



promote them with budget money. And it will return to us a hundredfold. Each invested ruble in tourism will return 10 rubles, and for each invested ruble there will be 15 jobs”.

**ZHIGULI WEEKEND** According to director of Tourist information center of the Samara Region (TIC) Ksenia Zvonkovskaya, in order to remain attractive to tourists it is necessary to develop constantly, offering a first-class tourist experience and a unique trip experience. “In recent years consumption model has changed in the direction of choosing trips of the city-break format (short weekend trips to another country), in which travelers try to combine several goals and holiday formats in one trip. Offers like city-break have been used in the region for a long time, there are a lot of different weekend programs for both children and adults”, says Mrs. Zvonkovskaya.

In this regard the Samara region can offer the Zhiguli weekend tourist route, a three-day tour over the cities of the region with a visit to Samara regional art museum, to the park of the history of technology named after K. G. Sakharov, the AvtoVAZ Museum, objects of the Samarskaya Luka national park and the Zhigulevsky state natural reserve named after I. I. Sprygin, as well as a tasting of the famous local beer, and a master class on preparation of Syzran’s brand cake Pautinka.

This year new railway tourism projects have also started. This is “To the Theater # Best by Train!”, a new format of weekend tours on comfortable trains to neighboring regions, combining travel, cultural program, and tourism. The key object of the show as part of the tour is the theater, with a mandatory visit to the performance. The second project , “Train to the open air” is aimed at popularizing rail travel, developing domestic tourism, and creating the image of the

region as the owner of unique natural, environmental, historical and cultural resources.

As Ksenia Zvonkovskaya says, in the next six years, according to Booking estimates, glampings, which differ from campsites in creating comfortable conditions for travelers in exotic places, will be very popular. “In Russia this type of recreation is only in its infancy, and this year the first glamping park was launched in the village of Smolkino, Syzran district, Samara region, which is located near nine natural monuments. It is necessary to analyze constantly the world trends, requests, and preferences of the target audience, to create proposals that are appropriate for them”, said Mrs. Zvonkovskaya.

Another main task in development of tourism, according to her, is to fill the territory with tourist offers in the low season. “One of the most interesting offers in the region are international winter sports championships, such as the Snow Kite World Cup IKA (a stage of the world Cup in snowkiting), which is annually held in Togliatti, and the Volga Quest dog sled race. In the winter season unique tourist winter routes are gradually launched, this year an organized winter snowmobile route on Mount Strelna was tested and launched. There are jeeping tours in the region, as well as ship trips on water, on air cushions in winter, pilgrimage tours, outdoor activities, ecological and other types of recreation”, says Mrs. Zvonkovskaya.

Mikhail Segal also reminds that in the Samara region a draft of a tourist and recreation zone of the village of Shiryaevo is being developed: “I hope that the project will be implemented. I hope that the construction project of ski complex on Otvazhnaya mount, which has been discussed for 15 years, will also be implemented. Negotiations are underway with the Ministry of natural resources, it seems



that experts have a positive opinion, there are no particular obstacles. There will be mountain skiing, hotels, restaurants, a road, and people will come”.

**WITHOUT SLOWING DOWN** Experts emphasize that after the championship the region became interesting for both local and federal investors. “Federal investors pay their attention to the cities where the stadiums were built for the 2018 World Cup. And now people want to invest money in Samara, not only local, but also federal, from Moscow and St. Petersburg. This is one of important results of the championship. The task now is not to slow down the improvement of infrastructure, to equip the city, to make roads, lighting, transport interchanges, and to build facilities. This is done by private business, but it will not invest in infrastructure if it does not see that the flow will increase in future ”, Mikhail Segal explains.

Ksenia Zvonkovskaya notes that “traditionally after major sporting events there is a positive trend in increasing the tourist flow to the territory. The 2018 World Cup was one of the most powerful image - building advertising campaigns for the Samara Region, so in the coming years the region will get the most out of such a major event. It is important in this case to maintain a positive trend and to strengthen it with an active advertising campaign to attract tourists and increase their number”.

Ilya Zharsky notes that the mundial has set the level, which would be difficult to achieve in the absence of comparable sports or cultural events: “The effect of the high base of 2018 will inexorably negatively affect the indicators of all next years, but, in my opinion, this should serve as a stimulating factor. In fact, the World Cup allowed to re-open a region with a rich history, culture, and picturesque nature on the map of the country and the world ”, the expert says, recalling that before



the World Cup most Russians did not consider the Samara region as a place to spend vacations, and a significant part of foreigners could not even know about its existence, since for them Russia was limited, as a general rule, to Moscow and St. Petersburg, less often to the resorts of the Krasnodar Territory, very rarely to Baikal and Kamchatka.

It is necessary to create the so-called continuous demand for tourism services, based on formation of sustainable competitiveness, to implement a number of measures to increase the number of arrivals. And the question here is not only about the already created infrastructure, which definitely favorably influenced the appearance of the city and the region, but also about creation of a supporting infrastructure at the so-called points of attraction that will meet the needs of tourists ”, said Ksenia Zvonkovskaya. In her opinion, with all this, it is absolutely realistic to achieve an indicator of 2.3 million tourists a year by 2025.