

Topic: THE NORTH CAUCASUS REGION AS PROSPECTIVE CENTRE FOR DEVELOPMENT OF SPORTS TOURISM (DEVELOPMENT OF THE PROGRAM A RAFTING TOUR ALONG THE KARACHAY-CHERKESS REPUBLIC)

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Relevance of the research topic. Sports tourism is not just a sport. It allows you to get acquainted with the culture of the peoples living in the travel area, enjoy the contemplation of amazing landscapes, and experience the thrill of a pioneer Explorer. Of course, in the era of total aerial photography, it is impossible to make a geographical discovery, but you can still visit places where no human foot has ever set foot. Finally, sports tourism is a school of wisdom. This is an accurate calculation of forces, the ability to anticipate events and predict the course of processes generated by them. The relevance of this work is that sports tourism has been and continues to be an integral part of the life of most of the world's population, having a positive impact on the human body, maintaining health and fitness.

The purpose of the study is to consider rafting as a direction of development of sports tourism in the North Caucasus and to develop a program of rafting tours for non-professionals-beginners in Arkhyz.

To achieve this goal we need to solve the following **tasks**:

1. to Study the etymology of the concept and motivation for the development of sports tourism, the characteristics of the main needs of the target segment of consumers.
2. Consider the General characteristics of the North Caucasus region and conduct a structural analysis of resources for the development of sports tourism.
3. To carry out the analysis and the rationale for the selection of optimal infrastructure for the organization of rafting tour.
4. Develop a rafting tour program.
5. Make a package of documents for the tour.
6. Calculate the cost of the tour.

Main results of the research: The study developed a draft program of a rafting tour in the Karachay-Cherkess Republic for fans of sports tourism for 5 days/4 nights, as well as a package of documents for its certification and a program for promoting the tour.