

Russian Federation
(360)
UNITWIN/UNESCO Chairs Programme

Progress Report

Period of activity: March 2002 to March 2003

UNESCO Chair on Cultural Tourism for Peace and Development

Report established by: Prof. Alexander Kolmakov, Deputy chief

I. Activities

1. Education/Training/Researches

Title and expected results: Publication of collections, manuals, teaching programmes

Duration: 1 to 5 days

Partnership: WTO, Incorporated university of tourism of the countries of CIS, International tourism-sporting union, International Association of Scientific Experts on Tourism (AIEST)

Geographical coverage for participants and partners: The Russian Federation, CIS

2. Conferences/ Congresses / Meetings

Title: International scientific conference 'Tourism in Northwest of Russia: development and investments'

Dates and places: April 2 to 3 2002 St.-Petersburg

Partnerships: Baltic International Institute for Tourism, UNESCO Chair

Participants: 420 people, 7 countries

Geographical coverage for participants and partners: The states of CIS and Baltic countries, Greece, France, Czech republic, Holland, Finland

Title: International scientific conference 'The projects and programs of social support of the population by means of tourism'

Dates and places: 23 June to 25 2002 Astrakhan

Partnerships: The State Committee of Russian Federation on Physical Culture, Sports and Tourism, Astrakhan branch of RIAT, Department of business and tourism of the Astrakhan area

Participants: 100 people from 6 countries

Geographical coverage for participants and partners: The states of CIS, Byelorussia, Georgia, Bulgaria, Turkey,

Title: International scientific conference " Tourist education and preservation of a historical cultural heritage of the Armenian people under the aegis of UNESCO today "

Dates and places: October 18 to 21 2002, Yerevan, Republic Armenia

Partnerships: Armenian Institute for Tourism, State committee of Russian Federation on physical culture, sports and tourism, Ministry of Industry and Trade of the Republic of Armenia.

Participants: 250 people

Geographical coverage for participants and partners: Russia, Republic Armenia, Republic Georgia, Lithuania, Ukraine, Bulgaria, Greece, Poland, Italy, Germany, Turkey, China, Cyprus

Title: International scientific conference 'Tourism of the Ural region: problems, appeal, prospect, technology'

Dates and places: November 19 to 23, 2002, Ekaterinburg

Partnerships: The Ural Institute for Tourism, The ministry of Physical Culture, Sports and Tourism of Sverdlovsk, The Administration of Ekaterinburg,

Participants: 680 people

Geographical coverage for participants and partners: Regions of Russian Federation, Germany, Italy, Austria, The Czech Republic, Hungary, Georgia.

Title: International scientific conference 'Karelia: epic – the tourist program for Karelia'

Dates and places: November 20 to 21, 2002, Karelia, Petrozavodsk

Partnerships: The Government of the Republic of Karelia, The Committee on Physical Culture, Sports and Tourism of the Republic of Karelia

Participants: 132 people

Geographical coverage for participants and partners: The Northwest region of Russia, The Republic of Karelia, Great Britain, Finland.

3. Missions/ Travels abroad

Destination: Paris, UNESCO HQ

Purpose: Review and Exchange of experiences and coordination of UNESCO Chair activity

Duration: 4 to 8 March 2002

Destination: L'institut de Recherche et d'Etudes Supérieures du Tourisme, Université de Paris 1, Panthéon Sorbonne

Purpose: Signing of the draft agreement on cooperation with Institute de Recherché et D'études Supérieures du Tourisme (IREST)

Duration: 4 to 8 March 2002.

Destination: Republic of Cyprus, Pansol Economy Tours

Purpose: Joint consideration of a program of scientific expedition: The Underwater Cultural Heritage of Mediterranean Sea

Duration: 3 to 9 March, 2002.

Destination and Title: VII Meeting of the cities: partners of Germany and Russia,. Berlin,. Zule.

Purpose: Participation in a conference and report on 'Children-youthful tourism. Youth exchanges. A Scientific and ecological expedition: the end of 20th century and prospects for 21st century'

Duration: 1 to 3 November 2002

Destination: Paris, UNESCO HQ

Purpose: Participation in the World Forum of UNESCO Chairs

Duration: 13 to 15 November 2002.

4. Visiting professors / Fellowships

47 professors from 37 universities 17 countries:

Belarus, The Russian Federation, Bulgaria, Germany, Greece, Georgia: China, Kyrgyzstan, Latvia, Lithuania, Moldova, The Netherlands, Tadjikistan, Ukraine, France, Finland

II. Impact

A communications network has been established. There has been a rise in cultural tourism in the regions thanks to the training given to specialists.

III. Forthcoming activities

International scientific conference: "Baikal: the historical, natural and cultural heritage of the people", August, 2003.

Cooperation with the History Museum of Moscow: the aim is to develop the cultural tourism of Moscow and prepare specialists in the activities of the museum.

Setting up of an official UNESCO Chair Web site on cultural tourism for peace and development.

IV. Development prospects

Development of the network; publications, exchanges are envisaged.

Target groups

Undergraduate students 225

Graduate students 11

Postgraduate 5

Advanced students 4

Employees from industry, or other private organizations 30

Teachers from primary education 3

Teachers from secondary education 33

Teachers from technical and vocational education 113

Teachers from adult education 313

Geographical Coverage

National 57 nations

Regional 52 in The Russian Federation; 21 in countries and on continents in the rest of the world

Africa – Tunisia, Egypt

Arab States - United Arabian Emirates

Asia / Pacific Ocean - China, Thailand

Eastern and Central Europe - Austria, Czech Republic, Yugoslavia, Bulgaria, Baltic country, Scandinavia, Finland,

Western Europe – France, Germany, Great Britain, Ireland, Iceland

Southern Europe - Greece, Malta, Cyprus Turkey.
Latin America – no
North America - USA, Canada

Interregional CIS (Commonwealth of Independent States) 11 participating educational establishments

International WTO (World Tourism Organization), UNESCO, International association of the scientific experts in tourism (AIEST), FIJET, MOT

Outputs

Publication

Title: Encyclopedia of tourism

Author(S) Kvartalnov V.A., Zorin I.V.

Publisher "Finance and the statistics"

Year 2003

Number of pages 368

SHORT ABSTRACT

This publication contains the the terms and concepts of national and international tourism; the historical aspects and modern lines of development of the tourism industry are covered; regulating and normative acts are analysed; the economic mechanisms of the tourist business and the use of nature are looked into.

Title: Practical work on strategic management in tourism

Author Kvartalnov V.A.

Publisher "Soviet Sport"

Year 2003

Number of pages 136

Type of document/Material Manual

SHORT ABSTRACT

This book sets out the basics of situational analysis in terms of strategic management. Concrete examples of the ways and methods into researching situational tasks are presented. The book also covers the process of the realization and diversification of the activities of tourist companies, and considers the importance of motivation during the strategic planning stage of the business. This book is aimed at teachers, students, post-graduate students and students of tourism

Title: Tourism

Author Kvartalnov V.A.

Publisher Finance and Statistics

Year 2003

Number of pages 320

Language Russian

SHORT ABSTRACT

The problems of tourist management are analyzed on the basis of international and national experiences of strategic management. Theoretical and practical aspects of the management of tourist companies are considered. All the characteristics of tourism management receive in depth analysis. This book is aimed at experts in the field of tourism, scientists, teachers, post-graduate students, and all students aiming to improve their skills in the profession.

Type of document/ material: Text book

Title: Biosphere and tourism: educational space and tourist legislation Volume 4

Author Kvartalnov V.A.

Publisher Science

Year 2002

Number of pages 367

Language Russian

Type of document / material Monograph

SHORT ABSTRACT

The book sets out theoretically proven pedagogical concepts of tourist education in Russia, and draws upon ten years' experience of the International Russian Academy for Tourism. Legal frameworks and the development of Federal laws governing 'social tourism' and the process of its passage in parliamentary countries are considered. This book is aimed at experts in the field of tourist activities, scientists, teachers and post-graduate students.

Title: Biosphere and tourism. strategic management in tourism Volume 5

Author Kvartalnov V.A.

Publisher Science

Year 2002

Number of pages 412

Language Russian