

## ABSTRACT

**The research theme:** Rally tours as an innovative direction for the development of auto tourism in Russia (on the example of the development of a short-term rally tour in the South of Russia)

**Author:** Melkumov Mikhail Karoevich.

**Research advisor:** Candidate of Economic Science, Associate Professor of the Tourism and Hotel Service Department Alekseeva M.A.

**Customer organization information:** Tourist company «DAVS Tour» in Georgiebsk

**The relevance of the research theme.** Currently, car tourism is gaining even more momentum, both in Russia and around the world. In addition to the obvious advantages of this type of tourism: the enrichment of the economies of neighboring countries, the development of peoples' cultures, the formation of new ties between countries, etc., automobile tourism has many not obvious positive qualities. To stimulate automobile tourism and attract people to their cities, regions and countries, state administrations develop infrastructure, facilitate the conditions for conducting tourist business for the local population, which in turn leads to an increase in the standard of living of the entire country.

In addition to the development of infrastructure, car tourism also encourages car manufacturers to introduce new technologies in the production of their cars. Make them more comfortable for long-distance trips, increase the level of safety of people in the car, reduce fuel consumption, reduce emissions of harmful substances into the atmosphere of our planet. There are technologies such as cruise control, and recently the autopilot function is becoming more and more relevant.

Among other things, the development of such a division of automobile tourism as motorsport tourism increases the level of safety on public roads. This becomes possible because auto enthusiasts have specialized places where they can test their car for durability.

Moreover, various events, such as historical rallies on rare cars, raise the cultural level not only of the participants, but also of the audience. Also, during such events, as already mentioned, the economy of one particular or several countries is enriched.

Thus, taking into account all of the above, we can say that car tourism has a positive impact on the development of civilization as a whole.

**The aim of research** is to identify and justify promising ways to expand automobile tourism through the introduction of new directions and routes in international and domestic Russian tourism. Also, a more specific goal is to open up new opportunities for such an unconventional direction as the historic automobile rally, which crosses almost the entire territory of Russia. This will be possible by identifying the motivation of potential consumers and offering the author's program of the rally for the further development of the corresponding tourist product.

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

1. determine the specifics of automobile tourism;
2. explore the types and types of car tourism;
3. find out the specifics of the organization of the car and the differentiation of the consumer segment;
4. evaluate the possibilities of Russia for the formation and promotion of car tours;
5. make a program of a short-term rally tour in Russia.

**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 throughout the country, since the work lays the foundations for the development of such tours in Russia, which are the possibility of an unconventional and innovative offer 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 a tourist destination in the tourism of the Russian Federation as an unconventional route for domestic tourists. In the applied aspect of the work, a full-fledged tourist route through the whole of Russia has been developed. This will allow in practice to expand the offer of the tourist product of tour operators in the Russian Federation due to the innovative direction of the tourist flow.

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

1. In the Russian Federation, automobile tourism should be developed at the expense of new, non-traditional destinations.
2. To implement this recommendation, tour operators need to develop destinations on the territory of our country.
3. Car tourism should be promoted to the masses.