

SUMMARY

Subject matter: Formation of innovative forms of tourism in domestic and foreign practice of the XXI century.

Author: Metreveli Diana Georgievna.

Supervisor of studies: PhD, Senior Lecturer, Department of Tourism and Hotel AV Steblyanskaya service.

Information about customer organization: travel agency of "Light".

Topicality of the research: Today's highly competitive, economic and political instability in many regions require constant adaptation to rapidly changing environmental conditions. Constantly growing needs and demands of tourists, as well as the saturation of the tourist market pose tourism organizations need to continuously search for new types of tourism products, and opening new areas of reproduction of new tourist resources.

Objective of the research: detailed examination of the mechanisms of formation of non-traditional forms of tourism and, on the example of foreign countries and Russia, the development of the current tourism product innovation with the use of modern methods and tools, as well as the generalization of the results and offer evidence-based recommendations for the practical use of the developed product.

Tasks:

1. Determine the factors of development of modern civilization types and forms of tourism.
2. Examine trends, structural features and classification of modern forms of tourism.
3. Identify the motivational component of the emergence of innovative forms of tourism.
4. Identify strategies to create a non-traditional and original forms of tourism in the foreign tourist business.

5. Analyze the specifics of the proposals and the development of new forms of tourism in the Russian Federation.

6. To substantiate the prospects of development of tourism industry of the Russian Federation on the basis of the development of innovative tourism product.

7. Give a general characteristic and conduct marketing research of demand and supply of services and educational programs of the beauty industry.

8. Assess the potential of the Russian Federation of the beauty industry, and give a general description of objects developed for tourism products.

9. Develop an innovative tourist project based on the potential of the Russian beauty industry.

Scientific novelty of work. It is proposed the concept of formation of innovative tourism products in order to increase the participation of Russia in international tourism, taking into account the real possibilities and study foreign experience of development of different types and forms of tourism.

The most significant results are as follows:

- Defined and systematized a number of socio-economic, cultural and historical factors, and species diversification of modern forms of tourism;
- Formulated the principles and methods of formation of unconventional and original types and forms of tourism in foreign countries and in Russia;
- Based on the study of foreign and Russian strategies for the formation of modern forms of tourism, developed his own concept for the creation of innovative tourism products;
- Defined mechanisms for attracting foreign capital in the sphere of tourism, taking into account the identified economic and cultural potential of the country.

Theoretical and practical significance. It is to develop innovative tourism product with the use of additional components, not typical for most tourism products - training component, coupled with informative excursion program. By performing different functions at the same time and meet the diverse needs facing the consumer, the product closes with one of the fastest growing sectors of the economy - industry of beauty and health.

Results of the research. This research is essential for the production of the travel agency offers "Light" for the development of all types of tourism.

Recommendations. According to one of the objectives of the thesis, an innovative tourism product has been developed. The concept of the project involves the implementation of a certain philosophy of the interaction of both regional and international markets for the various branches of economy, having him direct and indirect connection, as well as to attract their capital. The essence of this concept meets the modern strategy of innovative development of the Russian Federation, where the tourist business to identify priority sector of the economy, which has cross-sectoral and socio-economic orientation.

According to estimates of the global world of research The Global Innovation, the level of innovative development of Russia in the sphere of tourism is not high enough. According to the criteria assessed Russia occupies 62 place in the ranking among the other 142 countries that participated in the research in 2015. Insufficient development of innovative activity is largely dictated by the uniform development of tourist destinations on the basis of the traditional branches of farming. In the context of the current interest issues are inter-regional tourist projects that attract in its activities other industrial structures. The formation of such new forms of economic relations acquires high relevance due to the need to strengthen the external market and domestic tourism.

In the practical implementation of this concept we proposed involvement in the production process of a tourist product is relatively young sector of the Russian economy - the industry of beauty and health industry. Measuring the success of the interaction between different sectoral structures includes a set of economic and social indicators that will determine the direct and indirect benefits derived from the region of the tourist product.

One of the massive trend of the world economy is the extensive industry market growth of beauty and health. According to data released by the Forbes magazine annual beauty industry market is about 180 billion. US dollars. Russia maintains its current market share of only 1%. According to analysts Evromanitoring International, the development of the Russian industry of beauty and health is constrained by a number of negative factors, which include: the lack

of a significant growth of professionals in the beauty-segment, insufficient scientific knowledge, in particular, the lack of platforms for the exchange of knowledge as such.

Analysis of the situation shows the potential prospects for the practical application of cross-cutting strategy in the formation of innovative tourism products, aimed at promoting tourism and investment potential of the country, the development of international cooperation on inbound tourism, formation of a stable image of the country as a tourist center, as well as to promote the economic development of the beauty industry and problem solving socio-cultural activities of the company.