

ANNOTATION

Master of tourism degree thesis.

Diriction 43.04.02 "Tourism" (Master program "international tourism: entrepreneurship, management and technology")

TOPIC:: A SYSTEMATIC APPROACH TO THE CREATION OF A DIRECTORY OF HISTORICAL-CULTURAL RESOURCES TO PROMOTE TOURISM (ON THE EXAMPLE OF NORTH CAUCASUS FEDERAL DISTRICT)

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The relevance of the research topic. The relevance of this work relates to historical and cultural heritage, which is gradually understood as a specific resource, because it is very important is the restoration of forgotten cultural monuments, manor houses and monasteries, battlefields, museums, reserves and other spatial formations. In some cases their activity is capable to define future economic specialization of the region and its prospects in the framework of socio-economic and cultural development. Historical and cultural potential acts as a specific resource site, and acts as a new and active phenomenon.

For the regions rich historical and cultural objects of the required consistency in the creation of directories with the purpose of promoting tourism. Each subject of tourist relations should determine the importance of the awareness of the tourists who want to take advantage of and a necessary condition is the proper provision of information with well-established routes, providing a cultural richness, information abgesenkt, specialized and competent tour guides, the availability of infrastructure and security throughout the route. To identify the historical and cultural catalogue through the prism of tourism services, to allow guests to regions to see cultural and historical significance of a city, County, or region, to create an extensive range of promotion directory and make it available to voice in the media and local broadcasting.

Thus, historical and cultural potential of the regions and the creation of a directory may act as a chain in intercultural communication and cultural exchange that will contribute to the development and promotion of tourism and it will start the process of integration and acculturation of society.

The present work aims to define a systematic approach to creating a directory of historical-cultural resources of Russia, using the experience of the tourism industry as a science and activity. Based on this goal, the study has the following objectives:

- To define the essence of historical and cultural resources and to characterize them and to identify theoretical and methodological component.
- To perform the role of historical and cultural resources in Russia and their influence on promoting tourism.
- Assess the effectiveness of the practical application of the analysis of catalog historical and cultural resources of Russia.
- To analyse and assess availability of historical and cultural sites in the regions of North Caucasus Federal district and their influence on the popularity of tourism in the region.

Scientific novelty of the research. First studies of the region the North Caucasus Federal district from the point of view of the tourism cluster, reflected through the prism of historical and cultural potential, where the development of strategies to improve and

promote inbound tourism is reflected in the results of this study, where the proposed provisions to attract tourists with historical and cultural directory.

The main provisions for the thesis defense.

- Consider historical and cultural tourism as a factor of the new type of tourism.
- To identify the role and place of historical and cultural resources as a specific resource areas ;
 - Describe the methods of promoting the historical and cultural resources for the North Caucasus Federal district;
 - To do structural analysis and classification of historical and cultural resources within the North Caucasus Federal district;
 - To define the essence of historical and cultural resources and to give the characteristics and to determine the theoretical-methodological component;
 - To carry out monitoring work on the role of historical and cultural resources in Russia and their impact on promoting tourism;
 - 3. To evaluate the effectiveness of the practical application of the analysis of catalog historical and cultural resources of Russia;
 - To develop the concept of the tourist directory of historical and cultural resources of the North Caucasus Federal district;
 - To analyse and assess availability of historical and cultural sites in the regions of North Caucasus Federal district and their influence on the popularity of tourism in the region.

Theoretical and practical significance of the research. The study shows that it is important to achieve understanding and structure, which are associated not with theoretical abstractions, but with real help region North Caucasus Federal district, to resolve the most acute issues related to tourism and its impact on economic, political, and natural events. The findings of this work can serve as a critical assessment of the events that impact on tourism, both international and regional level. The findings of this study can serve as a basis for new research works to study the historical and cultural resources to promote tourism.

The results of the study.

To create a region with a wide range of quality of service and populyatsii tourism subject directory of historical and cultural resources tourist services should take the following:

- Need to establish information stands in the city center, in resort areas, with a detailed description and depicting the historical and cultural resources the cities of the North Caucasus Federal district. Significant historic and cultural sites of the cities of the North Caucasus Federal district, and to emphasize the necessity of visiting such places every visitor of the region.
 - Create a directory of interregional tourist routes.
 - Equipment of the cities tourist signs and plaques. To equip every attraction information stand and voice support, which will be voiced by a small unobtrusive stories.
 - Tour of the exhibition.
 - Opening the main visitor centre, a call centre.
 - Create a travel calendar, which will be marked notable events and dates events, which will require dissemination.
- Implementation experience and use of past conferences in the framework of maintenance and development of historical and cultural resources for the North Caucasus Federal district.