

Russian Federation

(360)

UNITWIN/UNESCO Chairs Programme

Progress report

Period of activity: March 2003-March 2004

UNESCO Chair on cultural tourism for peace and development

Report established by: Professor Igor Zorin, UNESCO Chairholder, Russian International Academy for Tourism

I. Activities

1. Education / Training / Researches

Publication of collections, manuals, teaching programmes

Duration – 1-5 days

Partnership – WTO, Incorporated university of tourism of the countries of CIS, International tourism-sporting union, International Association of the Scientific Experts on Tourism (AIEST), National Commission of Russian Federation for UNESCO, Institute de Recherché et d'Études Supérieures du Tourisme (IREST)

Geographical coverage for participants and partners – Russian Federation, The Commonwealth of Independent States, Spain, France.

2. Conferences/ Congresses / Meetings

Regional scientific - practical conference « Culture and a science of Saint Petersburg and Leningrad region - the major factors of development of tourism in Northwest of Russia »

Dates and places – April 3 2003. St.-Petersburg

Partnerships – Administration of Saint Petersburg, Committee on Culture of Leningrad Region, UNESCO Chair of the Russian International Academy for Tourism, the Baltic International Institute for Tourism, National Academy for Tourism and Northwest regional branch of the Russian Union of the Tourist Industry.

Participants – 325 persons (representatives of the tourist organizations, businessmen, scientific research institutes, rectors of institutes, regional specialists, representatives of culture establishments)

Geographical coverage for participants and partners – Northwest and central regions of

The All-Russia scientific - practical conference « Tourism and exchanges as the factor of expansion of cooperation of twin towns and territories ».

Dates and places – October 9 2003, Skhodnya, Moscow region

Partnerships – UNESCO Chair of the Russian International Academy for Tourism, the International association "Twin towns", the All-Russia National Tourist Society

Participants – 170 persons (Chapters of administrations of twin towns, representatives of the tourist organizations, businessmen, scientific research institutes, rectors of institutes, regional specialists, representatives of culture establishments)

Geographical coverage for participants and partners – Russia, Ukraine, states of CIS. (Byelorussia, Tadjikistan, Armenia)

The international scientific conference, “Social - pedagogical conditions and cultural - historical preconditions of development of tourism in regions of the central Russia.”

Dates and places – October 27-28, 2003, Kaluga.

Partnerships – The government of the Kaluga region, UNESCO Chair of the Russian International Academy for Tourism (RIAT), Kaluga branch of RIAT.

Participants – 357 persons (heads of institutes for tourism, teachers of a tourist structure, representatives of the tourist organizations, employees of culture establishments)

Geographical coverage for participants and partners – Central regions of Russia, Ukraine, Bulgaria.

The international scientific - practical forum « Youth. Sports. Tourism » and memorable Kvartalnov’s scientific readings

Dates and places – February 18-20, 2004, Moscow

Partnerships – UNESCO Chair of RIAT, the Russian Academy of Sciences, the Russian Academy for Education, The State Committee on Sports and Tourism of Russia, the Commission for Youth , Sports and Tourism of Council of Federation of Federal Assembly of the Russian Federation, the All-Russia National Tourist Society, Open Joint-Stock Company “Central Council on Tourism and Excursions”(Holding).

Participants – 387 persons (Mass media, representatives of the tourist organizations, businessmen, scientific research institutes, rectors of institutes, regional specialists, representatives of culture establishments) 123 participants have acted with reports.

Geographical coverage for participants and partners – regions of Russian Federation, Ukraine, Georgia, Armenia, Byelorussia, Poland, Spain.

3. Missions/ Travels abroad

Paris, UNESCO HQ

Purpose – Exchange of experience, coordination of activity of UNESCO Chair, the information on Chair’s projects. Meeting of UNESCO Chair holder Igor Zorin and deputy-chief Nikolai Kanaev with specialist of program, Division of Cultural Policies, Sector for Culture Hervé Barré Meeting of UNESCO Chair deputy-chief Nikolai Kanaev with the Director of Academic mobility department of Division of Higher Education of UNESCO Dimitry Beridze.

Duration: 20 – 21 November 2003.

INSTITUTE DE RECHERCHÉ ET D’ÉTUDES SUPÉRIEURES DU TOURISME, UNIVERSITÉ DE PARIS 1 – PANTHÉON SORBONNE

Purpose:

Discussion of execution the agreement on scientific cooperation between Russian International Academy for Tourism and Institute de Recherché et d’Études Supérieures du Tourisme (IREST) due to 06.03.2002;

Discussion of system of award of honorary titles;

Participation in joint scientific and publishing projects of Institute.

Negotiations with professor Gerard Grellet the director of Institute de Recherché et d’Études Supérieures du Tourisme (IREST) and professor Bernard Morucci – Chair holder of UNESCO Chair «Tourism, culture and development ».

Duration: 20 – 21 November 2003.

Republic of Crimea

Purpose – Studying of cultural - historical potential of southern and western coast of Crimea for development of cultural tourism. Participation in press conference devoted to the prospects of development of tourism in Crimea. Jurchenko Andrei – assistant of UNESCO Chair took part in this travel.

Duration: 7 – 14 May 2003.

4. Visiting professors / Fellowships

47 professors from 37 universities 17 countries:

Belarus: professor *Valentina Goncharuk* of the Grodno state university, professor *Zinaida Gorbileva* of the Minsk state institute of economics, Alexander Zhil'sky - Institute of training of the scientific staff of the National Academy of Sciences, representative of embassy of Republic Belarus in Russian Federation *Liodmila Semionova*, representative of branch of embassy in St.-Petersburg *Vladimir Rudenko*, general director of the State company "Belarus", Professor *Fiodor Solianik*, Professor *Svetlana Chernisheva* of the Minsk institute of tourism and sports;

Bulgaria: Professor *Zvetan Tonchev* of the Sofia University;

Germany: the professor of Cologne institute of tourism *Jurgen Stravinski*, general consul of Germany

St.-Petersburg *Ulrich Shoning*, Prof. *Reingold Gless*, Educational Center "FATTER", *Schirgiswalde, Drezden*.

Greece: Professor *Kiriakos Kiolafas* of the Athens University, professor of Athenian Technological University *Nikos Igumenakis*;

Georgia: Professor *Vachtang Neidze* of Institute of geography of a name Vachusiti Bagrationi, director of State department of tourism and resorts *Valery Shubladze*, professor *T. Tatarishvili* of the Georgian technical university, professor *S. Machavariani* and *G. Tavartkiladze* of the Tbilisi state institute of the economic relations;

China: the rector of 2nd Peking institute of foreign languages and tourism, Professor *Chan Daniuan*;

Kyrgyzstan: professors *M. Chormonova* and *A. Chormonov* of Academy for tourism, representative of

Republic Kyrgyzstan in Inter-parliamentary Assembly of the state-participants of CIS, professor *A.*

Zchailobeck,

Latvia: professors *A. Ivanov*, *G. Sereda* Riga Training-Consulting Centre "Zila Bulta", professor *A. Brudore* and *L. Saiva* of the Latvian academy of sports pedagogies;

Lithuania: Professor *P. Grizevichus* of Klaipeda's Institute for Tourism;

Moldova: Deputy of the General Secretary of Council of the International Assembly of the State-Participants of CIS, Professor *M. Laur*, director of the State company "Moldovatur" *G. Zchuravel*; **Netherlands:** the adviser of Sector "Tourism - Hotels - NMCP" professor *Vann Chenk*,

Poland: Professor *M. Bochvarov*, prof. *M. Borushak* – Academy of physical training and sports, Gdansk.

Slovakia: Professor *Priputek*,

Tadjikistan: the deputy of the General secretary of Council of Interparliamentary Assembly of the state-participants of CIS, professor *Fachrad Khushvahtov*, Uzbekistan: the dean of the international tourism chair of State university of economics, professor *Gulchechra Nazarova*, professor *Elina Khanova* of the same chair, director and first manager of the national company "Uzbektourism" *S. Abdusamatov* and *A. Abdusamatova*,

Ukraine: the representative of Supreme Rada of Ukraine in Inter-parliamentary Assembly of the state-participants of CIS, professor *Oleg Oleinik*, pro-rector on the international cooperation of the Kharkov state academy of technology and catering services the professor *Leonid Yatzun*, pro-rector on scientific - methodical work of Donetsk institute of tourist business the professor *Galina Oleinikova*, professor *Marina Gorozhanina.*, *Valentina Danilchuk*, *Eugeni Krichtin*, *Alexander Kuzmenko*, *Alexander Yuriev*, *Vladimir Yakimenko*, pro-rector of the Kiev institute of business the professor *Andrei Zayatz*, representative of trade-economic mission of Ukraine in St.-Petersburg *Alexander Kamanin*, professor of the Yalta institute of management *Leonid Vasilievih*, *Eugenia Golovkina*, professor of the Kiev institute of tourism *Vasily Fedortchenko*, professor of the Dnepropetrovsk State Institute of physical culture *Andrei Rizchak*,

Spain: Loui Garau Huaneda – Balear University.

France: Professor Bernard Morucci – Université de Paris 1 – Panthéon Sorbonne, UNESCO Chair

Finland: professor of the Helsinki University A. Peltinen.

5. Information and documentation activities

Publications of materials. The Chair regularly informs the public on UNESCO activity. Professors of the Chair give lectures for students, employees of Chair act with reports at conferences in various cities.

II. Impact

The Chair has established network communications and assisted in the rise of cultural tourism in the regions due to the training of specialists; it has aided in the perfection of the legislation in the field of cultural and scientific tourism as well as in the development of sports and youth tourism by improving the network of UNESCO Chair branches.

III. Forthcoming activities

1. Cooperation with Museum of Moscow history. The purpose is to make a concept of developing the cultural tourism in Moscow and prepare specialists of museum activity.
2. Realization of literary river cruise on the rivers Volga and Don « In places of great poets and writers of the present », devoted to celebrating of the 100-anniversary of Michael Sholohov. The trial route is planned for May 2004. Participants: representatives of UNESCO, experts in Sholohov's creativity, writers, critics, representatives of MASS-MEDIA, students, veterans. Participation of representatives of a Moscow government, the Moscow, Rostov, Volgograd, Voronezh and Saratov areas are supposed.
3. Realization of a railway route « On the Road of Liberation: Moscow - Berlin 1941-1945 », devoted to a 60-anniversary of the Victory above Fascist Germany.
4. The St.-Petersburg branch of UNESCO Chair together with Administration of the Tikhvin area of Leningrad Region and heads of the enterprises in the sphere of tourist has started development of the strategic plan for development of tourism in the Leningrad region. Within the framework of this plan the organization of actions for grand welcome of an icon of Tikhvin Divine mother is stipulated in the summer 2004.
5. Creation of the catalogue of tourist opportunities of Southeast Moscow suburbs by Voskresensk branch of UNESCO Chair.

IV. Development prospects

Research activity, publications, exchange of experience. The request to Secretary of UNESCO to direct the information on an opportunity of participation in the international conferences, symposiums, the meetings which are taking place under aegis of UNESCO. Also our UNESCO Chair is ready to participate in joint scientific researches in sphere of cultural tourism and tourist education.

Russian International Academy for Tourism (RIAT) lacks materials about UNESCO activity, especially in the field of scientific and cultural tourism. It would be useful to direct these materials regularly on UNESCO Chair for informing the public of Russia on activity of UNESCO.

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
Other groups - no

Geographical Coverage

- **National** – 57 nations
- **Regional** - in Russian Federation – 52
 - In the countries and on continents of the world - 21
 - 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, Great Britain, Ireland, Iceland
 - Western Europe – France, Germany
 - 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

Author	Title Type of material	Publisher Year	Number of pages Language	The short summary
Aleksander Kovalenko	«The Kursk arch of glory and catastrophe» Historical research	«Veteran of Fatherland» 2003	284 pages, Russian	This book gives an in-depth study of the greatest battle of XX century - KURSK BATTLE. A sight of commanders, military leaders, heroes, veterans, historians, writers - after half-centuries after the ending of the Second World War.
Tiomniy Y. V. Tiomnaya L.R.	«Economy of tourism» Manual	“Soviet Sport” 2003	416 pages, Russian	In the present edition theoretical and practical problems of economy of tourism are considered, the role and value of tourism in the mechanism of evolution of money is opened and specific features of tourism as enterprise sphere are revealed. For students, post-graduate students and the young teachers which are interested in economic problems of tourism.
Valery Kvartalnov	“Tourism” Manual	« The Finance and statistics » 2003	320 pages, Russian	The basic concepts of tourism, types, means, methods and forms of tourist activity are discussed; various aspects of tourism are analyzed: motivation of tourist trips, management and marketing of tourism, its legislative base, economic aspects, a technique of advertising - information technologies in tourism, evolution of development of the international tourist market. For students and teachers of high schools of a tourist structure, experts.

Valery Kvartalnov	«Theory and practice of tourism» Textbook	«Finance and statistics » 2003	672 pages, Russian	Tourism is considered as an object of scientific research, and Touristics as a complex science about tourism. Concepts, problems and tendencies of development of scientific, cultural, sports and ecological tourism, the organization of activity in sphere of the tourist industry are opened; aspects of strategic management of tour agencies.
Igor Zorin	Phenomenology of travel Part III « Philosophy of Travel » Monography	“Soviet Sport” 2004	68 pages, Russian	In the edition consisting of 8 parts, the largest phenomenological sections - from ethnology of travel up to recreation are considered. Part III «Philosophy of travel » shows a complete philosophical representation about essence of travel from valuable positions of an ancient philosophy.
Valery Kvartalnov	« Foreign tourism » Monography	«Finance and statistics » 2003	232 pages, Russian	Modern trends of the world tourism, and also questions of development of foreign tourism, the order of the conclusion of contracts with foreign firms are considered.
Igor Zorin Felix Ereshko Sergei Kibal'nikov Vladimir Kozhevatin Alexei Seselkin Viktor Chepik	Actual problems of tourism - 2002-2003. Collection of scientific works	“Soviet Sport” 2003	280 pages, Russian	In this collection materials of scientific researches are submitted to the Russian International Academy for Tourism, as well as the offer of tourist activity experts on actual problems of tourism in 2002-2003. Materials are grouped on three directions: 1) theoretical problems of development of tourism, 2) regional aspects of development of tourism, 3) tourism education.

Collective of authors	«Tourism as a phenomenon of culture» The collection of reports of participants of conference	RIB "Tourist" 2003	104 pages, Russian	Scientific student's conference April, 22 2003r.
Collective of authors	The international forum «Youth. Sports. Tourism». Kvaralnov's memorable scientific readings. (Scientific almanac)	"Soviet Sport" 2003	496 pages, Russian	International scientific - practical conference February, 18-20, 2004.