

Russian Federation

(360)

UNITWIN/UNESCO Chairs Programme

Progress report

Period of activity : May 2006-May 2007

UNESCO Chair on cultural tourism for peace and development

Report established by: Prof. Igor Zorin, Chairholder, Russian International Academy for Tourism

I. Activities

1. Academic activities

Education

The UNESCO Chair is a structure of the Russian International Academy for Tourism (RIAT) in which over 30 000 students are trained. RIAT conducts large research activity in different sphere of development of tourism and perfection of training the staff for tourist industry of Russia. As the Chair is focusing on intercultural communications, studying of foreign languages (English, French, Spanish, Italian, German, Polish).

In the period 2006-2007 the Student's scientific organization "Cultural Heritage and cultural tourism for peace and development» of the UNESCO Chair continued its work.

Here are some of the questions discussed:

- Phenomenology of tourism
- Preservation of language and cultural variety
- The innovative policy in sphere of preservation of a cultural heritage and development of cultural tourism
- Meetings with leading scientists of sphere of tourism, experts on cultural tourism and representatives of Moscow UNESCO bureau , and also with employees of the Commission of the Russian Federation of UNESCO.

Since September, 2006 teachers of the UNESCO Chair have been teaching the discipline « Management of cultural tourism » for students of 5-th grade of Russian International Academy for Tourism. The purpose of discipline is to study objects of the world heritage as a part of the project of UNESCO for youth on studying the world heritage.

Since May, 2007 teachers of the UNESCO Chair have been teaching on discipline « All heritage and tourism » for students of 11 classes in Moscow.

2. Conferences/Congresses/Meetings

The international conference «Role of youth in preservation of a heritage and development of cultural-cognitive tourism »

- Dates and a place: October, 26-29, 2006 Republic Armenia, Yerevan
- Organizers: UNESCO Chair on cultural tourism, the Bureau of UNESCO in Moscow, the Ministry of culture and on affairs of youth of Armenia, the Armenian institute of tourism (RIAT's branch), the Russian international academy for tourism (RIAT).
- Participants: 280 persons (experts in sphere of tourism and preservation of objects of a cultural and natural heritage, representatives of the National commission of Armenia for UNESCO, representatives of tourist business, museum workers, professors, students and post-graduate students).

The basic directions of work of conference were the following:

- Assistance to direct participation of young generations in preservation of a material and non-material heritage and in transfer of cultural values to the future generations;
- Studying and introduction of the best examples of world's practice of support of the tourism promoting (assisting) preservation of a heritage;
- Expansion and introduction of youth programs on acquaintance with a cultural heritage-natural;
- Development of special rates for average and higher educational institutions with the purpose of preparation of managers and experts in the sphere of preservation of a cultural heritage and the development of tourism;

The international forum «Southern Urals Mountains as a unification of the Europe and Asia. Tourism: the world and sustainable development »

- Dates and a place: 15 – 17 November, 2006. Magnitogorsk, the Chelyabinsk region, Russia Organizers: UNESCO Chair, Magnitogorsk institute of tourism – branch RMAT, administration of city of Magnitogorsk, Open Society Magnitogorsk metallurgical combine, Management on tourism and sports of the Chelyabinsk area, Commercial and industrial chamber of Magnitogorsk.
- Participants: 150 persons (management of the Chelyabinsk region, representatives of tourist industry, the professor and teachers of tourist high schools, representatives of business groups, employees of museums and heads of hotels, foreign experts on tourism).

The basic directions of work of a forum:

- Philosophical and humanitarian aspects of educational space of tourist high school.
- Southern Urals Mountains - territory of a cultural variety and a unification of the Europe and Asia.
- Phenomenology of tourism in the Southern Urals Mountains.
- Branding as philosophy of development of the tourist industry of Southern Urals Mountains. Social and economic aspects of development in the Southern Urals Mountains.
- Actual problems of the international cooperation in Southern Urals Mountains in the field of tourism. Geographical scope for participants and partners: Russia, Belarus

Scientific-practical conference « Cultural tourism: problems and perspectives of development»

- Dates and a place: November, 30th 2006., Skhodnya, the Moscow region, Russia

- Organizers: UNESCO Chair, Chair of sociology and cultural science
- Participants: 135 persons (Chair of foreign languages and region-knowing of the Moscow State University of a name of Lomonosov, representatives of tourist business, editor of magazine "Art-manager ", museum workers from cities of Russia, students and post-graduate students of the Russian high schools).

The basic directions of work of conference were the following:

- Cultural tourism - problems and prospects of development;
- Role of museums and excursions in preservation of a cultural heritage and development of cultural-cognitive tourism;
- Role of intercultural communications in development of cultural tourism
- Sociological aspects of development of cultural tourism;
- Tourism and revival of national traditions;
- Geographical scope for participants and partners: Russia.

International conference « Scientifically-expedition and cognitive tourism in Russia: experience, ways and technologies »

- Dates and a place: April, 16-17, 2007., Ekaterinburg, Russia.
- Organizers: UNESCO Chair, the Ural Institute of Tourism – RIAT’s branch.
- Participants: nearby 500 persons (Russian and foreign scientists, representatives of higher educational institutions, bodies of legislative and executive authority of the Russian Federation, tourist industry, leading international experts of organizations EURHODIP, Aiest, the International Congress of Professional Tourist Education.

The basic directions of work of conference were the following:

- Scientifically-forwarding tourism as the innovative form of tourist activity in Russia;
- Cognitive tourism: Ways and technologies of development;
- Operational experience of foreign natural parks and ecological tourism in Russia;
- Actual problems of development of sports tourism in Russia;
- Geographical scope for participants and partners: Russia, Ukraine, Republic Belarus, Armenia, Turkey.

The international forum “Tourism: a science and education”

- Date and a place: on April, 19-21th 2007., Moscow, Russia
- Organizers: UNESCO Chair, the International Congress of Professional Tourist Education, the Russian academy of sciences, the Russian Academy of education, (the full list of organizers is available in the original progress report)
- Participants: more than 400 persons (the Russian and foreign scientists, representatives of higher educational institutions, bodies of legislative and executive authority of the Russian Federation, tourist industry, leading international experts of organizations EURHODIP, Aiest, IREST, UNESCO, the International congress of professional tourist education).

During the Forum following actions took place:

- Scientifically-practical conference « Tourism and recreation: fundamental and applied researches »;
- Scientific conference of UNESCO « Cultural tourism for a peace and development»;
- Exhibition-conference « Ecological tourism: world experience and perspectives of developments in Russia »;
- Business-seminar « Bologna process and professional tourist education».

- Geographical scope for participants and partners: Russia, Ukraine, Republic Belarus, Estonia, Armenia, France, Italy, Turkey, Spain.

3. Partnerships

Kappadocian professional educational institution, Nevsehir, Turkey

- Purpose: Participation in the First Turkish-Russian conference on culture and tourism « My Kappadocia». There were plenary sessions, business meetings, seminars, scientific expeditions and researches during the conference.
- Results: Continuation of the mutually advantageous Russian-Turkish cooperation in the field of culture and tourism.
- Date: May, 2-8, 2007.

Verna Free University « Chernorizets Hrabr», Bulgaria

- Purpose: participation in the International forum «European academic partnership». Sign the memorandum of creation of the European research center of knowledge in tourism and recreation, an establishment of partner relations with Verna Free University, preparation of the working documentation for the introduction of RIAT's rector I.V.Zorin in Europe Club of rectors, acquaintance with conditions of activity of potential RIAT's partner– the Balkan center business – knowledge for probable opening representation of RIAT in Bulgaria.
- Dates: May, 11-16th 2007.

4. International cooperation

- Cooperation between RIAT and the UNESCO Chair "Tourism. Culture. Development" (University Paris 1 Pantheon-Sorbonne) on the basis of an agreement on scientific cooperation (France).
- Agreement on scientific cooperation from 20.06.2006 between the Russian International Academy for Tourism and the Faculdade Dinâmica das Cataratas - UDC (Brasil).
- In October 2006 the protocol of intentions between the Russian International Academy for Tourism and EEFACHY KAR Tourism Higher Educational Institution (Islamic Republic of Iran) was signed.

5. Visiting professors / Fellowships

52 professors from 41 universities 18 countries:

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

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;

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

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

Zchailobeck,

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 Interparliamentary 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.*; Kharkov state university of food technology and trade, Ukraine – prof. *Alexander Cherevko*

France: professor Bernard Morucci – UNESCO/UNITWIN network coordinator, Université de Paris 1 – Panthéon Sorbonne, professor Gérard Grellet - directeur de l'Institut de Recherche et d'études Supérieures du Tourisme, Istitute VATEL – president Alen Sebban

The full list of visiting professors is available upon request in the original Progress Report.

4. Publications

The International forum "Tourism: a science and education" Cultural tourism for peace and developments. April, 19-21 2007, 269 pages, Moscow. Editorial board: Zorin I.V., Gerard Grelle, Nekipelov A.D., Barzykin Y.A., Kruzhalin V.I., Lermontov M.Y., Alev Alatli, Anne-Francoise Lacomblez. *The collection of materials of scientific conference*

The International forum "Tourism: a science and education" Scientific, educational and regional problems in tourism, April, 19-21 2007, 327 pages, Moscow. Editorial board: Zorin I.V., Gerard Grelle, Nekipelov A.D., Barzykin Y.A., Kruzhalin V.I., Lermontov M.Y., Alev Alatli, Anne-Francoise Lacomblez. *The collection of materials of scientific conference*

The International forum "Tourism: a science and education", Strategic problems of development of tourism in Russia. April, 19-21 2007 211 pages, Moscow. *The collection of materials of scientific conference.*

Prospect of formation of tourist space of Russia and China., The Russian- Chinese scientific almanac «Soviet sport », 2006, 167 pages, Russian. Under I.V.Zorin's scientific edition and

professors Yan Vei Voo- the Rector of the Shanghai institute of tourism. ISBN 5-9718-0158-9

“Roads of UNESCO. Memoirs of the diplomat.” The monograph, by Nikolay Kanaev.. «Mezhdunarodniye otnosheniya», 2006, 432 pages, Russian. ISBN 5-7133-1253-4

“Practice of students of tourist high school: experience, problems, prospects” the collection of materials of scientifically-practical conference Ekaterinburg, on November, 28th, 2006. Collective of authors. *Publishing house of the Ural state university*, 2006, 184 pages, Russian. Collection of reports and theses of participants of conference

“Preparation of students of tourist high school for development of tourist programs during studying the culturalogical disciplines”, 2006, 87 pages, Russian. Kiseleva N.A. Bank culturnoy informazii

Development of tourism in small historical cities. The collection of analytical materials., by Kheruvimova A. Academy of management «TISBI» 2006, 23 pages, Russia.

II. Impact

The establishment of the UNESCO Chair on cultural tourism for peace and development resulted in the strengthening of the links between the government, the regions and the tourism firms.

On March, 1st, 2007 was held the Congress of the UNESCO Chairs in Russia. The national coordinator of the UNESCO Chairs in Russia, Nikolai Kanaev said that the UNESCO Chair on cultural tourism for peace and development was an example, and became one of the best in the world. International, and intercultural understanding, particularly important at our times, are strongly promoted by the Chair. UNESCO Chair of RIAT together with the UNESCO Chair of the Sorbonne University (Paris) have signed a cooperation agreement and have taken leading positions in the world.

III. Forthcoming activities

- February, 19-20, 2008 scientifically-practical conference under aegis of UNESCO « Kvatalnov’s scientific readings: Cultural tourism and intercultural communications in a modern society ».
- Translation and first edition in Russian of the book by M.Robinson and D.Pikard « Tourism, culture and Sustainable development »– March 2008.
- The Student's Scientific organization activity at UNESCO Chair – doing degree works on a theme of development of cultural tourism and preservation natural and a cultural heritage.
- Cooperation with Association of managers of culture, the Russian National Committee of the World heritage, the National center of trusteeship of a heritage on joint development of a training course « Tourism on objects of a cultural and natural heritage ». Meetings with students and teachers of RIAT.
- The state contract «Marketing research connected with an estimation of potential of tourist-recreational branch of Irkutsk area » for the purposes of the organization of a special economic zone.
- Participation in the program communications of sworn brother cities - Irkutsk and a province the Top Savoy, France. Monitoring of a tourist direction: the organization of presentations, receptions, дис-куссий and consultations.

- Cooperation with Savo Vacation College (Finland) on the creation of a training session for students from the Irkutsk branch of the RIAT with an introduction of practical classes in an infrastructure of Kuopio.
- Cooperation with Management of tourism of the Government of the Ryazan area concerning development of Programs of development of regions of the Ryazan area, the Department on tourism of Administration of Voskresensk region of the Nizhniy Novgorod area, Historical and cultural educational center "Kitezhh" concerning development of programs of development of tourism in the Nizhniy Novgorod.

IV. Development prospects

1. Research activity, editions, exchange of experience. Establishment of new branches of the UNESCO Chair. Carrying out of scientifically-practical conferences. Adjustment of cooperation with the International Olympic movement. Strengthening of cooperation with Divisions of Culture and Higher Education of UNESCO. Teamwork with the Commission of the Russian Federation for UNESCO. Development of cooperation with UNESCO Chair «Tourism. Culture. Development.», University Paris-1, Pantheon-Sorbonne.
2. Expansion of a network of branches of UNESCO Chair on the basis of branches of the Russian International Academy for Tourism and also in the Russian and foreign high schools.
3. Preparation and release of monographies and textbooks of employees of UNESCO Chair (in process of their preparation).
4. Strengthening of information and scientific cooperation with members of a network of UNESCO/UNITWIN « Tourism. Culture. Development ».
5. Strengthening of cooperation with Federal Agency on Tourism on joint development of concepts of development of cultural tourism in territory of the Russian Federation
6. The comments of the UNESCO report of activity shows a growing interest in cultural tourism. The “line” of the UNESCO seems to be to strengthen and expand the interactions between cultural-cognitive tourism and socio-economic development. The role of cultural tourism increases in protection and preservation of a historical, cultural and natural heritage of mankind.