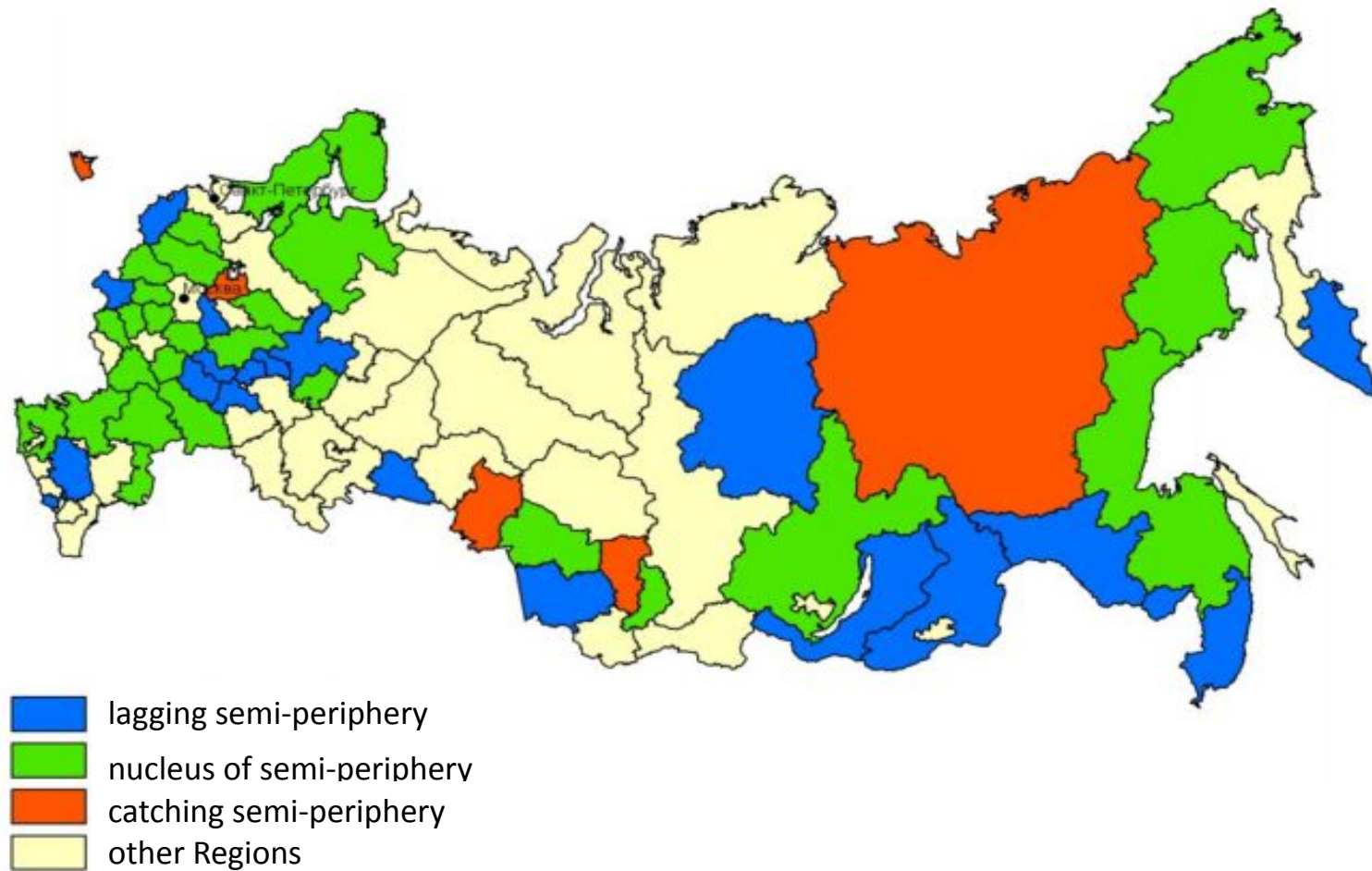


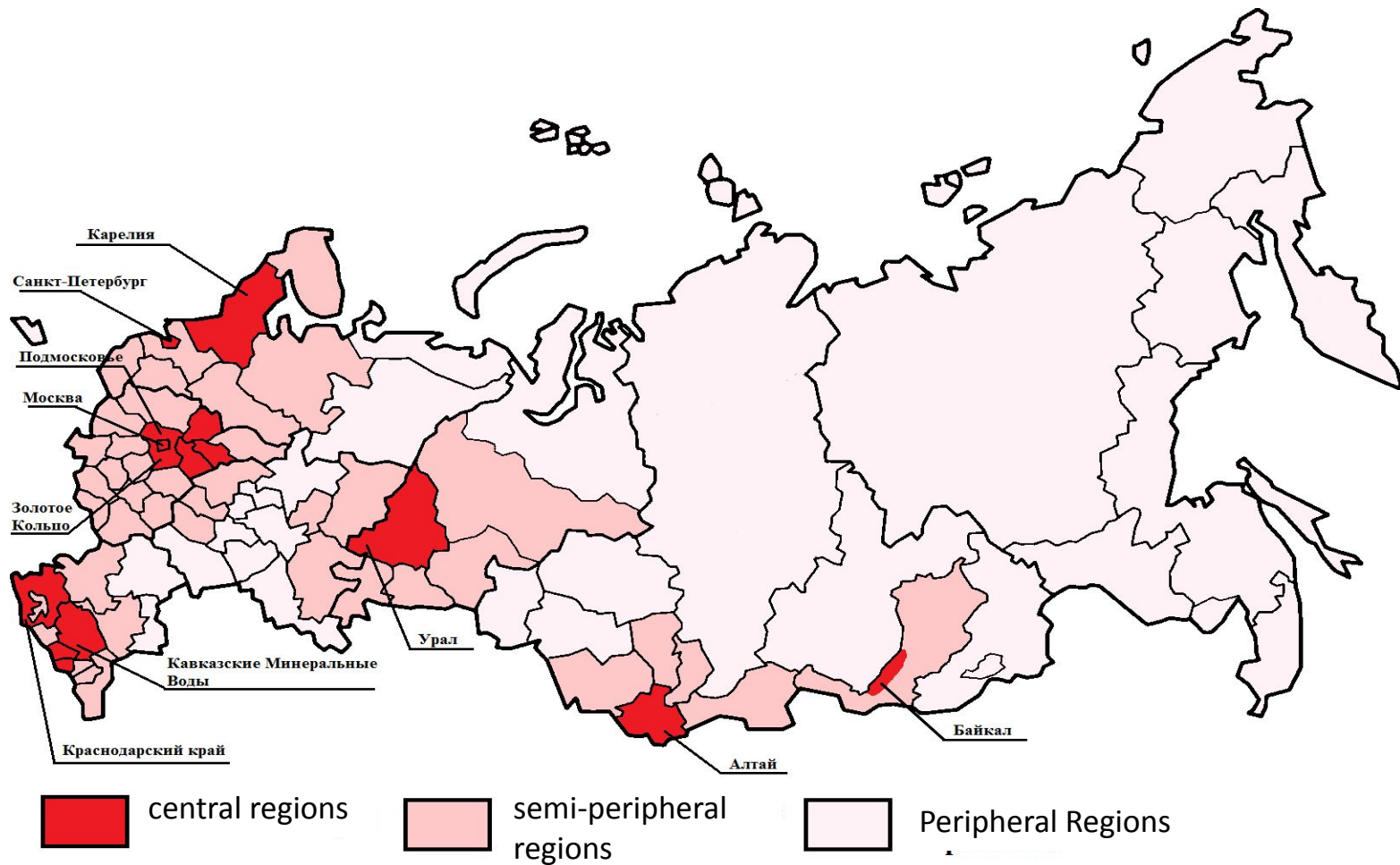
# Tourist Development of the Historical and Cultural Space as the Direction of Regional Policy

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## Semi-peripheral regions in terms of socio-economic development



## Central-peripheral zoning of the Russian Tourist Space (number of domestic tourists visits)



## The main features of Russian tourist space

-Uneven spatial distribution of:

tourist attractions,  
the quality of infrastructure  
tourism industry personnel

- Most of the tourist centers are the economic centers or the special economic zones, where there are preferences for tourism development.

- Their geography is often not identical with the distribution of the historical and cultural heritage which is mainly concentrated in socio-economic periphery (aged regions and small cities).



Importance of **regional policy** to diversify tourist space



Saint-Petersburg

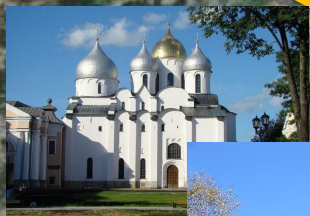


Tosno

Chudovo



Veliky  
Novgorod



Valdai



Vyshniy  
Volochoik



Torzhok

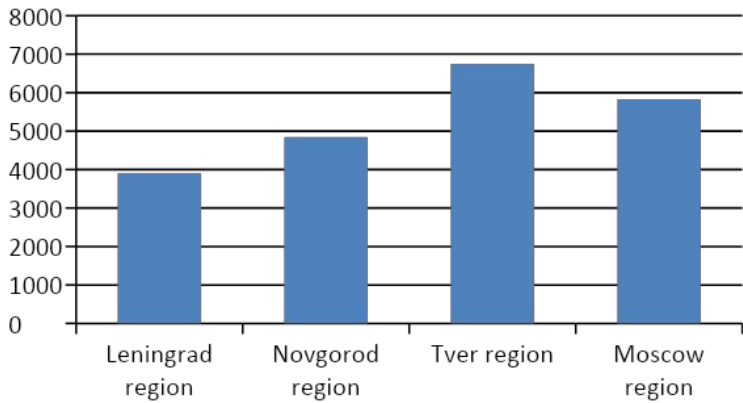
Tver



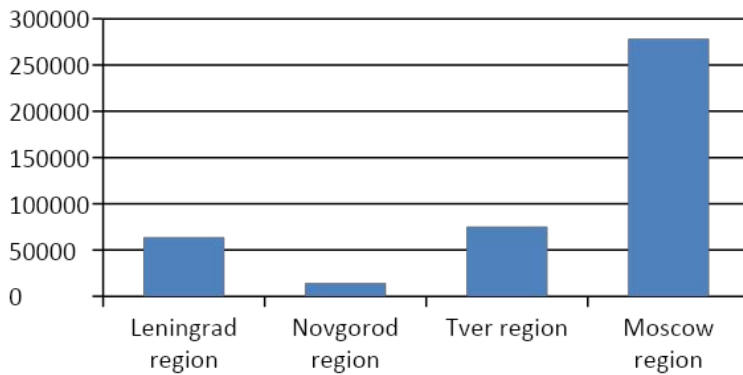
Moscow



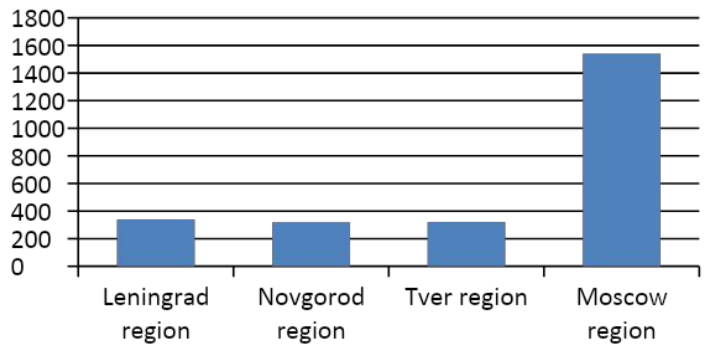




Number of historical and cultural sites



Activity of recreation facilities, campings and other organizations of rest



Number of employees of the tourist enterprises

## Favorable conditions of the tourist intercapital regions market development

- Location near the highway of federal importance.
- The favorable location between two major tourist centers.
- High potential for different types of tourism: cognitive, pilgrimage, religious, natural and environmental, water sports and leisure, hunting.
- Surviving ethno-cultural environment with traditional crafts, cooking, national holidays can be well used in cultural tourism, in trade and supply, souvenirs production
- Loyal attitude of regional and municipal administrations to the tourist business objects formation
- Low production costs (to compare with Moscow and St. Petersburg). The low cost of land
- Availability of educational institutions involved in tourism
- Growing interest of Western tourists to provincial Russia (annual foreign tourists growth rates - about 20%)
- Low competition in the segment 3 \* accommodation

# «Russia Between the Capitals»

(Traveling from Petersburg to Moscow)

## Russian life

### Life of nobility



### Peasant life



### County town life



### Monastic life



### Merchant's life





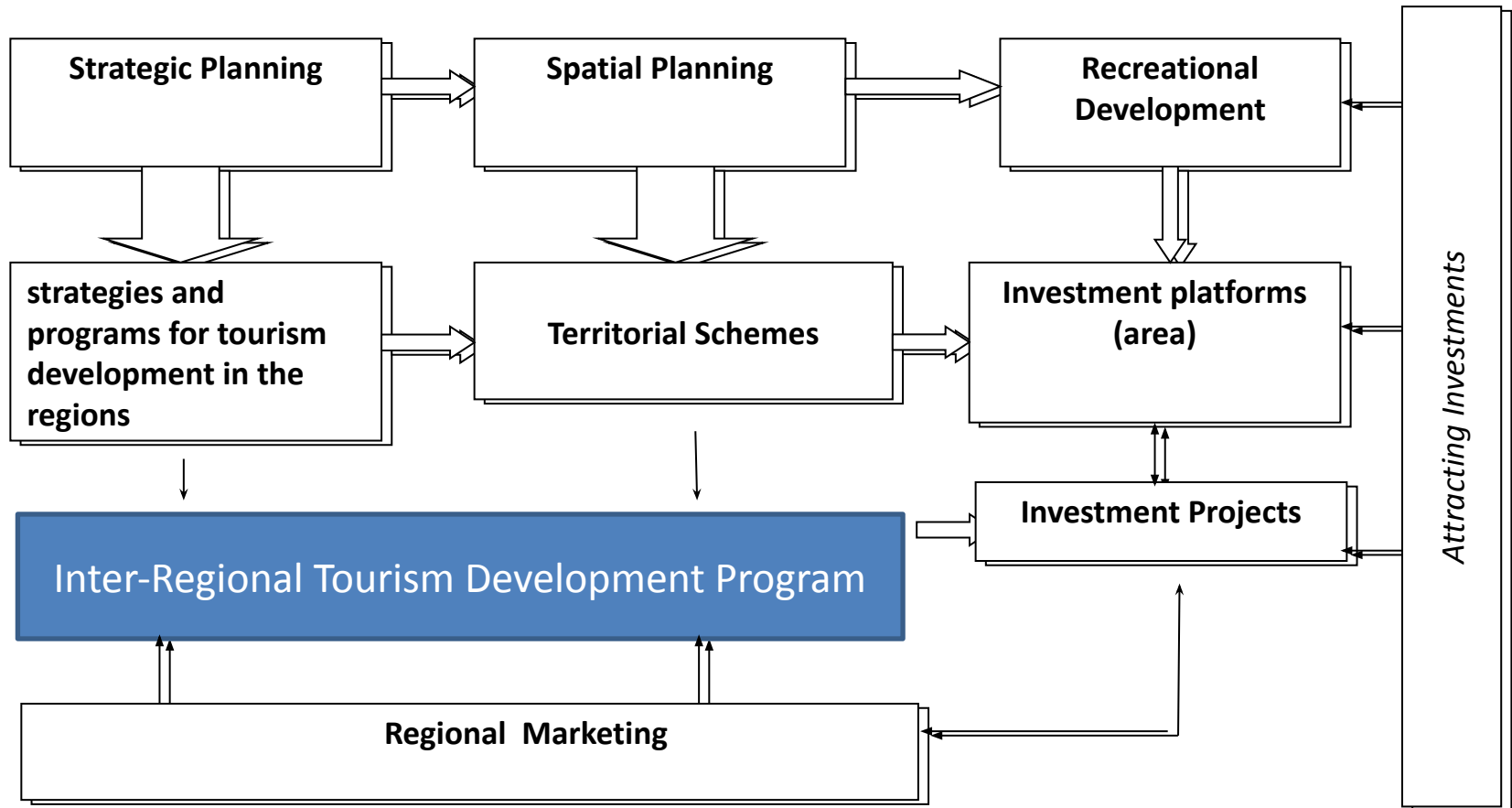
## Problems of the tourist intercapital market development

- The absence of an organized system for the promotion of tourism product
- Lack of trained staff
- Prevalence of amateur tourism
- Outdated infrastructure of accommodation, poor conditions of service
- The rising cost of supply on the domestic market, has reached the international level with a low quality of service
- Slow development of a of public catering network in the absence of sustainable off-season demand
- Historical and cultural sites is need of restoration
- Lack of advertising and information support coming on highway

## Result of inter-regional cooperation for tourism development in the intercapital region

- Redistribution of tourist traffic between St. Petersburg and Moscow
- Development of cluster initiatives and increasing the efficiency of the tourism industry
- Promotion of employment
- Economic growth regions
- Development of national tourism brand

## Tools of regional policy for the tourism development of the historical and cultural space





**Tourist development of the historical and cultural space  
as the direction of regional policy**



toolkit to diversify tourist space

stimulating economic growth and  
social development in Russia



Peripherals

## THE TOURISM ROLE IN REGION DEVELOPMENT

