

ABSTRACTS
Symposium "Sustainable Tourism and Development"

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Abstract title: "The Russian Federation as a tourism destination for France: present situation and problems of development"

According to rapport of the UNWTO in 2015, the Russian Federation achieved to get a tenth position among the countries-leaders of inbound tourism. However, this country is badly required in France. Thus, it ranked only twenty-third position in the list of countries whose citizens traveled to the Russian Federation in 2015. The low performance is a result of some marketing, informational, political, economic, technical, cultural, social and climatic problems.

A research question of this work is to determine reasons of low demand for Russian tourism destinations among French consumers.

An object of this research is the present situation of Russian tourism destinations in France.

Conceptual framework of the research includes:

- Study of supply market and demand for Russian tourist products and services in France;
- Identification of the causes of low demand for Russian tourism directions.

The theoretical framework of this work includes study of:

- Principal terminology of inbound and outbound tourism;
- Trends of global tourism development;
- International Russian policy for inbound tourism development;
- Russian tourist destinations oriented on international demand.

For realizing this study, there were used general scientific research methods as analysis of theoretical material, statistic data and articles. Synthesis of the obtained information helped to make some conclusions about the present situation of Russian tourism destinations in France. Another method of research – induction was used to interpret results of an interrogation. In addition, a comparative analysis was realized to collate Russian tourist products, proposed on websites of various tour operators.

As a method of sociological research aimed at the study of demand market, there was created a questionnaire focused on French mixed-age audience. The main instruments of this survey were:

- Distribution of electronic questionnaires made in a program Eval&GO in social networks;
- Personal interrogation of middle and older age respondents (from 46 to 60, from 61 years and older) in various socio-cultural institutions of France.

In addition, interviews were conducted with some experts, as Missis Laure Jacket - a French office director of Tour operator "Tsar Voyages", Olga Evgenieva – a manager of Tour operator "Pushkin tours" and Helena Dubois - an international expert of the Association "Russian-French dialogue".

To make a conclusion of the research, PEST and SWOT analyses were realized.

At the same time, for collecting theoretical data several sources were explored, as:

- The official website of the Federal Agency for Tourism of the Russian Federation ;
- The official website of the World Tourism Organization ;
- The official website of the Ministry of Foreign Affairs and International Development of the French Republic and so on.

As a result, the main causes of low demand for Russian tourism destinations in France were found out.

There are:

1. Poor informing of French consumers about the Russian tourism potential.
2. Tour operator's quantitative and qualitative emphasis on Moscow and St. Petersburg tours.
3. The lack of choice by type of tourism. Almost all tourist offers to Russia have a cultural basic.
4. The high cost of tours to Russia.
5. Complicated visa obtaining procedure.

6. Opinion about inhospitality of local population. According to French experts, Russia, as Mongolia and China, is a country with low index of hospitality.

7. Difficult climatic conditions in Russia.

8. The specificities of French mentality. French people appreciate comfort, good quality of food and service. Thus, they beware of "difficult" Russian conditions.

9. Periodic appearance of direct and indirect anti-Russian propagandizing in French media.

In conclusion, it is worth to notice that the obtained information can be used to develop a complex Russia marketing policy aimed at French customers, as well as to create new tourist products.

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Abstract title: "Promotion of sustainable local tourism through commemoration of historical events"

This study seeks a general understanding of how events related to historical facts can promote sustainable tourism and local development. Therefore, the following objectives of the study are:

An understanding of questions related to local development.

To understand and highlight the importance of cultural tourism as a driver of development.

To understand what is entailed by historical recreations.

As shown by Lopes & Correia (2004) tourism “plays a fundamental role in the economic, social, cultural, educational, research and aesthetic areas. An awareness and understanding of the conflict of values in the interaction between the desires and expectations of visitors and the host community open the door to new challenges and opportunities” (Lopes & Correia, 2004: 279).

Questions related to these challenges have been dealt with on several occasions namely by the “Letter on Cultural Tourism” of Icomos, in 1976, in Agenda 21, adopted from the Earth Summit in Rio de Janeiro in 1992, or similarly from the Charter on Sustainable Tourism, held in Lanzarote, The Canary Islands, in 1995 and again in 2015, in Vitória, in the Basque Country.

These documents, illustrate the problems that tourism may entail. For example, it may contribute to the loss of identity of a place and bring environmental degradation. In view of this, it is necessary that tourism be economically viable, “ecologically supportable and equitable from an ethical and social perspective” (Zamora, 2006: 67).

To understand how tourism can become associated with questions of sustainability and local development, we will take the Medieval Journey in the Lands of Saint Maria, which takes place in Portugal, in Santa Maria da Feira. Over a period of ten days, the event seeks to create a journey into the past through historical recreation of historical facts in Medieval times. We have used the available bibliography as well as press articles for study of the event.

Beginning in 1996, and since 2003, the event has come to be directly linked to the municipal firm of Feira Viva, Cultura e Desporto, and through this dynamic it has been gaining increasing notoriety until the present and has become the trademark of Santa Maria da Feira.

In virtue of the study that was carried out, we can attest to the fact that the Medieval Journey has progressively presented new challenges for its organization, as in the case of entrance fees, introduced in order to satisfy entrance capacity and assure the financial self-sustainability of the event. The solution devised in 2011 was the sale of a bracelet as a “two euro ticket permitting access to all daily events” (Pais, 2011: 306). Until that time entrance was free. Records indicate that in “2012, 235.335 units [daily tickets and bracelets] were sold, (sic) – an increase of 7.036 over the previous year. [...] guaranteeing the self-sustainability of the event” (Pais, 2011: 310).

The touristic relevance of the Medieval Journey was confirmed in 2007, when the Project was awarded Honorable Mention in the category of social animation by Turismo de Portugal (Pais, 2011: 46).

Through our study we conclude there are various initiatives linked to this project that explain its success. On the one hand, there is the cultural dimension and social interaction the event partakes of, contributing to “the war against poverty and substance addiction” (Coelho, 2002: 78). Indeed, it has fostered theater groups related to the Journey, including socially at risk individuals and others that have added another dimension to the Journey (Coelho, 2002: 75).

The incentive for an associative spirit, promoting cooperation among various local associations, has led

to other positive impacts stemming from the Journey.

Since people are at the center of the entire dynamic, special attention was given to individuals by the organizers of the event. It was in this context that in 2007, the project “Envolver” arose, specifically directed at business people. By direct invitation, an appeal for promotion of the image of the medieval era, gave incentive to local business reflected in their display windows and shops. The aim has been for maximum involvement of local commerce in the spirit of the Journey.

According to this data, we may conclude that a properly planned and controlled cultural event like the one we study, is able to promote local development and sustainable cultural tourism.

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Abstract title: "Tourism potential of Vologda region"

The report is devoted to the analysis of tourism potential of Vologda region and Cherepovets city as an industrial center of this region. The problem of development of inbound and domestic tourism is of particular importance in the context of the strategy of regional development of Vologda region. The

specific of the region consists of a favorable combination of geographical location, natural potential, rich cultural and historical heritage. In the same time, a tourism potential of that region and city is not used a fully.

In the research, we used the definition of Viktoria Orlova for tourism potential as the potential of a territory that is ready to use for tourism purposes. Therefore, this phenomenon can be defined as a result of natural, cultural, historical and socio-economic opportunities for organization of tourism activity in a region. The evaluation of tourism potential of the area should be based on a comprehensive analysis of climatic and socio-economic conditions for a development of tourism, as well as take into account the characteristics of the existing cultural and historical sites and infrastructure conditions. The concept of one of the founders of the sociology of tourism Eric Cohen was adopted as the theoretical and methodological basis of the research. The empirical basis of the work consists of official statistics and materials of an in-depth interview with three experts.

In the research particular attention was paid to the assessment of the tourism potential of Cherepovets. The method of in-depth interviews allowed to do conclusions about the prospects and problems of tourism development in Cherepovets.

The research allowed revealing territories with high potential of tourism, which includes Vologda and Cherepovets. Currently, those cities are centers of tourism with developed networks of hotels, restaurants, and cafes, as well as a transport network. The level of tourist potential is above-average in Cherepovets, Vologda, Kirillov, Gryazovets and Vytegra districts among areas of the region. These municipalities have a rich cultural and historical heritage and natural potential, as well as a developing infrastructure for tourism. Therefore tourism projects are implementing successfully in these districts. According to the author, solutions to problems of tourism development may include a creation of attractive tourism products, high-quality advertising for attracting federal funds for a creation of the tourism product, development of tourist infrastructure, attracting private investors for the development of the tourism industry, a creation new tourism projects and programs.

The development of tourism in the Vologda region could have a beneficial effect on the socio-economic situation and the region's economy as a whole, to contribute to the attraction of foreign investments in the economy of the region, to reduce unemployment, and to improve infrastructure.

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Abstract title: "Ingress as new way to develop urban tourism"

This work is done in a coauthorship with Maria Bulyginla and Grigorii Lysov. The text will be submitted by Daria Krysanova.

Introduction.

Nowadays, mobile games are invading the urban space. Games that are connected with the urban space and complement it with own gaming narrative can be called games with augmented reality.

Ingress is an example of a game with augmented reality. Players are moving around the city, using a mobile device to "capture" urban objects in this game. This activity combines the virtual and real worlds. In this research we examine the gaming activity of agents with regard to their tourism activity, their knowledge of new urban spaces.

The gameplay is designed so that it provokes players to travel a lot with their gadgets to become successful. [D.S.Silva A., Sutko D. M., 2008.]

This type of online games appeared less than 5 years ago, in consequence of which it still poorly highlighted in scientific discourse. It makes this topic highly valuable for modern science.

As a result, we hypothesize that with Ingress players become better acquainted with new city, visiting the non-obvious tourist spots.

Theoretical Framework

The concept of "digital cities" has been used as a theoretical framework of our research. This concept states that the development of new technologies affects the society and life, and also changes the urban environment.

"Digital City" - "virtual" analog of a real city, the representation of the city on the Internet, which includes information about city life, infrastructure, and different forms of urban communication. [Tanabe M., 2003.].

Data and Methods

Research was carried out using netnography approach, including involved observation. Closed chat rooms of players in social networks, such as Telegram, and chat rooms in the game have been studied. Furthermore, anonymous online survey of active players was made.

Results

Our preliminary results show, that Ingress players are exploring new cities by their own way/ And this way is mostly determined by Ingress expirience.

Conclusion

Ingress - a new generation of online games. It is unique because it forces the players to go beyond his property, it contributes to the creation of new social relationships, of acquaintances [G. Funtova, 2015]. The study of little-known areas of the city takes place thanks to the design of the game, which encourages agents firstly, a lot of walking on foot, and secondly, to go to a unique and little-known urban spaces.

During of our study was confirmed that using Ingress according to the players, they really know about the cities of more than traditional tourist guides and navigators. Players understand the city "inside", because of visiting the unique and non-obvious tourist spots.

Even though people do not visit the objects of cultural heritage in the historical center of the city, and walking in the surrounding area metro stations - for them it is a rethinking of daily events anyway . [Stark E., 2016]

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Abstract title: "An Unfamiliar Paradise? An Exploratory Study of Chinese Tourism in the Caribbean"

Introduction

The effects of globalization have become increasingly apparent as we witness the growth and expansion of multinational companies (MNCS) as they seek to enter new and untapped markets across the globe.

For local residents of the Caribbean and Latin America, this influx of foreign developers is sometimes viewed with ambivalence. Within the last decade, the region has witnessed an increase of Chinese foreign investment. Several Caribbean governments have instituted attractive policies to encourage more Chinese investors to engage in business in the region. Within the last two years, a number of countries including Jamaica, Grenada and the Bahamas have eliminated the need for Chinese nationals to acquire visas prior to entry. This provides just one example, of the Caribbean's commitment to partnering with China. This visa waiver also suggests that several Caribbean governments are taking active steps to create encourage and increase travel between China and the region. Within the last 10-15 years, seven Caribbean governments namely, Jamaica, Grenada, Barbados, Guyana, Trinidad and Tobago, the Commonwealth of the Bahamas and Suriname established embassies in Beijing, China. This is of significance especially in light of the fact that some Caribbean islands had formally established diplomatic ties with the People's Republic of China as early as the 1970s, but had not opened embassies until nearly three decades later. Some scholars have asserted that economic diplomacy is one of the primary reasons why governments make the decision to establish embassies or diplomatic missions in a foreign country.

This study is exploratory in nature and seeks to examine whether the Caribbean embassies in Beijing are actively promoting the region as a tourist destination of choice. A study of this nature is particularly timely especially in light of the fact that President Xi dubbed 2016 the China, Latin America and the Caribbean Year of Cultural Exchange. The historic nature of this year has led to an increase in activities hosted by the respective Caribbean embassies. In examining the Caribbean tourism product in Beijing, this study seeks to identify the challenges faced while offering recommendations to assist with addressing some of these challenges.

Research Questions

v What sort of Activities are Caribbean Embassies in Beijing engaged in to promote the Caribbean tourism product and what are some of the challenges faced?

v Have the embassies engaged its nationals (who received scholarships to study in Chinese universities) to actively promote the Caribbean region? If not, what can Caribbean students do to assist in creating a greater awareness about the region?

Preliminary Literature Review

Despite the fact that large Chinese companies including China Harbour Engineering Company, SINOPEC, SINO-HYDRO and others have invested in infrastructure development projects across the region, Chinese tourism in the Caribbean is in its infancy for a number of reasons and has not been firmly established. The lack of frequent flights and high transportation costs are only a few of the current problems associated with travel to the region. Subsequently, there exists very little academic research on the emerging tourism industry between China and the Caribbean. The Chinese Government instituted a new law in 2013 that has assisted with the facilitation of outbound Chinese tourism. However, in spite of this, David Jessop of the Caribbean Council identifies that, "While the Caribbean is never going to be able to compete for Chinese visitors with London, Paris or New York when it comes to shopping or historic sightseeing – both key elements in almost all Chinese international travel at present– there are almost certainly niche opportunities to be developed. These include, for example, gambling, music, and as St Lucia has recently recognized, horse racing; China being one of the largest horse race betting markets in the world, with fortunes being spent on racing and related gambling," <http://www.caribbean-council.org/china-tourism-opportunity-caribbean/> Jessop's statement is at least optimistic as he asserts that the Caribbean now has the opportunity to develop certain niche markets. Caribbean states are particularly known for their rich cultural industries including the creation and introduction of musical art forms such as Reggae, Soca and Calypso all have which have made an international impact. Cooper and Shaw note that a "symbolic appreciation of cultural industries as critical ingredients for identity formation and nation building is evident. What is lacking is an appreciation of cultural industries as a critical strategic resource," (Cooper and Shaw 10). At this juncture, it is critical for Caribbean governments and other stakeholders to reassess its niche products while identifying ways of attracting the mushrooming Chinese market.

In their discussion of New Tourism in the Third World, Mowforth and Munt note the instrumental role

governments play in creating an environment that is conducive to the development of the tourism industry through visa waivers, international investments, loans etc. These scholars identify that “tourism is used for a variety of political purposes and there is a wide range of external influences,” (Mowforth and Munt, 280). Their discussion on the role of politics is particularly though provoking as they begin the discoursing by posing a common question that many governments in the Third World are faced with, “What can we sell off?” This question is particularly relevant to the Caribbean’s relationship with China especially since the former has been viewed as a source of natural assets rather than a relationship that is based on mutual reciprocity.

While, some scholars bemoan the fear of China representing the face of the new “colonizer”, Caribbean nations must work together in a way that promotes their respective nations as a collective entity. In her research on Sustainable Tourism Development in the Caribbean, Jordan acknowledges the need for Caribbean countries to engage in more regional integration especially in the tourism industry, “while at the same time, differentiating themselves from their neighbors by celebrating and advertising their uniqueness,”(Jordan, 220). The lack of consistent and meaningful efforts to unify both locally and abroad is one of the longstanding challenges that has hampered and may continue to affect the success of the Caribbean tourism product. While noted briefly, the absence of regional integration is an area that cannot be discussed fully in this paper given the longstanding historical nature of this particularity of West Indian society.

Theoretical Framework

In their work entitled *Tourism and Sustainability: New tourism in the Third World*, Martin Mowforth and Ian Munt asserts that the study of tourism ought to be multidisciplinary. (Mowforth and Munt 2). These scholars note that the current discourse on tourism lacks a solid theoretical foundation. They further justify the need to approach tourism through a multidisciplinary lens noting that:

As a personal activity, tourism is practiced by a diverse range of the population; as an industry, it is multi-sectoral; and as a means of economic and cultural exchange, it has many facets and forms, any comprehensive analysis of the field must therefore be multidisciplinary (2).

As such this paper also adopts a multidisciplinary approach. Given its exploratory nature, the author draws on range of academic areas including cultural studies, international relations, diplomacy and the like. The author however acknowledges other theories that are typically incorporated in the discussion of tourism development, including the Trickle Down and Dependency theories. The author agrees with Mowforth and Munt that several of these theories lack an all-encompassing and holistic approach to the study of tourism. Furthermore, this paper seeks to analyze the burgeoning relationship between China and the Anglophone Caribbean. The tourism industry in this context is very much in its infancy and very little has been written on this subject area especially given the fact that China is still characterized as the largest developing country, but is home to the second largest economy in the world. In a recent 2016 G20 report, He Yafei asserted that, “China has come to play the “bridge” and “bond” connecting the East and the West, and the South and the North in the fields of finance, trade and development,” (34). As such this area is certainly worth of scholarship.

Methodology

Currently, only seven Caribbean countries have established embassies in the country’s capital of Beijing. As such, the researcher had wanted to engage in participant observation through internships at each Caribbean Embassy. Letters to each Ambassador were written. The former Jamaican Ambassador also wrote on the researcher’s behalf in an attempt to assist with securing internships. Since this initial inquiry earlier this year, two of the Ambassadors stationed in Beijing have returned to their respective countries due to recent elections and a change in governments. To date, only one Ambassador, namely His Excellency Lloyd Pinas of Suriname had consented to an internship. Representatives from the other six embassies had provided mixed responses rife with ambiguity. However, the researcher was able to secure private interviews with several Caribbean Ambassadors and members of the respective embassies in Beijing (as detailed in the appendix).

As part of this paper, the researcher also conducted a small pilot study with sixty students at ICUC the international department of Communication University of China. The goal of this preliminary survey was to ascertain whether students knew anything about the Caribbean and Latin America as a whole. Most of the students are completing their Masters in Communication related fields and will be studying

abroad in USA and the UK next fall. This clearly illustrates that these students seek international exposure. However, their interests are in keeping with David Jessop's assertion that the region will not likely be able to compete with Europe and North America in securing Chinese tourists. While this exploratory survey cannot accurately speak to the number of Chinese nationals who are aware of the existence of the region, the survey is illuminating as it gives a clear indication that Latin America and the Caribbean are not covered in history or geography classes in the Chinese education system neither at the primary, secondary nor tertiary levels.

Appendix

The following tables provide a preliminary list of participants engaged for the study

Diplomatic Corp

Organization Title Name Status

- 1 Jamaican Embassy Charge d' Affairs Cherett Campbell August, 2016
- 2 Jamaican Embassy Vice Consul Paulette Clarke August, 2016
- 3 Jamaican Embassy Accounting Manager Edmond Henry August, 2016
- 4 Jamaican Embassy Translator Helen Wang August, 2016
- 5 Ministry of Transport & Mining Minister The Hon. Lester Mike Henry July, 2016
- 6 Ministry of Science Energy & Technology Minister Dr. Andrew Wheatley July, 2016
- 7 Ministry of Transport & Mining
Permanent Secretary Dr. Alwin Hales July, 2016
- 8 Ministry of Transport & Mining Ministerial Adviser Juliet Rose TBC
- 9 Member of Parliament (Government of Jamaica) Former Minister of Minister of Science, Technology, Energy and Mining Phillip Paulwell July, 2016
- 10 Trinidadian Embassy Former Ambassador H.E. Chandradath Singh June, 2016
- 11 Trinidadian Embassy Charge d' Affairs Ayesha Wharton TBC in 2017
- 12 Trinidadian Embassy Second Secretary Adrian
- 13 Surinamese Embassy Ambassador H.E. Dr. Lloyd Pinas June, 2016
- 14 Grenadian Embassy Ambassador H.E. Dr. Denis Antoine May 2016
- 15 Bahamian Embassy Ambassador H.E. Paul Andrew Gomez TBC in 2017
- 16 Bahamian Embassy Director of Tourism Don. Cornish August, 2016
- 17 Bajan Embassy Ambassador of Barbados Dr. the Hon. Chelston Brathwaite TBC in 2017
- 18 Guyanese Embassy
Charge d' Affairs Neishanta Benn TBC in 2017

Conclusion and Expected Findings

Based on the research conducted to date, it was discovered that the Bahamian Embassy is the only Caribbean embassy that currently has a Director of Tourism. During all of the interviews it was noted that a lack of resources has been cited as a critical challenge to the development of the Caribbean tourism product in China. Several embassies are not well equipped or well-staffed to engage in active tourism promotion or other commercial or economic activities for that matter.

The surveys conducted with the sixty students aged 23 – 28 indicated that over half of the students did not know about Latin America. Those that knew anything of the region cited their knowledge of Johnny Depp's performance in *Pirates of the Caribbean*. This reference alone is very telling and further alludes to the fact that much needs to be done if the Caribbean hopes to entice Chinese tourists in the future. This paper details the existing challenges while also offering timely and cost effective recommendations.

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Abstract title: "The souvenir products as a tool for building brand of tourist destination"

David Throsby in the "Economy of Culture" argues that many respected economists wrote about the links that unite the economy, art and culture. Among them Throsby singled out by John Maynard Keynes, Mark Blaug, Lionel Robbins, Tibor Scitovsky, Thorstein Veblen. Also, many of the researchers in their work talked about the transformation of cultural norms in the goods sold for the purpose of economic exchange, market formation and building of identity. Adorno in his work examines the commodification of culture in the context of production. In addition, as the cause of the commodification of the local culture, which is the subject of many scientific papers, the authors call an extension of the outside world, including the development of tourism, there is a so-called "tourist art". However, almost no one investigated the relationship of the processes of commodification and the brand of the city. So we have a question: what impact do have commodification strategies the formation of the brand of the city? And the purpose of the research is the development strategies of commodification images of the city and artwork.

For research used methods such as analysis of secondary sources about the commodification and branding, in-depth analysis of assortment of souvenirs of St. Petersburg, the classification obtained in the process of data analysis and interviews of experts to verify the results. To work with the experts will be used structured interviews.

Only two groups of objects were selected museums and hotels, as they are most commonly associated with the tourist flows, and also have to sell souvenirs.

In the study, the following product categories were identified, are found in most of these organizations: books and other media resources, sculptures and replicas, souvenirs, stationery, children's goods, clothing and accessories, jewelry, household goods, materials for creative work, and the other. Depth analysis of the range of souvenir shops allowed to form an empirical database for further analysis and testing of hypotheses. for example, such a hypothesis:

№1 The same images are represented as a cheap and expensive segment. In the more expensive segment are better It worked out, but the idea remains the same.

№2 Among images do not presents characters (Peter I, Catherine II, and others).

№3 In some hotels, the range of souvenir products will depend on their orientation in the country (at hotels aimed at the Chinese audience are the images associated with the Soviet Union, while the hotel is aimed at European tourists are the images associated with the royal time).

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Abstract title: "The specifics of educational tourism services promotion"

In this research paper we will consider the tools for educational tourism services promotion. We will also make an attempt to identify and examine in detail the non-standard mechanisms for their popularization and reveal the factors determining the specificity of this type of service, as it is necessary for a better understanding of the reasons for additional tools, attracting the potential customers' attention, in the advertising and public relations campaigns. By the example of the organizations "Travel

Works" and "Alternative", successfully working in this field, we will consider in detail the non-standard forms of promotion, compare the approaches of the two companies, identify their strengths and weaknesses and try to figure out the most effective approach to the promotion of educational tourism. The main methods used by us in the work were studying of the literature that is directly related to the research topic, the analysis of marketing tools used in the promotion of tourism services in general and specific forms of promotion used directly in the work with educational tourism services. In this study, we resorted to the method of comparison in order to get a clear idea about how the marketing tools in promoting educational tourism services can be used: successfully or, on the contrary, applied not correctly enough, not causing the desirable effects. We also used such research methods as synthesis and induction, which helped us to get deeper into the topic of the study.

As a result of our studies, the reasons for the specificity of educational tourism were revealed. First of all, it is mostly about the specifics and problems associated with the target audience of such services. It is mainly represented by students or beginner specialists, which are characterized by financial difficulties. At the same time, the educational tourism services are quite expensive. It is also worth noting that a decision to make such a trip is quite complicated, as going to another country for quite a long time is associated with a particular set of challenges. In this regard, the need for an integrated approach in promoting educational tourism services becomes evident: it is necessary to use the most compelling marketing arrangements, including non-standard. The most effective among them are webinars, fairs and exhibitions, video blogs, participation in educational youth forums as partners, as well as active management of the website and accounts on social networks.

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Abstract title: "Webometrics of art-institutions: investigation of the mechanisms of effective promotion."

The rapid diffusion of Social Networks such as Facebook and VK is ushering new possibilities for organizations to communicate with and engage their core stakeholders and the general public (Lovejoy & Saxton, 2012). To enhance the understanding of the communicative functions social networks serve for organizations, this study examines practices of using social media by cultural organizations. The main objective was to evaluate the effectiveness of the promotion of cultural and creative industries in the online space.

The advent of social media opened up even greater possibilities for interpersonal and organizational communications, they engendered substantially greater capabilities for collaboration and interactivity (Cameron & Webster, 2005; Macias, Hilyard & Freimuth, 2009 ; Quan-Haase, Cothrel & Wellman, 2005). Industries use it to obtain customer loyalty. There is a typical strategy of doing it, consisting of three following steps. The first is the involvement of the target audience, the second is to maintain the interest of subscribers and the third -- call to action (Nah & Saxton, 2012; Guo, Saxton, 2013; Rybalko & Seltzer, 2010). The success of this process often depends on unpredictable factors (Kang & Norton, 2004). One of our tasks is to define these factors for the creative industries in St. Petersburg. The work considers three types of cultural institutions: art spaces, museums and libraries. They are selected to test the hypothesis that different types of institutions have different promotion strategies. This hypothesis is based on in-depth interviews with leaders and managers of organizations. For example, social networks are the main and often the only method of promotion in young and independent sector of creative organizations, while state-owned museums and libraries have access to other platforms.

Data for the research was downloaded using the API VK and it contains information about 124 communities in the social network VK. The sample was formed based on lists, VK search and organization has been included in the sample if it was presented in two or more social networks. For each community, following attributes were considered:

- User Response: the number of the participants, likes, comments, shares for each post. Descriptive statistics and principal components analysis (PCA) were used, which allows to cluster communities, reduce the dimensionality of the data and present them in a two-dimensional plane.
- Jaccard similarity coefficient, of a given community with every other one, based on the community subscribers, which helps finding the significance of cohesion of communities.

The analysis revealed a high homogeneity among the libraries' communities on the collected indicators. They come from the same background of being state-owned, so they reveal same practices in their online communities. Another reason for that may be lack of resources for professional employees, dedicated to managing online communities. However, this is not always a rule, as there are outliers who exhibit patterns that lead to more effective online. Effective community means that the measures like participants, likes, comments, shares are higher.

Museums and galleries generally show medium to high effective rates, which might be attributed to the event coverage and interactive programs implementation they do. Generally, high effective rates were achieved by commercial creative spaces, which can afford dedicated PR managers, managing their communities. These community types have generally more diverse members structure, including intersection with other communities, unlike libraries, whose members base is more enclosed and shared between each other. This might be also attributed to the joint activities between organizations of these types.

Thus, the organizations with a high degree of commercialization (private sector), promote culture better and more efficiently than city-owned organizations (governmental sector). Those, tasked with managing a social media community will do it significantly worse than those whose goal is entrepreneurship.

The report will be complemented with community subscribers information: their socio-demographic characteristics, interests (using user profile information and subscription), typology and each one's correlation them with the resulting communities clusters produced by the PCA. Thus will be answered the question of why members of the groups intersect exactly.

A comprehensive analysis of the behaviour and characteristics of the participants of creative communities and cultural organizations will assess progress of these organizations and highlight their most effective online communities management mechanisms.

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