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# THE RUSSIAN MAP OF LOCAL CULTURAL BRANDS

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Общественная  
палата Российской  
Федерации

CIVIC CHAMBER OF THE RUSSIAN FEDERATION

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# Agenda

- Literature review: sustainable tourism destination development and the role of interactivity in experience value co-creation
- Russian tourism market
- LIVE HERITAGE project: the interactive map of Russian local cultural brands
- Conclusions and future research

# Sustainable tourism

## *Sustainable tourism for development*

- Waligo et al., 2013; Edgell, 2016; Gohar, Kondolf, 2016; Weaver, Jin, 2016; Canavan, 2018
- Sustainable tourism signifies a condition of tourism based on the principles of sustainable development, taking “full account of its current and future economic, social and environmental impacts” (UNEP/WTO, 2005)

## *Tourism in emerging markets*

- Fazenda et al., 2010; Legrand et al., 2012; Ghimire, 2013; Hussain et al., 2015; Maheshwari, Sharma, 2017
- Tourism is growing in importance as a strategic sector that can contribute to achieving the national development objectives

## *Tourism in Russia*

- Ignatiev, 2015; Karmanova et al., 2015; Aleksandrova, Vladimirov, 2016; Sheresheva, Kopiski, 2016; Andrades, Dimanche, 2017; Nikolaeva et al., 2018; Sheresheva, Kondyukova, 2019
- Worldwide Hospitality and Tourism Themes, 10 (4), 2018. Special Issue: Russian tourism and hospitality market becoming more diverse with new destinations

# Interactive maps in tourism

## *Interactivity and experience*

- Doolin et al., 2002; Kounavis et al., 2002; Sfandla, Björk, 2013; Tussyadiah, 2014; López, 2016; Chen, Rahman, 2018; Zhang et al., 2018; Bogicevic et al., 2019
- Tourist experience is greatly enhanced when interactivity is used as a customer relationships tool. Experience value co-creation on destination online platforms

## *Tourism features increasingly interactive*

- Schmidt-Belz, Poslad, 2003; Zhou, DeSantis, 2005; Horsfall et al., 2013; Munar, Jacobsen, 2014; Samardzija, 2015; Masron et al., 2016; Chiao et al., 2017
- The use of web-based tourism decision support systems, location-based mobile tourist services, augmented and virtual reality, SMM, gamification, **interactive maps**, etc.

## *Interactive maps in tourism*

- Zipf, 2002; Meng, Reichenbacher, 2005; Zhou, DeSantis, 2005; Sigala, Marinidis, 2009; Chiabai et al., 2014; Go, Gretzel, 2016; Redin et al., 2017
- Digital maps are essential tools for providing information about destinations. The emergence of interactive maps increase visibility of prospective destinations

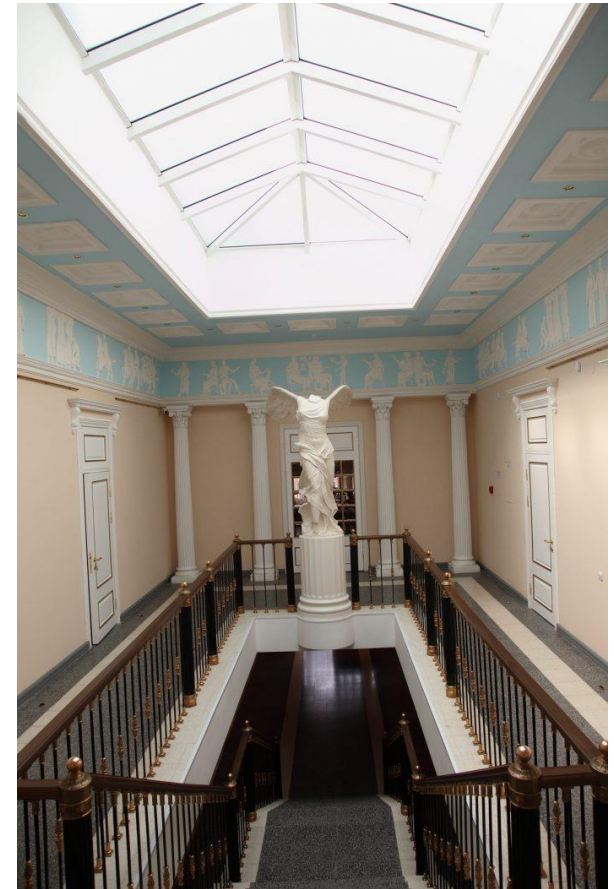
# Russian tourism market

- 42<sup>th</sup> place in the WEF rating of tourism and travel competitiveness, 2017 (as compared to 68<sup>th</sup> place in 2007)
- 28 cultural and natural objects from different Russian regions are included into the World Heritage List of UNESCO (World Heritage List, 2019)
- According to the Federal State Statistics Service data, there are 590 theatres, almost 100 historic and cultural monuments, 103 preservation museums and 41 museum-estates functioning in Russia (Rosstat, 2018)
- 35 national parks and 84 forest reserves in Russia situated in different climatic zones, with extremely diverse landscapes, rivers, lakes, mountains etc.
- 2368 museums in 477 historic cities, including “hidden gems” - original local attractions in small cities and villages

# Federal Target Program 2019-2025



The Concept of the FTP “Domestic and inbound tourism development in the Russian Federation (2019-2025)” addresses the still remaining shortages and gaps in infrastructure, technologies and quality of services



- to give priority to the cluster approach in tourism
- to boost *five priority types* of tourism, namely *cultural tourism*, as well as *health, active, cruise, and ecotourism*





2019

# LIVE HERITAGE

Creation interactive map of Russian local  
cultural brands

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# Project Relevance

- A significant part of the cultural heritage of Russia consists of objects, practices and crafts at the local level. They carry the "cultural code" of the destination, the "aroma of the place"
- The mechanisms for identifying and promoting unique cultural characteristics of Russian territories and their cultural objects, services, and events are **extremely limited**
- The catalogs usually include objects that are formally included in the cultural heritage lists or have a direct commercial purpose. This contributes very little to the "increment" of attention to the local culture
- Cultural heritage is preserved mainly for the budget account in the form of "museum exhibits", while **the "living culture" embodied in the activities of local residents is to a great extent unknown outside their settlements**
- As a result, cultural traditions are destroyed, the cultural heritage economy potential, as well as domestic and inbound tourism potential, is underutilized



## Examples

In Russia, everyone knows ***Poshekhonsky cheese*** (Russian hard rennet cheese), but few know the Poshekhonye city, in which the previously famous cheese-making factory has been closed after the crash of the USSR

If this information becomes known, then there will be an investor to help the revival of traditions

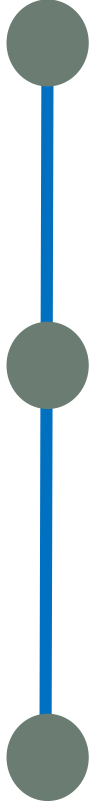


If the ***Ivanovo constructivism*** brand is well known in Russia and abroad, the ***House-bullet*** in the Ivanovo city will get a chance for restoration

# Project Description

- Recently, there have been positive developments in this area. However, they often stay at the local level, while the contemporary information environment allows external resources attraction for global advancement of 'local coloring'
- **The LIVE HERITAGE project aims to create a mechanism for identifying, positioning and promoting the unique cultural characteristics of Russian cities and villages, both tangible and intangible culture practices that form the territorial identity ("local cultural brands") using an interactive map and crowdsourcing platform**

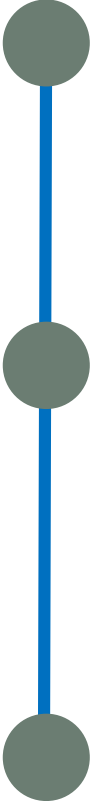
# Forms of the Project implementation



Desk Research: collection of information on the unique cultural practices

Field Research: expeditions to seven regions with the high density of the cultural layer

Interactive seminars, public discussions, project sessions in small cities and historical settlements



Development of cultural events calendar

***Live Heritage Festival***, meetings with potential investors in Moscow and in Russian regions

An online resource development: a multimedia ***map of local cultural brands***

# The Project Stages

1

Organization a system for identifying local cultural brands and online training programs for their carriers in the regions taking part in the Live Heritage project

2

Development the classifier and catalog of local cultural brands

3

Development the multimedia map of local cultural brands

4

Promotion by publications in mass media and social networks - Facebook, Instagram, YouTube, VKontakte

5

Local brands promotion based on printed materials, including the local cultural brands catalog, booklets, etc.

6

Demonstration of cultural brands at the Live Heritage Festival inviting mass media, tourism industry actors, and other potential investors



# Cultural brand selection mechanisms



**Expeditions to the regions**



**Expert selection based on  
the research**



**Recognized brands**

# Local cultural brand recognition criteria



UNESCO World Heritage objects



***Russia 10*** competition results



***The Seven Wonders of Russia***  
competition results



Mass sociocultural events

# Expeditions to regions



**Ivanovo region**



**Murmansk region**



**North Ossetia–Alania**



**Buryatia**



**Yakutia**



**Ulyanovsk region**



**Perm region**

# Conclusions

- As the spiritual needs of contemporary tourists change in favor of person self-realization and deep concentration on unique individual experiences, the role of interactivity in tourism is growing
- Interactive customer relationship tools are especially important for “unknown” destinations with high potential
- Interactive map of local cultural brands is well suited to organize a deep individual dialogue with visitors, revealing uniqueness in the implementation of cultural communications
- Therefore, the project results can help to attract more tourists and to make Russian tourism market more diverse with new destinations
- Future research is needed, since only preliminary expert selection based on desk research is completed. There is a need to complete the field phase of the project and to adjust the list of local cultural brands that will be placed on the interactive map



# Questions?

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