

Anna ALEKSANDROWA

Ekaterina V. AIGINA

Państwowy Uniwersytet im. Łomonosowa, Rosja

## MODERN FORMS OF CULTURAL TOURISM ORGANIZATION IN MOSCOW

Moscow as the capital and the biggest megalopolis of Russian Federation, its historical, spiritual and cultural centre with the leading role in Russia's modern political and economic life has all reasons not only to act as the major tourism centre all round the country but also to compete effectively with other European capital cities at global tourism market.

Exceptional natural recreational resources, places of national and global cultural and historical heritage are concentrated in Moscow; many significant economic, sport and cultural events take part here; and a wide selection of sites is offered for tourists. About a half of the most valuable tourism sites of Russia's cultural heritage are concentrated in Moscow. Three of them are included in the UNESCO World Cultural Heritage List (table 1).

The total amount of cultural enterprises in Moscow consists of more than 200 museums, about 270 theaters, more than 150 exhibition halls and galleries and 3 circuses. This includes the world-famous State Academic Bolshoi Theatre of Russia, State Historical and Cultural Museum-Preserve "The Moscow Kremlin", State Tretyakov Gallery, State Pushkin Fine Arts Museum, State Historical Museum, etc. The territory of Moscow takes in more than 60 architectural and park ensembles in different levels of conservation and about 160 natural reserves. 16% of the city area is regarded as specially protected natural territories (*State Moscow Program...* 2011).

**Table 1.** UNESCO World Cultural Heritage Sites in Moscow

No.	Name	Year of inclusion	Selection criteria	Brief Description	Modern Use
[1]	[2]	[3]	[4]	[5]	[6]
1	Kremlin and Red Square	1990	i, ii, iv, vi	The Kremlin including the adjoining Red Square – the oldest part of Moscow, the city major public and political, spiritual and religious, historical and art centre – was included in UNESCO World Heritage List among the first Russian sites as a genuine symbol of Moscow and the whole country as well. Built between the 14th and 17th centuries by outstanding Russian and foreign architects the Kremlin acted as governmental residence and religious centre where all the most important historical and political events of the country took place. St Basil's Cathedral on the Red Square is one of the most beautiful Russian churches. This outstanding monument is now admitted to be the “visiting-card” of Moscow and Russia in general.	The Kremlin is the official residence of the President of Russian Federation. State Historical and Cultural Museum-Preserve “The Moscow Kremlin” organized in 1991 is visited by thousands of tourists annually.
2	Church of the Ascension, Kolomenskoye	1994	ii	Kolomenskoye was for the first time mentioned in 1349, and during several centuries served as a country summer residence of Russian governors. The Church of the Ascension was built in 1532 to celebrate the birth of the prince who later became Tsar Ivan IV “The Terrible”. It represents one of the earliest examples of a traditional wooden tent-roofed church on a stone and brick foundation. It had a great influence on the development of Russian church architecture.	From 1971 Kolomenskoye has a status of museum-preserve. Now it is a State Art Historical-Architectural and Environment Reserve Museum.

[1]	[2]	[3]	[4]	[5]	[6]
3	Ensemble of the Novodevichy Convent	2004	i, iv, vi	The Novodevichy Convent was founded in 1524 and became one of the most respected nunneries where women of the Tsar's family and aristocratic families lived. Some of them were also buried in its cemetery. In the 16th and 17th centuries the Convent was a part of a chain of monasteries that acted as defense system of Moscow. During several centuries the Convent was closely related to the main events and personages of political, religious and cultural life of Russia. The five-domed Smolensk cathedral is heart of architectural ensemble of the Convent. All other basic structures of the convent ensemble were created in one style named "Moscow Baroque". Novodevichy necropolis is one of the oldest and historically important in Russia.	The Novodevichy Convent was closed after the October Revolution, in 1922, and later became the historical and art museum affiliated to the State Historical Museum. Since 1980 Novodevichy Convent is a residence of a Metropolitan, and in 1994 it became a nunnery again.

Source: <http://whc.unesco.org/en/list>.

Moscow has almost all opportunities to become the centre of world cultural and tourism. But as a tourism destination Moscow is not as good as other capital cities. Now Moscow is included in the world's top-30 megalopolises according to the international rating of the world's leading and most dynamic cities in terms of international tourist arrivals published annually by Euromonitor International (Euromonitor International's Top 100 City Destinations Ranking) and by global payment system MasterCard (Master Card Global Destination Cities Index). With the population about 12 million Moscow receives 4 million tourists on average every year (<http://moscomtour.mos.ru>). Comparatively London or Paris having the population about 8 million each are therefore visited by 16 and 14 million tourists annually (*MasterCard Global Destination Cities Index*, 2013).

In recent times Moscow has been traditionally presented as a business tourism centre at national and international tourism markets. Its metropolitan functions, concentration of legislative and governmental authorities, particular rhythm of business activity and high concentration of financial and trade institutions, industrial productive enterprises, scientific, constructive and educational centers – all these have predetermined Moscow to become the key place for localization of business tourist flows in Russia.

The structure of Moscow international tourist arrivals by purpose of visit is far different to the same indicator in Russia. In Moscow about 50% of inbound tourists have business purposes and 30-40% of tourists come to get acquainted with its history and culture. If we take international tourist arrivals to Russia in general we'll see that over half of all tourists have some private purposes, about 20% have business purposes and only 10-15% come with truly tourism purposes (*Hotel Complex of Moscow...* (2011); <http://www.russiatourism.ru>). So Moscow is the center of business tourism in Russia.

Starting from 2011 with the change of the city tourism administration management Moscow gained a new impulse for its growth. From now on it is presented as *a tourism destination, a cultural tourism centre*. The message "Moscow is a tourism city" has been perceived by tourism industry and by tourists as well. Thanks to the efforts of Moscow City Committee for Tourism and Hotel Industry and municipal tourism industry the city is now emerging on Russian and international tourism map.

State Moscow City Program "Recreation and Tourism Industry Development in 2012-2016" is intended to make Moscow favorable for tourism and to increase competitiveness of the city tourism and hotel industry. At the present time tourism and hotel industry of Moscow is under trans-

formation. The main guidelines of reforms are aimed at tourism infrastructure development, expanding tourism products variety, increasing tourism service quality and promotion of Moscow tourism product at national and international tourism markets.

**Tourism Infrastructure Development.** Now Moscow tourism market is growing much faster than the global market and Russian market do. The increasing tourist flow puts forward certain requirements to the city tourism infrastructure development. According to Moscow City Committee for Tourism and Hotel Industry data there were 399 hotels with 85.1 thousand bed spaces in 2011. The main part consists of economy-class hotels (338 hotels, or 84.7%). There are also 77 hostels with 3.6 thousand bed spaces and 139 mini-hotels with 7.2 thousand bed spaces (*Hotel Complex of Moscow...* 2012). Such structure of accommodation industry promotes cultural tourism development in Moscow. But the amount of the economy-class collective forms of accommodation is still insufficient to meet the needs of large global events that take part in the city. In addition, a number of major hotel complexes ("Izmailovo", "Vostok", etc.) are remote from the city centre. That brings problems and requires organization of a network of small budget hotels in the historical centre of Moscow near the key tourist attractions.

According to the State Moscow City Program "Recreation and Tourism Industry Development in 2012-2016" it is expected to increase the number of hotel rooms by more than 30% from 37.5 thousand in 2010 to 51.7 thousand in 2016 (Fig. 1) (*State Moscow Program ...* 2011).

Construction of comfortable urban environment for tourists requires corresponding tourism infrastructure. In 2013 the work on multilingual system of orientation for tourists in Moscow (street signs, metro signs, street names and houses indices, pillars with city maps at railway stations, airports and public transport stops) was continued. Multilingual Internet portal, city tourist call-center, audio-guides in museums, QR-codes displayed on tourism sites, special binoculars for viewpoints, tourist information centers with a large variety of brochures and leaflets in different languages and the options for buying tours, renting cars, booking hotels and tickets for different events – all these services are now available for Russian and foreign tourists in Moscow. Organization of special stops and parking lots for tourist buses is vitally important for excursions and bus-tour development in Moscow as the transport situation in the city is very complicated.

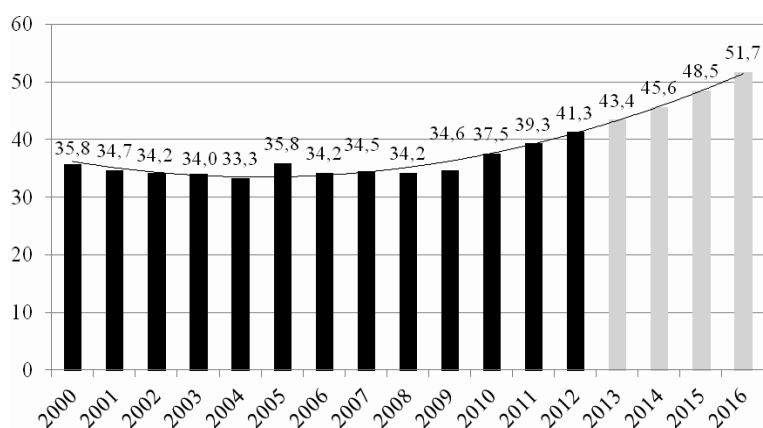


Fig. 1. Dynamics of room units in hotels and similar establishments in Moscow, 2000-2016 (thousand). The trend is shown with a solid line  
Source: <http://moscomtour.mos.ru/>

In 2012-2016 it is planned to continue this work and to allocate 4.3 billion roubles from the city budget and extra-budgetary funds for its further tourism development (*State Moscow Program ... 2011*).

**Expanding Tourism Products Variety.** Excursion activity has been developing in Moscow in the Soviet and even earlier times. For example, in 1899 a Commission of Moscow Pedagogical Society on organizing educational trips for young people was established (SMYKOVA 2006). After the October revolution all the state ideological mechanism was aimed at political education of working people to form the convinced fighters for socialist ideas. These aims were believed to be achieved with the help of excursions mainly on historical, revolutionary, Leninist and industrial themes. For illustration, the following course of excursions had been suggested to the students of the Soviet Party School in Moscow:

- 1) city tour "October events (revolution) in Moscow";
- 2) visit to the Museum of Revolution "Great October socialist revolution, its prerequisites and course of events";
- 3) city tour "Armed rebellion at Presnya";
- 4) visit to the Museum of Revolution "The History of Revolutionary Movement in Russia and the Role of All-Russia Communist Party (the Bolsheviks)".

Only in 1930 Moscow regional council of Proletarian Tourism and Excursions Society carried out more than a million visits to museums, plants and factories aimed at communist education of Soviet people and formation of their cultural character.

In the end of 1980-s – the beginning of 1990-s during the perestroika period only some of Moscow excursion enterprises managed to survive in new market situation. Sightseeing bus city tours, nowadays free of former ideological beliefs, are still required by tourists most of all. The programs suggested to Russian and foreign visitors of the city are almost identical and rather limited. As a rule, tourists come to Moscow for 2.5-3 days. During the sightseeing tour they visit the famous Moscow tourism brands such as the Kremlin, the Red Square, Ostankino TV tower, Moscow University skyscraper and Moscow viewpoint nearby, Novodevichy Convent, etc. As a rule they visit the Kremlin museums, State Tretyakov Gallery or State Pushkin Fine Arts Museum. Usually they visit some theatre. Also some free time, some souvenir shopping and they leave.

Tourism product renewal and enlargement has become the key issue of Moscow tourism in the beginning of the XXI century. This problem coincides with versatile interpretation of cultural tourism which has become widely spread among scientific establishment, tourism administration and tourism business of the city. Cultural tourism is often referred as a joint notion that brings together:

- historical cultural tourism (the interest in national history, visiting historical monuments and memorial places, thematic history lectures and other things);
- cultural event tourism (the interest in old traditional or modern staging cultural happenings or “events” (celebrations, festivals) with tourists taking part in them);
- religious cultural tourism (the interest in national religion or religions of the country, visiting places of worship and pilgrimage, thematic lectures on religion, getting acquainted with religious customs and traditions, rituals and ceremonies);
- archeological cultural tourism (the interest in the country’s archeology, visiting ancient monuments, places of excavations, archeological expeditions partaking);
- ethnographical cultural tourism (the interest in culture of nations and nationalities, to national cultural items and experience, their everyday life, clothing, language, folk traditions and customs, creative work);

- ethnic cultural tourism (the interest in ancestral cultural heritage, visiting ancestry birthplaces, ethnic sacred places, ethnic theme parks);
- anthropological cultural tourism (visiting places to get acquainted with contemporary “live culture”);
- ecological cultural tourism (the interest in natural and cultural interaction, cultural ecological programs partaking) (BIRZHAKOV 2002).

In recent years new sightseeing programs maintained by Moscow City Committee for Tourism and Hotel Industry have appeared in the city. In 2012 a “Hop On – Hop Off” City Sightseeing Tour – a regular double-decker bus tour around the historical part of the city – was launched in Moscow for the first time. These bus city-tours have already been organized in more than a hundred cities in 30 countries and have become customary and convenient for tourists. The first Moscow 12 km route with 18 stops was very successful and by the summer 2013 another 17 km route with 32 stops around the central and western parts of the city combined with one-hour Moscow-river boat tour around so-called “Golden Island” was opened (<http://moscomtour.mos.ru>).

Boat sightseeing tours are also becoming more popular. River cruises and all-weather boat tours along the Moscow-river on board of comfortable “Radisson” vessels with sliding roof are appreciated by tourists. Metropolitan shipping company has started using a new type of vessels – for 120 seats with a shallow, only 70 centimeters draught – that gives the opportunity to expand the city water routes geography.

New interesting rail-road tours on retro-train around Moscow scenic places have opened in the city. The number of pedestrian zones in potentially attractive parts of Moscow is increasing. The location of pedestrian routes take into account the presence of the city most important cultural and historical sites (museums, theatres, monuments), places for recreation (public gardens, boulevards, parks), traditional walking and tourist routes. Organization of pedestrian routes includes the following types of work:

- 1) ensuring unity of the facades colour selection as well as architectural and art concept for lightening buildings along the pedestrian route;
- 2) renovation of the buildings’ frontages;
- 3) providing special conditions for unhindered use for people with limited mobility;
- 4) making new pavements for pedestrian zones;



- 5) construction of small architectural forms (benches, bins, tourist information boards);
- 6) renewal and planting trees and flowers for decoration;
- 7) renovation and regulation of street signs, etc.

In recent years a number of Moscow tourism sites including the Bolshoi Theatre and Moscow Planetarium have been reconstructed. A number of new tourism sites appeared. New private museums start to attract tourists, for example, "Experimentarium", Museum of Chocolate, Museum of Soviet Slot-Machines, "Ice-Age Period" Museum and Theatre in All-Russian Exhibition Centre (based on a high-quality paleontological collection where tourists have unique opportunities to touch original mammoth teeth and tusks or wooly rhinoceros horn).

A serious renovation of the city parks has started recently. All park areas are divided in two groups according to their main task – there are parks of municipal and district levels. Municipal parks are for weekend recreation and tourism; they provide a large variety of services. They consist of:

- unique historical parks and estates (Tzarytsino, Kolomenskoye, Sokolniki, Fili, Izmailovo, Ostankino, Kuskovo, etc.) with cultural heritage status – old garden and park ensembles with historical palaces;
- parks with memorial, cultural and educational functions (Victory Park on Poklonnaya hill, The Hermitage Garden, Moscow University Park, etc.);
- parks for sport activities (Luzhniki, Krylatskoye, Strogino floodplain);
- multifunctional parks for entertaining, sports, exhibitions, cultural and educational activities (All-Russian Exhibition Centre, Gorky Park);
- botanical and zoological gardens (Russian Academy of Science Botanical Garden, Apothecary Garden, Moscow Zoo).

District parks are aimed at providing Muscovites with the socially guaranteed minimum of everyday recreation within the walking distance from their places of residence (*State Moscow Program ... 2011*).

Implementation of unified city standards for parks development gave the opportunity to improve the comfort of recreation, the level of services and park decoration and to provide attractiveness and high quality of mass cultural events held in the parks. As a result, some parks, for example, Kolomenskoye and Tzarytsino, became very popular among tourists.

Renovated parks with high attractiveness and big event calendar, such as Gorky Park or Victory Park on Poklonnaya hill, are now included in tourism programs as sightseeing places. Winter activities and recreation are discussed as prospective tourism product of the city parks.

Special attention is paid to event tourism development. Moscow tourism authorities plan to attract additional number of tourists by means of the city bright cultural projects. Moscow has started its large-scale incorporation in global events line declaring its determination to reach the leading position. For example, annual International Military Music Festival "Spasskaya Tower" is a huge music and stage festival arranged for the Day of the City of Moscow celebration in September. Combination of military, classical, folk and popular music, military orchestras' parade and dancing shows, demonstrations of handling weapons skills, laser and pyrotechnical shows against the majestic Kremlin walls – all these make the festival one of the most amazing and remarkable events of the year. The festival's daily audience in the Red Square only reaches 7 000 people, and more than 56 thousand spectators visit the Festival activities in general (and additional 100 million viewers taking into account its TV and Internet audience) (<http://www.kremlin-military-tattoo.ru/>).

Moscow International Festival "Light Circle" with numerous multimedia shows and light installations on the city major architectural items (such as the Red Square, State Historical Museum, St.Basil's Cathedral, GUM, etc.) can also be included in Moscow event collection. This large-scale and colourful show turned into a new step in modern urban cultural development giving new possibilities for architectural and lighting design growth and progress in Russia.

New event collection of Moscow includes the city celebration of "Shirokaya Maslenitsa (Great Pancake Week)" and "Night of Museums" in which more than a million of city dwellers took part in 2013 (SHILOVA 2013). Moscow International Marathon is considered to become a prospective city tourism product and can follow the line of the world biggest marathons in New York, London, Tokyo and Berlin gathering more than a million of sportsmen and spectators each. There are 26 traditional city tourism sites along the route of Moscow International Marathon made in the central part of Moscow, so this is not only sport event but also a brilliant sightseeing running tour. The city tourism managers offer intense sightseeing program "Sport+Tourism" for the incoming sportsmen and their accompanying persons (<http://moscomtour.mos.ru>).

The Festival of Historical Reconstructions and Military Historical Clubs "Times and Epochs" held in Kolomenskoye Museum-Reserve has become one of the most supported projects in Moscow in the last years. In 2013 this festival was included in the top 5 biggest historical medieval festivals in Europe along with the European Medieval Festival in Horsens, Denmark, Tewkesbury Battle reconstruction in Great Britain and Grunwald Battle reconstruction in Poland. The perimeter of historical camps was about 1700 m and their total area – about 7 hectares. More than 2000 participants from 25 countries took part in this festival. The international horse knight tournament held in strict accordance with the medieval rules and in the unique medieval atmosphere of Kolomenskoye Museum became the hit of the program. Field residential camps of Russian and Western European knight-hood and particularly of Mongol Golden Horde troops with authentic medieval amenities and weapons aroused special interest of the "live history" fans. During 3 days the festival was visited by more than 200 thousand guests (<http://www.tourprom.ru>). Military history festivals with reconstructions of memorial battles show large potential; this niche in global carnival movement is still free.

In recent years a real "boom" of summer open-air music festivals takes place in Moscow. "Subbotnik" festival in Gorky Park, "Picnic Afisha" in Kolomenskoye Museum, "Park Live" festival at All-Russian Exhibition Centre and also "Usadba Jazz" festival, "Wild Mint" ethnic music festival and "Nashestvie (Invasion)" rock-festival in the city surroundings are the most interesting open-air happenings. These festivals together with other events held in Moscow can be attributed as life-style events as they combine music, fashion, cooking and other aspects of mainly youth culture and that's why are becoming more and more popular among Muscovites and tourists as well. It's rather probable that in future Moscow will have a massive city music festival (like Primavera in Barcelona or Sziget in Budapest). It isn't easy to make a combined festival brand with clear concept of its future development and promotion now. But in general concert and festival business in Moscow has grown significantly and continues to develop rapidly.

Now Moscow City Committee for Tourism and Hotel Industry and city tourism industry need to convert these significant and successful events into event tourism products. At first these events were included in the City Tourism Calendar – the list of Moscow holidays and celebrations particularly interesting for tourists with the necessary information on their place, time, organization and short reviews. Then special tours for regional

tourism companies promoting these events were presented. The Kremlin Museum authorities' idea on converting a ceremonial of equestrian and pedestrian procession of the President Regiment into unique event tourism product can be considered as a good example.

Particular attention should be also paid to "Moscow Fresh" – a new tourism project of Moscow City Committee for Tourism and Hotel Industry which is aimed at promoting a number of independent innovative commercial and non-commercial programs, events and tourism sites for young people incorporated by a fresh and creative approach to Moscow hospitality concept under one umbrella brand. The project includes new types of Moscow sightseeing tours, such as free tours, quest tours as well as mystic, theatrical, hiking tours, biking tours, etc.

For example, Moscow Free Tour project – free regular tours about the city – has already started. A two-hours walking tour including all the major tourism sites of the city center is carried out by young professional English-speaking guides who work on a tips-only basis. Tourists can book free tours at [www.moscowfreetour.com](http://www.moscowfreetour.com). From 5 to 60 people attend free tours every day. It's less than in Berlin or Prague, where free tours are attended by 150-200 tourists daily, but can be compared with Budapest or Krakow rate. There should be not more than 15 tourists per guide. After discovering Moscow for the first time in a rather informal way, about a quarter of the tourists take paid excursion programs to learn more about the city (Moscow Kremlin Tour, Metro Tour, Communist Moscow Tour or special evening Moscow Mystical Tour). Moscow Free Tours plan to reach the level of 100 tourists for a free tour and 40 tourists for paid tours a day.

Moscow is entering another world's travel chain – CouchSurfing ([www.couchsurfing.org](http://www.couchsurfing.org)) – that includes more than 3 million people throughout the world. CouchSurfing gives the fascinating possibility to see the country with the help of the natives who become guides for their guests and helps to start their intercultural communication in a friendly and informal atmosphere. The project started in 1992 and came to Russia in 1995. By now 77 thousand people are registered in Russian CouchSurfing project and more than 25 thousand of them are Moscow and Moscow region citizens.

The Street Adventures Project ([www.streetadventure.com](http://www.streetadventure.com)) gives the chance to take a new look at Moscow streets, houses and monuments by means of individual quest tour with interactive SMS-tasks. Quest tours are becoming very popular among the young people and as an original idea for corporate events.

New creative ideas of “Moscow Fresh” social travel projects are supported by Russian Union of Tourism Industry (RUTI). They will be in particular demand after visa regime simplification when people of different incomes, interests and hobbies start to come to Moscow. New uncommon tours and original routes shouldn’t be matched against classic sightseeing tours ([www.ratanews.ru/digest/news\\_1062012\\_4.stm](http://www.ratanews.ru/digest/news_1062012_4.stm)).

**Tourism Service Quality Increase** is the most important issue for competitiveness and sustainable development of Moscow tourism and hospitality industry. State requirements for tourism product elaboration and quality guarantee in Russia are determined by State Standard R 50691-94 “Model for Quality Assurance Services” and State Standard R 50690-94 “Tourism and Excursion Services. Tourism Services. General Requirements”. They correspond to international ISO-9000 standards.

*State Moscow City Program “Recreation and Tourism Industry Development in 2012-2016”* describes the following guidelines for improving the quality of tourism services:

- elaboration of a concept and a form of “Moscow Hospitality Quality Mark”;
- arrangement and publishing information and methodical materials on rising the quality of service in Moscow hotel industry;
- arrangement of classification of hotels and similar types of accommodation;
- arrangement of tourism guides and excursion organizers accreditation;
- formation and implementation of educational programs for improving the level of professional skills for Moscow tourism and hospitality industry staff with the help of qualified experts in tourism and hotel business;
- educational and training programs on hotel industry advanced experience for CEO in hotel business and for lecturers in corresponding educational institutions of Moscow based on leading European tourism and hospitality educational centers experience;
- elaboration and realization of particular measures to ensure tourists safety in Moscow;
- preparation and publishing of informational materials on travel safety for Russian and foreign tourists and tourism enterprises in Moscow;

- monitoring of tourism market, tourism infrastructure situation and Moscow tourism product competitiveness;
- elaboration of methods for revealing and validation of Moscow city requirements in accommodation facilities; elaboration of legal and methodic basis for improving statistical registration and for carrying out classification of hotels and similar types of accommodation in Moscow;
- examination of legal regulation for mini-hotels and hostels activities, elaboration of recommendations on its improvement (*State Moscow Program ... 2011*).

**Promotion of Moscow Tourism Product at National and International Tourism Markets** is the most important direct task of Moscow City Committee for Tourism and Hotel Industry. The Committee works on improving Moscow tourism Internet-portal, carries out TV and radio programs about Moscow, takes part in international tourism exhibitions, works with media, including the leading foreign newspapers such as The Washington Post, The Daily Telegraph, la Repubblica, The Economic Times, le Figaro, Süddeutsche Zeitung, The Yomiuri Shimbun, European Voice, El Pais, organizes advertising tours for the press and tourism industry executives.

There is an obvious turn to the domestic market in Moscow tourism product advertising campaign which is becoming of special priority for the city. The main task is to raise the amount of organized tourism flow from Russian regions to the end of the Soviet period size. From 2012 twice a year in the beginning of summer and winter seasons Moscow City Committee for Tourism and Hotel Industry together with the leading tour operators of Moscow holds on large-scale advertising RoadShows "Welcome to Moscow!" through a series of free presentations in different part of the country. In spring 2013 during a month Moscow presented its tourism opportunities and positive city image for more than 2.5 thousand regional tour operators, tour agents, reporters and potential tourists in 20 biggest cities of Russia (<http://moscomtour.mos.ru>).

Essential changes in traditional Moscow International Travel Fair MITF organization took place. This is the only tourism exposition in Moscow aimed at ultimate consumers. Since 2011 MITF started to operate in a new B2C form. This Fair held before the summer vacation period helps the tourism enterprises to conduct direct sales and booking and to attract new clients by special discounts and offers. Every year the Fair acquires

additional social inclination by introducing trips for children and youth, sport and health tourism products, tours for disable people, etc. Essential seminars, round-tables, press-conferences for professional as well as presentations, master programs, games and contests for open audience are carried out all over the Fair. The Fair auditorium brings together representatives of more than 500 companies from 35 regions of Russia and 30 countries. In 2013 36 Moscow hotels, 26 city museums and galleries and 6 Moscow higher educational institutions took part in the Fair. It was attended by more than 150 representatives of Russian and foreign media. More than 28 thousand guests visited the Fair (<http://www.travel.horeca.ru/expo/item/898/>).

In 2013 Moscow started vigorous promotion of its tourism opportunities by means of advertising tours. They were held for regional representatives of Russian tourism industry and for foreign tourism professionals mainly for the representatives of the world's biggest tourism trademarks Thomas Cook and TUI coming to Russian market. For illustration, Moscow suggested a renovated two-day tourism program "A Weekend in Moscow". The program is aimed mainly at events. The two-day staying in Moscow includes visits to the Moscow Kremlin and its museums, the ceremonial of equestrian and pedestrian procession of the President Regimen in Kremlin, to the Memorial Space Museum and All-Russian Exhibition Center, a sightseeing of Moscow from Ostankino TV tower viewpoint, Christ the Savior Cathedral and a boat tour along the Moscow-river.

The efficiency of the measures for making Moscow a cultural tourism destination is proved by the increase of the city tourism attractiveness. The number of tourist arrivals to Moscow and the amount of visits to the city tourism sites are growing. In 2012 Moscow registered a record: for the first time the number of tourists in Moscow hotels exceeded 5 million and the total number of nights went above 13 million (Fig. 2). Within 3 years the number of tourists in Moscow hotels increased by 1.6 million and the number of nights – by 3.5 million (<http://www.tourprom.ru>).

Another significant result was registered in Moscow in 2012. For the first time Moscow was recognized as one of the most rapidly developing tourist destinations in Europe according to the world's largest travel site for travelers TripAdvisor. TripAdvisor Travellers' Choice is formed annually on the basis of reviews of millions of visitors of TripAdvisor.com and describes best tourism destinations, hotels, restaurants, beaches and other tourism objects. In 2012 Moscow took the second place in this rating, just

behind Kiev and ahead of the growing destinations of Italy, Spain and the United Kingdom (table 2).

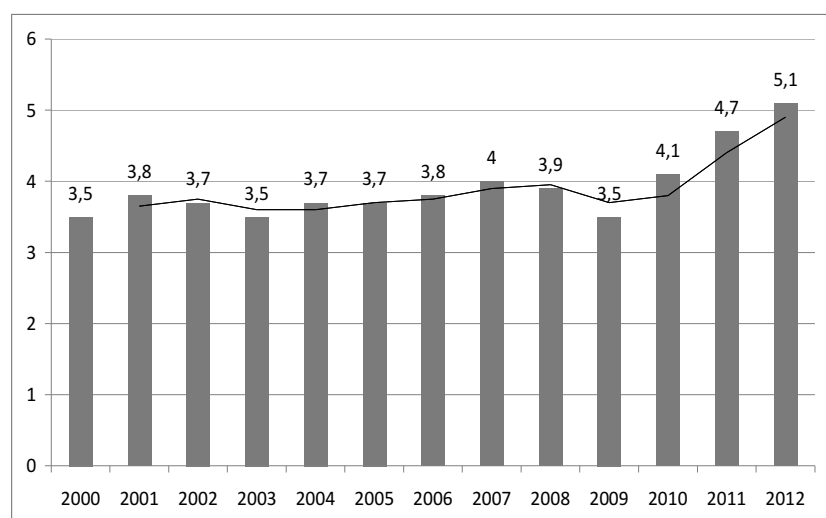


Fig. 2. Number of tourists in Moscow hotels and similar establishments in 2000-2012, (million). The trend is shown with a solid line

Source: <http://moscomtour.mos.ru/>

Table 2. The most Rapidly Developing Tourist Destinations according to the TripAdvisor Travellers' Choice - 2012

No.	Destination
1	Kiev, Ukraine
2	<b>Moscow, Russia</b>
3	Torino, Italy
4	Saint-Petersburg, Russia
5	Naples, Italy
6	Glasgow, United Kingdom
7	Manchester, United Kingdom
8	Belfast, United Kingdom
9	Valencia, Spain
10	Liverpool, United Kingdom

Source: <http://en.travel2moscow.com/what/welcome/news/text6810.html>.

State Moscow City Program "Recreation and Tourism Industry Development in 2012-2016" describes further prospective for the city tourism and



hospitality complex growth that will help Moscow to join the row of the leading European tourism centers. The former image of Moscow as an interesting but not matching the travellers' demands destination (because of high expenses, complicated tourist formalities, insecurity, etc.), i.e. as the city of delayed demand, is now left in the past. In fact the city has changed and became more lively and attractive and it is admitted at least by the tourism industry professionals. At the same time serious work should be done to make Moscow a truly attractive tourist center.

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