

Thesis: the potential use of non-trivial tourist products in the development of modern hotels (for example, "Hilton Garden Inn Moscow New Riga")

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Topicality of the research: consists in necessity of creation of new directions and ways to meet the emerging needs of the contemporary tourists for the further promotion and development of demand for tourism product, as well as to explore segments of the consumer, finding a new approach to the desires of the tourist, the study of a little-known, but which has an undeniable interest placements with the aim of creating a unique product on the basis of the property.

The extent of the problem. We have considered the most modern trends in tourist areas, such as exchange houses "Home Exchange" backpacking, couchsurfing and identified their characteristics, specificity, popularity, and the reason for the appearance. We studied a variety of foreign language sources in the field of tourism (Francine Russo, Francesca Forno, J. C. Holloway, John Urry, Max Lerner, Walter Lippmann) including the authors - developers of new types of tourism (Casey Fenton). Data was taken from world organizations (UNESCO, WTO). Not gone unnoticed by the works of Russian scientists in this field: Novikov V. S., Babkin A.V., Birzhakov M. B., Efremova M. V., Gritsak Y. P., and many others.

When writing the thesis was conducted various surveys among tourists, identified the tourist stereotypes and values that hinder or promote the development of tourism.

The aim of this study was to examine the needs of modern tourists, and modern tourist facilities proposals for the creation of a new non-trivial tourist product on the basis of the hotel enterprise "Hilton Garden Inn Moscow New Riga".

To achieve this goal it is necessary to solve the following tasks:

- to consider modern non-traditional tourist offers
- to study the dynamics and trends of the demand for popular modern tourist offers
- to identify and understand the factors affecting the promotion or have a negative effect on the development of tourism in popular destinations.
- consider the types of modern accommodation, to identify the potential for creating new types of products and services
- to examine the reasons for creating alternative ways of placing, to formulate the reason for the popularity main differences, to predict the development
- subject study of the modern hotel chains, to consider possible ways to implement non-trivial product
- explore in detail, the Hilton hotel chain, the types of input brands, their major differences, to consider the possibility of using a non-trivial types of tourism

- to develop a product corresponding to the notion of triviality for the introduction of the Hilton Garden Inn Moscow new Riga

- to maximize the introduction of new product in modern industry of international tourism

Thus, the main objective of the dissertation research is the consideration of innovative tourism offers with the aim of creating and implementing non-trivial tourist product in the hotel "Hilton Garden Inn Moscow New Riga".

Theoretical and methodological basis of master's thesis are the works of Russian and foreign specialists in the field of international tourism behavioral characteristics of tourists, the classification of funds placements, publications dedicated to non-trivial tourist products and services, normative-legal acts regulating the activities of hotel enterprises in the Russian Federation, decrees of the President of the Russian Federation and decrees of the Government of the Russian Federation.

The study was carried out taking into account documents on the problems of modern tourism and the characteristics of hotel accommodation in tourist complexes, including the legislation of the Russian Federation, decrees of the President of the Russian Federation, decrees of the RF Government, guidance of the government of Moscow.

The study was examined by the special instructional, methodical and reference literature, periodicals. We used the methods of factor analysis, groups and expert assessments. The study was also used: systematic and comparative analysis, methods of sociological observation and monitoring processes for the provision of accommodation services, as well as handling statistical and analytical information.

In modern sources, dedicated to tourism is not enough information presented about the development of new tourist products. Meanwhile, the emergence of new proposals happens very often and identified the concept of non-traditional tourism becomes too narrow to accommodate all the innovations. Developed the concept of non-trivial product is a new stage in the study and development of the industry. We have created innovative tourism product will be a new step and a fresh perspective on acquaintance with any tourist destination.

The results of the study: based On the obtained data, was developed tourism product of new generation that meets the identified concept trivial.