THE INFLUENCE OF THE NEEDS OF THE MODERN TRAVELER ON THE FORMATION OF A NON-TRIVIAL TOURIST PRODUCT AT THE CMW REGION

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Subject matter of the dissertation: The influence of the needs of the modern traveler on the formation of a non-trivial tourist product at the CMW region

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Topicality of the research: The necessity of creation the new ways and directions to meet the emerging needs of the modern traveler for the further promotion and development the demand of the tourism product. And the necessity of exploring the consumer segments, finding a new approach to the desires of the tourist, the study of little-known places and destinations in the CMW region in order to create a non-trivial tourist product.

The extent of the problem elaboration: We have considered the most advanced tourism areas such as: "Home Exchange", backpacking, couchserfing and identified their characteristics, specificity, and cause of popularity. We have studied a lot of foreign-language sources in the tourism (Francine Russo, Francesca Forno, J.C. Holloway, Urry John, Max Lerner, Walter Lippmann) including the authors-developers of new types of tourism (Casey Fenton). We used data from the global organizations (UNESCO, WTO). The works of Russian scientists in this area is does not go unnoticed: Novikov V.S., Babkin A.V., Birzhakov M.B., Ephraim M.V., Gritsak Y.P., and many others.

Various surveys have been conducted among tourists. Identified the stereotypes of tourists and their values that prevent or promote the development of tourism.

Objective: The development of a new concept of a non-trivial tourist product and the creation of a unique tourist offer that meets the needs of the modern traveler.
Tasks:

- studying the theoretical foundations of information about non-traditional tourist offers;
- identify the latest tourist offers and establishing the classification of non-trivial tourist products with their specific features;
- analyzing the methods and technologies of a potential non-trivial tourist product depending on the customer segmentation;
- reviewing the trends of the development of tourism sector and the classification of the main values of the modern Russian population;
- analyzing the methods of operation of the CMW tourist market and the existing tourism products based on the experience of the "Ladiya" tourist company;
- examining the tourist and recreational complex and the possibility of tourist potential of the Caucasian Mineral Waters region, and ways to implement all modern tourist needs for the formation a non-trivial tourist product;
- reviewing and analyzing the priorities for the development and promotion a non-trivial tourist product in the CMW region.

Theoretical and practical significance of the research: In the modern sources that dedicated to the tourism industry the information provided of a new tourism products are not sufficiently development. Meanwhile, the emergence of new offerings happens very often, and the identification of the concept of non-traditional tourism is becoming too narrow to accommodate all the innovations. Developed the concept of a non-trivial product, it can be a new step in the study and development of the tourism industry. We have created an innovative tourism product, which will be a fresh look at acquaintance with any tourist destination.

Results of the research: Based on these results, has been developed a new generation of tourism product that meets the concept of non-triviality.