

Two thousand seventeen

The theme of the final qualification (diploma) work: "the Main ways to improve sports and health tourism in the Caucasian mineral waters region".

ABSTRACT

The aim of this work is to study the state and prospects of development of the market of sanatorium-resort services, as component of the tourism industry in the region of CMS.

To achieve this goal it is necessary to solve the following problem:

- to investigate the state of Affairs in the tourism and resort sectors of the region;
- to identify prospects for the development of this activity in the region.

During the work, the materials used are of the "Levigator" Administration of KMV data periodicals.

The subject of research are the socio-cultural ecological and economic relationships and processes, especially the organization and management of tourism in the region of Caucasian Mineral Waters.

The object of study is ecological tourism, recreation tourism zone in the region of Caucasian Mineral Water.

Methodological base of research is undoubtedly a systemic-functional:

- modern mechanisms of the market economy in the sphere of recreation and tourism business;
- research and published materials of Russian and foreign scientists developed research and training institutions;
- materials own research.

For the analysis of our problem has been widely used empirical and analytical results of sociological research published in scientific periodicals, monographs of the last decade. In this regard, the empirical base of the work are the data of sociological surveys conducted in 2015 and 2017, during which almost every year interviewed more than 200 residents of cities – resorts of Caucasian Mineral Waters region. The surveys were conducted at the place of residence of the respondents over 20 years old by random sampling. At the same time it polled 200 holidaymakers from various regions of the country, living in the time of the survey in dispensaries, health centers of our region.

The scientific novelty of the research thesis is undoubtedly the place to be and is that were investigated:

- socio-cultural and economic situation in the region recreational activities in today's Russia;
- the place of tourism in the leisure preferences of the population of modern Russia;
- the features of management and operation of the recreational tourist complex of the Caucasian Mineral Waters;
- made recommendations on promotional support and investment policy and the strategic development of tourism in the Caucasian Mineral Waters,
- Dana versatile characteristics, the peculiarities, and recreation and tourism business of the Caucasian Mineral Waters.

Theoretical and practical significance of the work contained therein results extends the basis for using and conducting research in:

- promoting regional and local legislative and Executive authorities as methodological tools;
- leaders of tourist enterprises at different levels helped to improve activities in the field of tourism.

Author: Krasnoshekov Vladislav Andreevich

Scientific supervisor: candidate of Pharm.N., associate Professor

Bashkirov, Svetlana Nikolaevna

49.03.03 - Recreation and sports tourism

Orientation (profile): the Recreational activity

Qualifications: Bachelor

Institute of romance and Germanic languages, information and humanitarian technologies

The Department of physical culture and sports