

The research theme: Non-traditional direction as an opportunity to expanded of tourist offers (with the drafting the tour programs to Turkmenistan)

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The relevance of the research theme. The high congestion of many tourist routes continues to increase along with the growth of tourism and tourist demand. According to UNWTO data, 1.5 billion international tourist trips were made worldwide in 2019. Compared to 2018, this figure has increased by 4% and is projected to increase by the same amount in 2020. Here we note that like many forecasts for the current and future years, this one may not be realized due to the pandemic of a new disease due to the new virus. But this data is still official.

Let's ask ourselves what causes such a high growth of tourist traffic to certain tourist destinations, cities, which are becoming more and more. The answer is simple and consists in the fact that in addition to increasing income from tourism in popular tourist centers, they increase the burden on infrastructure, economy, nature, society and many other areas. Moreover, such a load often threatens to lose the uniqueness, and simply, the existence of many cultural, historical, natural monuments and attractions. Last summer in Spain, in the tourist region of Catalonia, where an unprecedented flow of tourists rushed, residents increasingly began to hang out, write on the walls, on posters during rallies and pickets the slogan "Tourists – go home!". Tourists have suddenly become a disaster for local residents who lose the identity of their habitual way of life and place of residence.

In this situation, the urgency of developing new, unloaded routes and tourist destinations is obvious. This will help to relieve crowded tourist regions and give greater stability to the development of tourism and the economy of the territories, as well as reduce the negative anthropogenic load on the natural environment where it threatens to degrade it.

At the same time, redirecting the tourist flow is not so easy, it can not be done in an "ordered" order. Tourists should want to go not to Turkey, Egypt, the beaches of Spain, Italy or Sochi, but for example, to a resort on the Caspian sea in Turkmenistan, which also offers a comfortable beach holiday, recreation and interesting excursions to one of the oldest countries in the world. If you link the price offer of such a tour that is profitable for tourists with the above-mentioned expensive destinations in Europe and the East, it can attract a significant number of travelers there in today's difficult economic situation in the world. The paper also considers other conditions that need to be provided to attract tourists to "new" regions, such as ensuring security and relative "ease" of moving.

Thus, the relevance of the topic of the final qualification research is obvious, it is determined by the steady growth of the tourist flow in the world, in Russia, and especially in certain areas, as well as a number of escalating environmental and economic problems associated with this. The development of non-traditional

routes and the creation of new attractive tours along them can balance the tourism industry and increase its stability.

The aim of research is to identify and justify promising ways to expand the tourist offer through new directions and routes in international and domestic Russian tourism. Also, a more specific goal is to open up new opportunities for such a non-traditional direction as tourism from Russia to Turkmenistan by identifying the motivation of potential consumers and offering author's tour programs for further development of the relevant tourist product.

Research problem logically follow from the aim of research and are formulated as follows:

1. justification of the relevance of the task of expanding the range of tourist offers for the modern consumer;
2. identification of examples of non-traditional directions available in the world and Russian travel business practice;
3. the development of new routes based on marketing research of potential market;
4. analysis of the tourist offer in Turkmenistan and assessment of the country's potential for creating new tours to the Republic for Russians;
5. development of programs for new tours to the Republic of Turkmenistan from the Russian Federation, in particular, from the Caucasus Mineral Waters region.

The theoretical and practical significance consists, first, of the possibility of using the final qualification work for educational and methodological purposes of the Department of tourism and hotel services of PSU. Secondly, the results obtained can be used as a basis for further theoretical development of the topic both in breadth (considering new segments of tourists) and in depth, determining not only the author's conceptual proposals, but also developing programs that justify the cost and demand for the product.

In applied terms, the developed questions and author's proposals should be of interest and can be used by tour operators in the North Caucasus Federal district, since the work lays the Foundation for the development of new tours from this region, which are an opportunity for non-traditional and innovative offers in modern conditions.

The results of the study. The result of the final qualification work is a wide material on the prospects for the development of tourist destinations in the international tourism of the Russian Federation to the Republic of Turkmenistan, as a non-traditional route for Russian tourists. In the applied aspect, 10 new tour programs were developed for various target segments of customers. For each segment, the approximate number and concept of the tour is revealed. A tour program has been developed for three segments. This will make it possible to expand the offer of tour operators' tourist products in the North Caucasus region through the innovative direction of the tourist flow.

Recommendations. They follow from the author's development of new tourist programs in the non-traditional direction of international tourism in Russia, and consist of the following

1. in the Russian Federation, it is necessary to develop the tourist offer at the expense of new, non-traditional destinations.

2. to implement this recommendation, tour operators need to develop an international direction such as: Russia – Turkmenistan.