanatorium industry was carried also out. On this basis the conceptual framework was specified, classification of the corresponding strategy is developed, and also conceptual bases of strategic development and advance of regional sanatorium branch are offered.

During the real research the system of internal and external factors and the conditions influencing an actual state and prospects of development and a
prokdvizheniye of medical and improving tourism in the region Caucasus Mineralnye Vody region was revealed.

We also defined a level of development of sanatorium activity in the region Caucasus Mineralnye Vody region. It was revealed that the need of the population for the sanatorium help is twice higher than the available offer.

During research by us it was established that about 50% of the Russian clients who prefer today rest in foreign resorts can be potential consumers of services of sanatoria, Spa - and the velnes-centers.

**Recommendations.** For development of a sanatorium and tourist and recreational complex and its exit to the international level of administration of the region with support of government bodies and the private capital it is necessary to realize the program of development of the sanatorium complex, including first of all:

- modernization of existing sanatorium and tourist and recreational establishments;
- organization and development of new resorts;
- development of new types of provided services;
- expansion of the cultural and leisure sphere, building of new objects of tourist infrastructure.