

Abstract

Topic of the final qualifying work:

Introducing young people to historical and spiritual values through cultural and educational tourism (with the development of the tour program "Classic Saint Petersburg")

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Relevance of the research topic:

Cultural and educational tourism is the best way to get acquainted with the culture of your place of stay. Its humanitarian significance is to use opportunities for personal development, creative potential, and expanding the knowledge horizon. Cultural and educational tourism is the main type of tourism in the cultural capital of our country, the city of Saint Petersburg. Thanks to excursions and acquaintance with the valuable sights of the "Northern capital" of Russia, the horizons of human perception of the world and culture are expanding and changing.

The purpose of the final qualification work is to analyze the cultural potential of St. Petersburg in the field of cultural and educational tourism and develop a cultural and educational tour for young people "Classic St. Petersburg".

To achieve this goal, you need to solve the following tasks:

1. Consider the concept, essence and types of cultural and educational tourism.
2. Give a General description of the city of Saint Petersburg.
3. Study the infrastructure of St. Petersburg.
4. Develop a program of cultural and educational tour for young people "Classic Saint Petersburg" in order to introduce them to historical and spiritual values.
5. Make a package of documents for the tour.
6. Calculate the cost of the tour.

The theoretical and practical significance of the final qualification work is to generalize the conceptual and methodological foundations of the organization and technological support of cultural and educational tourism. The final qualification work is aimed at updating the development of cultural and educational tourism as a promising direction of the tourism industry in Russia. The practical significance of the research is to develop a cultural and educational tour for young people, ready for implementation in practice, which will increase the level of literacy, cultural and spiritual education of modern youth.

Research result. Cultural and educational tour "Classic Saint Petersburg" is ready for implementation. Its main purpose is to study the cultural heritage of our country. This tour is able to develop the inner world of the young generation, expand their horizons, realizing the cultural identity of our country. The cost of the

tour will be 41.600 rubles, including accommodation, Breakfast, tour and transport services, entrance tickets to palaces/parks/museums according to the program.

Promotion of this tour may include a set of events consisting of placing ads on tourist portals on the Internet.