

ABSTRACT
Graduation Level of Proficiency Paper
(Expert of an average link)

Title: «Development of proposals for the design and implementation of business tours (with the development of the business tour program «Opportunities Tourism on the CMW»»).

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Topical Importance. Business tourism covers the widest range of travel. To business tourism belong all the trips not related to idleness, rest and various pleasures of a carefree life, but just the ones whose goal is work. These are personal visits to negotiations, visits to exhibitions, and visits to seminars, congresses and conferences - in general, everything from which a commercial enterprise can derive direct financial benefits. Business tours belong to the segment of individual tourism. Specificity of the trip involves the development of a personal program for tourists. The program includes everything from booking tickets to scheduling meetings, providing any type of transport and an additional cultural program. Consequently, the stated problem has both scientific-theoretical and practical significance, which has determined the choice of the research topic.

Targets of work: development of a business tour of the CMW.

Tasks:

1. Explore the CMW as a unique tourist region.
2. Consider the tourist resources of the CMW and the attractions of the region.
3. Analyze the infrastructure of the CMW.
4. Choose a route and compose a tour program.
5. Develop tourist documentation.
6. Calculate the cost of the tour.

Theoretical value and practical applicability. *The theoretical importance:* the theoretical and methodological provisions that make up the scientific novelty of the study are set out in specific recommendations and proposals for improving the formation and development of business tours. *The practical value:* the proposed and developed activities can be used in tourist companies that will increase their attractiveness for tourists and strengthen the position among competitors.

Results. The region of the CMW has been studied as a unique tourist region, tourist resources of the region and its sights have been examined, and the structure of the Caucasian Mineral Waters has been analyzed. The program of the tour is compiled and its cost is calculated for 40 people (4 days / 3 nights), documentation on a tour is made that in general grants the right to speak about creation of a finished tourist's product, which can become demanded among tourists.

Implementation advice. Materials and results of this research can be used when reading courses and special courses on technology and the organization of tourist's agency activity, technology and the organization of tour operator activity, when writing student's scientific works on similar subject.