ABSTRACT

The theme of final qualifying work: the development of alternative forms of tourism in the resort region of the CMW (for example, agrarian-tourist complex "Shirokaya Balka" Zheleznovodsk)

FQW Author: Statcenko Ivan Maksimovich

FQW Supervisor: Associate Professor, Department of Tourism and hotel service cand.filos.science Kolchugina Tatiana Anatolievna.

The relevance of the research topic is determined by the need to highlight the dominance of the problem of medical and health type of tourism on the territory of the Caucasian Mineral Waters in relation to other types of tourism, followed by isolation of alternative types of tourism in the CMW, which, in the end, will significantly increase the attractiveness of the region for tourists, improve infrastructure, raise the standard of living of the local population, to ensure economic growth in the region.

Aim: Research and theoretical substantiation of the problems of development of alternative forms of tourism in the Russian regions, as well as to develop a model rybolovedcheskogo economy as an object of alternative tourism in the resort region of Caucasian Mineral Waters.

Objectives:

• To formulate the concept "alternative tourism", to study its species theoretically justify the development of a regional alternative tourism

• Analyze and identify the factors motivating the implementation of alternative tourism in the regions.

• To study the socio-cultural and economic development of tourism in resort areas, and the problem of domination of medical tourism in relation to other species
• Give general characteristics of natural territory and infrastructure agrarian-tourist's complex "Shirokaya Balka"

• Make statistical analysis of activities, define the expected results and prospects for development of fishing tourism complex "Shirokaya Balka »

• Develop a draft development Strategy agrarian-tourist's fishing complex "Shirokaya Balka "

**Theoretical and practical significance of the work** is to analyze the possibilities of Stavropol krai on the organization of fishing tourism, scientific and theoretical foundation of civilized methods of its development in the region and the impact on the socio-economic development of the region. The practical significance of the study lies in the fact that the developed methods of organization and promotion rather unique tourism product can be used in the process of fishing tourism market, which will in the framework of the existing resource base in the region significantly improve its competitiveness.

**Results:** The results of the study of alternative forms of tourism in the CMW, allowed to develop a comprehensive approach in the organization and implementation of fishing services, which eventually became a tourist product. This study demonstrated a high potential in the development of the CMW and other types of tourism, recreation by the example of "Shirokaya Balka " having a positive trend in economic growth, and which is quite popular in the territory of North Caucasus Federal District.