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FEATURES OF EVENT TOURISM DEVELOPMENT IN MOSCOW REGION (RUSSIA)

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Abstract

In recent years, there has been a steady increase in the popularity of the Moscow region on the market of tourism services. All kinds of tourism, including event tourism, are developing well. The state of event tourism along with additional investment determines the promising opportunities for the region in the cultural, instructional, business, educational and social spheres. The purpose of the study is to analyze the approaches to using the potential of event resources in the Moscow region, thus identifying some typical development features and not entirely fulfilled opportunities. The article contains a brief outline of key components of resource potential in the event tourism of the Moscow region. The author notes the growing attention of the districts in the region towards participation in the most prestigious Russian event tourism competitions, characterize the functional orientation of the projects and evaluate the activity of specific municipalities in this process.

Keywords

Moscow region – Event tourism – Development – Features – Resources – Potential

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Introduction

In modern society, tourism is one of the important components of a person's life, associated with the restoration of their physical health, spiritual and intellectual level of development and active leisure time. At the same time, tourism is the basis for the socio-economic development of individual regions and countries. The annual growth rate of tourism reaches 5% globally while the overall growth rate of the world economy does not exceed 2-3%. In some countries, tourism revenue is six to seven times higher than spending. Meanwhile, the industry is extremely efficient in terms of employment, since every eleventh working person in the world is connected to the tourism industry in a way. According to the United Nations World Tourism Organization (UNWTO), the cumulative effect of tourism encompasses 53 sectors of a country's economy. In individual European states (Italy, France, Spain, Greece), Southeast Asia (Thailand, Indonesia) and the Near and Middle East (Egypt, United Arab Emirates), tourism is the foundation of the national budget. In Russia, the industry's share in the gross domestic product is only 1.4%.

The engine of growth in domestic and outbound tourism was the measures of state support for the industry, an increase in patriotism and interest in the country, the formation of modern infrastructure, an improvement in the quality of service, the active promotion of tourist offers of the regions in the domestic and foreign markets.

Event tourism shows a particular and constantly growing attraction for tourists. In recent years, in search of new forms of tourist activity, almost every region of the country has been seeking and beginning to use the existing opportunities for its development. The result of such activities is the increasing individualization of approaches to tourist events offers in an administrative territory¹.

Methods

The object of the study is the products of event tourism in the Moscow region. The subject of the study is the involvement of the event resources of the Moscow region in the regional tourism industry. The aim of the study is to analyze approaches to using the potential of event resources in the Moscow region. We used descriptive and analytical methods in the study.

Results and Discussion

The impact of event tourism on the development of an administrative territory is quite obvious.

Along with attracting additional financial resources, the state of event tourism determines promising areas of new regional opportunities in the cultural, cognitive, business, educational and social spheres.

¹ O. E. Afanasev, "Turistskii kompleks Severnogo Podmoskovya: resursnaya sostavlyayushchaya Klinskogo, Dmitrovskogo, Taldomskogo i Solnechnogorskogo raionov", *Sovremennye problemy servisa i turizma* num 2 (2015): 32 – 39; T. M. Krivosheeva y O. I. Vapnyarskaya, "Legendy Klinskogo munitsipalnogo raiona kak nematerialnye turistskie resursy destinatsii", *Sovremennye problemy servisa i turizma* num 2 (2015): 48 – 53; I. Yu. Solomatina, "Mifologicheskoe turistskoe prostranstvo Samarskogo kraya: realnost i vozmozhnosti", *Sovremennye problemy servisa i turizma* num 3 (2016): 64 – 72 y I. A. Suslova y L. S. Morozova, "Sobytiinyi turizm: tendentsii regionalnogo razvitiya", *Services in Russia and abroad (digital journal)* Vol: 10 num 1(62) (2016): 94-104.

Event tourism forms the supply of events aimed at both entertainment and education of visitors and participants. The list of events includes holidays, festivals, carnivals, concerts, fairs, sports competitions, natural phenomena and business meetings. The main characteristics of these events are massive participation, spectacularism, the use of open and closed spaces². An important feature of such events is the originality and inexhaustibility of the resource potential. Based on this, any territory, using the creative approach of all interested parties (administration, business and public representatives), can organize a remarkable event in the field of event tourism of a certain level³. The Federal Target Program (FTP) "The development of domestic and inbound tourism in the Russian Federation (2011-2018)", as well as the Decree of the Government of the Russian Federation "Strategy for the development of tourism in the Russian Federation for the period until 2020", intensified this process. As a result, the national competition Russian Event Awards was established in 2012, the Annual All-Russian competition in the field of event tourism was established in 2013 and the National Event Calendar of Russia was created.

Therefore, the most original and successful events are identified at the regional level and promoted in the domestic and world markets, and the special attention of the authorities, domestic and foreign tourists, the public and investors is attracted. A lot of Russian regions not only constantly put forward event projects for various nominations but also repeatedly become their diploma and award winners, which indicates both the desire to make fuller use of the existing tourist potential, as well as the acquisition of experience in the development of competitive products⁴.

Such regions also include the Moscow region which has a powerful tourist potential, accounting for about 20% of all the resources in Russia. This potential is based on the cultural-historical, natural, ethnic, mythological, sports and health, scientific resources located in the region. There are 5,860 objects of cultural and historical heritage under state protection, including 1,347 objects of federal significance and 2,073 objects of regional significance in the Moscow region. Among them, there are 1,647 archaeological objects, 1,917 architectural monuments, 1,594 religious objects, 381 sculptures and monuments and 320 estates. One should particularly note the Architectural Ensemble of the Trinity-Sergius Lavra in Sergiev Posad which was inscribed in the World Heritage List by a 1993 UNESCO decision.

The Moscow region is rich in natural resources: forest, water, botanical, zoological. Over 2,000 rivers including the Volga, the Moskva River, the Oka and the Klyazma flow through the territory of the Moscow region districts. There are 13 reservoirs here, including the Ivankovskoe (Moscow Sea) in the Taldomsky district with an area of 327 km². The specially protected natural areas (SPNA) are objects of national heritage. Currently, the Moscow region contains five SPNA of federal significance with a total area of 140 thousand ha, the largest being Prioksko-Terrasny Nature Reserve located 12 km away from Serpukhov, 232 SPNA of regional significance (178 thousand ha) and about 28 SPNA of local significance (10 thousand ha).

² E. A. Lomakov, *Povyshenie konkurentosposobnosti regionov Rossii na osnove razvitiya uslug po sobytiinomu turizmu: abstract of dissertation* (Moscow, 2013), 5.

³ J. Ritchie y S. Hudson, "Understanding and meeting the challenges of consumer/tourist experience research", *International Journal of Tourism Research* Vol: 11 num 2 (2009): 111-126.

⁴ I. A. Suslova y L. S. Morozova, "Sobytiinyi turizm: tendentsii regionalnogo razvitiya", *Services in Russia and abroad (digital journal)* Vol: 10 num 1(62) (2016): 94-104.

Ethnic tourist space is represented by traditional crafts, folk arts and crafts and ethnocultural centers. The art of the Zhostovo decorative painting factory, the Fedoskino enterprise of lacquer miniatures (Mytishchi region), the Bogorodskaya factory of artistic woodcarving (Sergiev Posad region), etc. are famous all over the world.

The mythological resources of the region include the locations distinguished by a particular energy impact, for example, the Death Road near Pekhorka village on the Lyubertsy-Lyparino highway or unusual phenomena – UFO over the village of Sofrino of the Pushkin District. Historical objects are associated with the interpretation of real events in the oral folk art of the past – Smerdyachye Lake near the town of Shatura, ritual and sacral actions – the place of White Gods in the Sergiev Posad region. Topological objects make it possible to substantiate the names of settlements, rivers, lakes, etc. while religious objects allow one to describe events related to the mortal life of saints.

The "Stroller Parade" festival has been held in many countries of the world for many years. It first took place in Russia in 2008 and is organized for the third time on the territory of the Serpukhov district in the Drakino park. This is a spectacular holiday with a carnival procession of parents and children sitting in creatively decorated strollers, a competitive fashion show in such nominations as "Visiting a Fairy Tale", "Doll Carriage", "Flora and Fauna", etc. Participants of the fashion show sign up in advance and members of the jury from the organizers selects the winners. The program of the festival includes a fashion show of children's clothing, hairstyles, SPA services, various workshops, prize drawing and a music and entertainment program. The "Global Wellness Day" is held in over 100 countries. In Russia, the celebration was held for the first time in 2015 in Drakino Park. The goal of this program is to introduce people of all ages to sports activities and a healthy lifestyle. Guests of the event are invited to try out new fitness products for free, go through a variety of wellness procedures, take part in a bike ride, learn the secrets of preparing healthy and tasty dishes from the chef, watch tournaments, competitions and exhibition performances in various sports.

The regional tourist festival of healthy recreation and communication "Priluki" has been taking place in the village of Priluki, Serpukhovsky district since 2005. The event is traditionally held in mid-June and lasts for 3 days (from Friday to Sunday). Each year the festival has a different theme: "Year of the Environment", "Our Olympics", "Ready for Labor and Defense", "Tourists on the Oka Cook", "Year of Russian Cinema". The festival program includes sports competitions in 6-8 sports, competitions for "Best cook", "Best fisherman", "Best tourist town", etc., cultural and entertainment evening performances, guitar music by the fire. Participants of the festival are teams-delegations from settlements, organizations and enterprises of the Serpukhov region, neighboring municipalities and regions. The event annually attracts about 3,000 people over 18. Based on the information provided on the most striking event events in individual municipal districts, we can highlight some features development characteristic of this type of tourism in the Moscow region.

The use of the potential of all available tourist resources

The specific nature of event tourism is that in addition to traditional recreation, event tourism includes social events from various functional areas. Generalized proposals for the classification of event objects by area are presented in Table 1.⁵

⁵ I. V. Bushueva; L. I. Chernikova; E. V. Bokareva; E. N. Egorova; A. A. Danilov; V. A. Danilova; Sh. S. Zikirova; N. A. Chkhikvadze; I. A. Suslova; T. M. Krivosheeva; T. V. Kharitonova y O. V. Savkina,

Functional areas of events	Event objects
Congress events	Congresses, forums, conventions, symposia, conferences, discussion clubs, summits, round tables, seminars
Festival events	Festivals, carnivals, parades, competitions, theatrical seasons
Sport events	Championships, student games, Spartakiad games, conventions
Exhibition and fair events	International, Russian, regional, national, industry, cross-industry and other exhibitions and fairs
Celebratory events	International, national, local holidays, town days, anniversaries, memorial days of famous people, folk festivals
Natural phenomena	Unusual states of nature

Table 1
Functional areas of events in event tourism

To conduct these events on the administrative territory, a certain concentration of various resources is required: natural attractions, architectural and historical monuments, religious objects, literature, fine arts, music, folk crafts, traditions, legends, agriculture, national cuisine, centers of business activity, education, science, sports and shopping⁶. The Moscow Region possesses all these resources, thus forming a wide range of event proposals for each functional area.

Focus on the dominant tourist attraction in the municipality

The rich resource component allows almost every administrative subject in the region to organize events in different areas. However, the success and popularity of these events are largely determined by the identification of proposals with the existing perception of the tourist image of the region⁷.

Thus, the Klinsky district attracts tourists primarily with the House-Museum of P.I. Tchaikovsky, the House-Museum of D.I. Mendeleev, the House-Museum of A.P. Gaidar, the Exhibition Complex "Klinskoye Podvorie", Klinsky glass-blowing art and the manufacture of Christmas tree decorations, the national natural park Zavidovo State Complex and the Klinsky ice palace named after V. Kharlamov.

The Solnechnogorsky district is associated with tourist objects of the literary heritage of A.A. Blok (Shakhmatovo Estate), M.Yu. Lermontov (Serednikovo estate), scientific and educational heritage – the estate of the historian and geographer V.N. Tatishchev and the All-Russian Research Institute for Physical, Technical and Radio Technical Measurements (VNIIFTRI) known as the keeper of the state standard of time and frequency.

Pasportizatsiya Turistskikh Resursov Podmoskovyaya otchet o NIR (Moscow: Russian State University of Tourism and Service, 2012); T. B. Klimova; E. V. Vishnevskaya y S. G. Stenyushkina, "Sobytiya kak unikalnyi instrument razvitiya turistskoi otrasli (na primere Belgorodskoi oblasti)", *Sovremennye problemy servisa i turizma* Vol: num 3 (2015): 105 – 112; E. A. Lomakov, *Povyshenie konkurentosposobnosti regionov Rossii na osnove razvitiya uslug po sobytiinomu turizmu: abstract of dissertation* (Moscow, 2013); D. Getz, "Event Tourism: Definition, evolution, and research", *Tourism Management* Vol: 29 num 3 (2008): 403-428 y A. A. Larionova; I. A. Suslova; E. V. Povorina y M. V. Vinogradova, "Formation of Tourist Image of the Region", *Mediterranean Journal of Social Sciences* Vol: 6 num 3 (2015): 261-266.

⁶ V. A. Kvartalnov, *Turizm* (Moscow: Finansy i statistika, 2005), 112.

⁷ H. Du Cros y B. McKercher, *Cultural tourism* (London: Routledge, 2014).

The Taldomsky district is seen as more versatile: as an environmentally clean territory of the Moscow region due to the located woodlands, unique natural reserves "Zhuravlinaya rodina", "Seraya tsaplya", "Sizykh chaek" and Ivankovsky reservoir – the largest reservoir in the region, as a center of shoemaking, the birthplace of porcelain production in the Moscow region ("Gardner Factory" founded in 1756 which is now the enterprise of folk art crafts "Verbilki Porcelain"), as the place of life and work of M.E. Saltykov-Shchedrin (estate in the village of Spas-Ugol) and M.M. Prishvin⁸.

While improving old and developing new tourist events, the organizers rely on dominants already familiar to tourists, offering interesting approaches to revealing previously unused facets and characteristics.

Increasing the synergistic effect of popularizing the object of tourist interest and the territory as a whole

Tourist events are most often associated with a particular tourist site. To form their own opinion about this object, a tourist must visit it. The event is an excellent occasion both to get acquainted with the object and draw attention to its location⁹. The tourist's motivation for choosing a particular event depends on many criteria: the tourist's age, interests, lifestyle, income, personal characteristics, etc. Therefore, an important condition for the success of any event project is the correct choice of the target audience, site and features of its organization. A vivid example of taking into account all these conditions, the attractiveness and the large scale of the event is the annual international festival of historical reconstruction "Zaraysky military gathering" held near the walls of the Zaraysk Kremlin since 2011. The main goals of holding the festival are:

- the development of Zaraysk – an ancient Russian city, by attracting tourists from Moscow, the Moscow region, other regions of the country and abroad;
- the study of the military traditions of Russia and Europe through historical immersion in competitions and battles;
- involving young people in the revival of national crafts;
- acquaintance of a modern person with the atmosphere of Russian medieval daily life.

The event features re-enactors of historical events in Russia, the Golden Horde, Western Europe during three time periods: 9th-11th centuries, 13th-14th centuries and 15th-16th centuries. The reconstruction presented by the reenactors should be a copy of a historical object, material or spiritual life of people of a certain era: military armor, weapons, images, etc. The use of modern technologies is allowed in exceptional cases. Over 500 historical reconstruction clubs participate in the festival every year. The clubs take part in thematic duels of knightly and heroic combat, ax throwing, archery and historical costume

⁸ O. E. Afanasev y A. V. Afanaseva, "Funktsionalnoe znachenie i mesto turistskikh legend v formirovanii privlekatelnosti svoistv destinatsii", Vestnik Assotsiatsii vuzov turizma i servisa Vol: 9 num 1 (2015): 52 – 60.

⁹ C.-F. Chen y P.-C. Chen, "Another look at the heritage tourism experience", Annals of Tourism Research num 41 (2013): 215-243 y P. A. Russo y J. Borg, "Planning considerations for cultural tourism: a case study of four European cities", Tourism Management Vol: 23 num 6 (2002): 631-637.

contests. A medieval fair of artisans opens on the territory of the Zaraysk Kremlin: weavers, blacksmiths, armorers, carpenters, jewelers, etc. Visitors can get acquainted with the intricacies of ancient craftsmanship and try to create something by hand. According to the Administration, during the three days of the festival, 25 thousand tourists come to Zaraysk, doubling the attendance of the city's museums.

Involvement of regional and interregional partners in the formation of the event

An important prerequisite for the successful organization of any event is the composition of the participants: developers, organizers, investors and authorities. The basis of any partnership is the coordination and achievement of mutually beneficial interests¹⁰. In the Moscow region, the approach to the implementation is based on the subprogram "Development of tourism in the Moscow region" of the state program "Culture of the Moscow region for 2014-2018" aimed at more fully meeting the needs of the region, Russia and other countries in high-quality tourist products and increasing the attractiveness of municipalities.

Considering the set goals, a mechanism has been developed for unification, cooperation and efficient interaction between the regional and municipal executive authorities, enterprises and organizations in the tourism industry, related areas of activity, as well as various public structures. The composition of the event participants is determined by its level and scale.

An important event for all Orthodox people, the 700th anniversary of the birth of St. Sergius of Radonezh was celebrated with thematic events in different regions of Russia during the entire first half of 2014 and culminated in the city of Sergiev-Posad in the Moscow region. Over 100 thousand people took part in the celebrations in the city and district during the week.

The success of the commemorative event was facilitated by the extensive preliminary work carried out by the joint efforts of the Russian Orthodox Church and the Organizing Committee for the preparation and holding of anniversary events formed by the order of the Governor of the Moscow Region according to the special Decree of the President of the Russian Federation dated 14 Sept. 2011. The preliminary work resulted in the formation and facilitation of the celebratory program which featured, in addition to religious, many cultural events, including the exhibition "And the candle did not die out", the festival of creative art groups "From Sergius to the present day", which was attended by representatives from the Moscow region areas, Russian federal subjects and Orthodox countries, the festival of bell music with performances by bell ringers from Russian and Ukrainian cities, as well as the choir of the Sretensky Monastery, the 11th festival of hot air balloons with special shapes, etc. The celebration ended with a concert that included the performances by the participants of the Open Orthodox Festival "Heart of Russia" and the M.E. Pyatnitsky State Russian Folk Choir.

The geographic proximity of Moscow – the capital and the largest metropolis of the country

Despite the vastness of the Moscow region, many municipal districts are located no further than 50-80 km from the center of Moscow. By the standards of other subjects of the

¹⁰ A. A. Larionova y M. V. Vinogradova, "Modeling the Development of the Regional Tourist Complex Infrastructure: General Methods", World Applied Sciences Journal Vol: 30 num 1 (2014): 210-213.

Russian Federation, this is relatively close. This advantage allows one to expand the number of participants and guests of events organized by one or several regions by attracting the attention of not only the local population but also Moscow residents and tourists.

The most important role in using this advantage is assigned to the promotion of event products in the domestic and world tourist markets. To this end, the Moscow region expands the participation in industry and inter-industry exhibitions, fairs, festivals, forums, where its municipal districts present the best projects, sign cooperation agreements, disclose intentions about partnerships, discuss issues and exchange experience. The practice of holding information tours for tourist agencies, representatives of regional and federal media on the routes developed in individual municipalities is widely used. The network of tourist information centers (TIC) under the common brand TIC "Podmoskovye" is actively expanding. The first 12 TICs were opened in 2014 in the so-called "tourist magnets" of the region, annually receiving over 1 million tourists: three in Kremlin museums (Zaraysk, Kolomna, Dmitrov), three in museums at monasteries (Sergiev-Posad, Istra, Zvenigorod), six in museums-reserves (A.S. Pushkin museum in the Odintsovsky district, P.I. Tchaikovsky museum in Klin, A.P. Chekhov museum in the Chekhovskiy district, etc.). Now there are more than 20 TICs. Through the efforts of the TIC, more detailed information about routes, objects, events, services of the tourism industry in the region is disseminated among holidaymakers, tourists and those who would like to become them.

The results achieved by the Moscow region in the development of tourism are obvious but not exhausting its possibilities to expand this process. This fully applies to the availability of reserves associated with event offers. We believe that the potential of the already implemented events and the potential of the development and organization of new events is underfulfilled. The first should include events that were featured on the Calendar of Events of the Moscow Region but, for various reasons, did not attract attention worthy of their level and the number of tourists, the second includes the use of currently underutilized resources in the formation of event projects.

Information Internet resource "Events Guide of the Moscow Region – Tourist Website. Calendar of Events of the Moscow Region" acquaints users with the composition and content of events organized on the territory of each district by months of the current year. The systematization, accuracy, availability of the information provided enables both residents of Moscow and the Moscow region and their guests to use it on time when planning options for spending their free time. It seems that, in addition to the specified audience, this information can be more widely embedded in the activities of travel agencies when developing programs for the stay of tourists in the Moscow region. It is even possible to formulate individual or group proposals based on this information including not only visits but also, in a certain form, the participation of tourists in a complex of event projects of one or different thematic areas.

Possibilities of gastronomic, mythological, scientific and technical areas can be listed as the resources of the Moscow Region underutilized in event tourism. It should be noted that the work on the inclusion of gastronomic events in the list of events in certain areas is already underway and is quite successful. Thus, the regional festival "Golden Squash" is held in the Klinsky region at the end of September, which features a lot of competitions, including a competition for the most delicious and beautiful product made from this vegetable.

For the third year in late January, the Pavlovo-Posadsky District is organizing the Russian Aspic Celebration. In addition to competitions dedicated to this traditional dish of Russian cuisine, the celebration includes introducing guests to the winter fun and customs of the Moscow province. In 2015, the celebration took second place in the gastronomic projects category in the finale of the national competition "Russian Event Awards". A new gastronomic festival themed around the egg and called "Basis of Life" was first held in the district in 2016.

The program of the festival invites guests to cooking workshops using this product, tastings, and a philosophical debate "What comes first?".

The municipalities listed above are leaders in offering exciting gastronomic events. The example and creative approach of these municipalities pushing them to search for alternatives and to saturate the "Gastronomic Map of the Moscow Region" with new attractive projects.

The mythological resources of the area are of great value for tourism. These resources allow one to develop original products that attract tourists with their uniqueness. The more such products a region can offer, the longer other features of the region remain in the memory of guests, contributing to the desire to return there. Mythological resources include topological, historical, religious, literary, folklore, ghost and UFO-related and resources about the life of a "genius loci"¹¹.

Pilgrimages and guided tour programs are being developed based on mythological resources. Particularly valuable is the experience of the Dmitrovsky district which is trying to secure the brand "Dmitrov – the home of the Frog Princess". The experience testifies to the possibility of an integrated approach to working with the mythological heritage in the formation of a package tourist offer.

As noted above, the Moscow Region is a scientific and technical center of the country where the institutes, organizations and production complexes have business contacts with Russian and foreign partners, organize professional conferences, seminars, exhibitions and fairs. Due to their efforts, areas of the region regularly host large-scale events that demonstrate the technical achievements of Russia at the international level. On the days of free access, such events are attended by thousands of people.

Almost every large research institution or a research and production complex has a museum, where the exhibition shows the guests the stages of its development, the most important projects and practical achievements. Visitors can only see these exhibitions with a special permit. The closed nature of the work of such institutions does not allow using the existing potential for tourism purposes. At the same time, within the framework of the partnership, it is possible to hold thematic events aimed at children or youth that acquaint the younger audience with various areas of activity in an accessible form.

Conclusion

At present, the Moscow region is at the stage of active development of domestic and outbound tourism. At the same time, the region has all the necessary resources for the

¹¹ I. Yu. Solomatina, "Mifologicheskoe turistskoe prostranstvo Samarskogo kraja: realnost i vozmozhnosti", *Sovremennyye problemy servisa i turizma* num 3 (2016): 67.

formation and promotion of original regional event products on the market. Some municipalities of the region have already taken part in this process and have a whole package of interesting proposals of varying functional attractiveness, others are just starting to develop the package. The priority types of resources used in event tourism of the territory are cultural and historical, natural, sports and health while ethnic, scientific and mythological are the promising types of resources.

The study of the features of event tourism in the Moscow region indicates that, in general, event tourism in the region is characterized by the same development trends as the municipalities of other large cities in the Russian Federation. The event market is becoming more dynamic and large-scale but not balanced due to the uneven use of the potential by different regions. The intensification of the use of existing reserves and the development of event proposals by each subject of the region, their active promotion, as well as maintaining stable funding of already known and successful projects, will significantly increase the number of attracted tourists and event attractiveness of the Moscow region.

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