ABSTRACT

Subject matter of qualification paper: PROSPECTS OF DEVELOPMENT RUSSIAN-TURKISH RELATIONS IN THE SPHERE OF TOURISM (on the example of destinations of Antalya coast).

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Information about internship organization: Tourist company «Summer», Pyatigorsk.

Topicality of the research is that Turkey is the country which Russian tourists often travel to. In this country there are the best eco-friendly resorts, which are one of the few, combining a relatively inexpensive price level and first-class service. The Mediterranean coast of Turkey has always been a popular destination for Russian tourists, even the crisis in the economy did not greatly affect this fact, but on the contrary, Turkish hotels attracted many Europeans by their cheapness and high class service.

Objective of the research is to develop guidelines for Russian tourists traveling to the Antalya coast in Turkey, based on studies of developing prospects of Russian-Turkish relations in tourism industry.

To fulfill the objective of the final qualification paper, the following tasks set:

- to consider the formation and evolution of Russian-Turkish relations in the tourism industry;
- analyze the statistics of tourist visits and legal and regulatory basis of relations in the tourism industry;
- to study the general characteristics of the tourism destinations to the Antalya coast of Turkey;
- to study the dynamics of Russian tourists traveling to the Antalya coast;
- explore the activities of the tourist company "Summer" in the Turkish direction;
• develop guidelines for tourists traveling to Turkey.

**Theoretical significance of the research** is the unification and generalization from Russian-Turkish relations the point of view. Tourism is the main area of increasing cooperation between the Russian Federation and the Republic of Turkey. In particular, in 2000, the countries showed interest in collaboration, both in the economic sector and in the sphere of socio-cultural relations between our countries. Russia is the 1st country by the number of tourists visiting Turkey, and Turkey, in turn, is the number 1 choice for Russian travel agencies.

**Practical significance** development of guidelines for tourists traveling to Turkey with the help of the travel company "Summer", also suggested areas of work for the travel company with tourists traveling to the Antalya coast.

**Results of the research:**

Currently, one of the most visited country by Russian vacationers is Turkey. There are many tourists, and many travel agencies that want people to buy tours from them. This is quite difficult to do today, as the competition is growing every day more and more. Therefore, travel agencies are always faced with the task of improving the quality of provided services.

In Turkey, there are a large number of environmentally friendly resorts, in most cases, combining the relative cheapness and high quality service. The popularity of the Mediterranean coast of Turkey among Russians as a tourist route is almost constant. Even the economic crisis did not have a significant impact on it, which forced to pay attention to high-class and cheapness in Turkish hotels.

**Recommendations:**

As a result of the practical research, we offer the travel Agency "Summer" to provide each tourist who bought a ticket to Turkey, a Handbook (memo), which will contain all the important and useful information. But in order to make it more convenient, the manual will be accompanied by a QR-code (rapid response code). The person who bought the tour, will be able to hover the scanner of his mobile device to this code, download an electronic version of this Handbook. Thus, the
level of convenience will increase, as the phone is always in hands. The advantage of the electronic version is that the information will be accompanied by video and photo material.

The memo itself can be presented in the form of a small book or booklet, easy to transport and use, and the electronic version will be installed so that the information can be studied in offline access. The manual will consist of several parts:

1. Before leaving;
2. Stay at the Russian airport;
3. Arrival at Turkish airport;
4. Information about the Republic of Turkey;
5. Useful information.