

# International tourism in Komi Prospects for development

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9<sup>th</sup> form

school 13 Ukhta

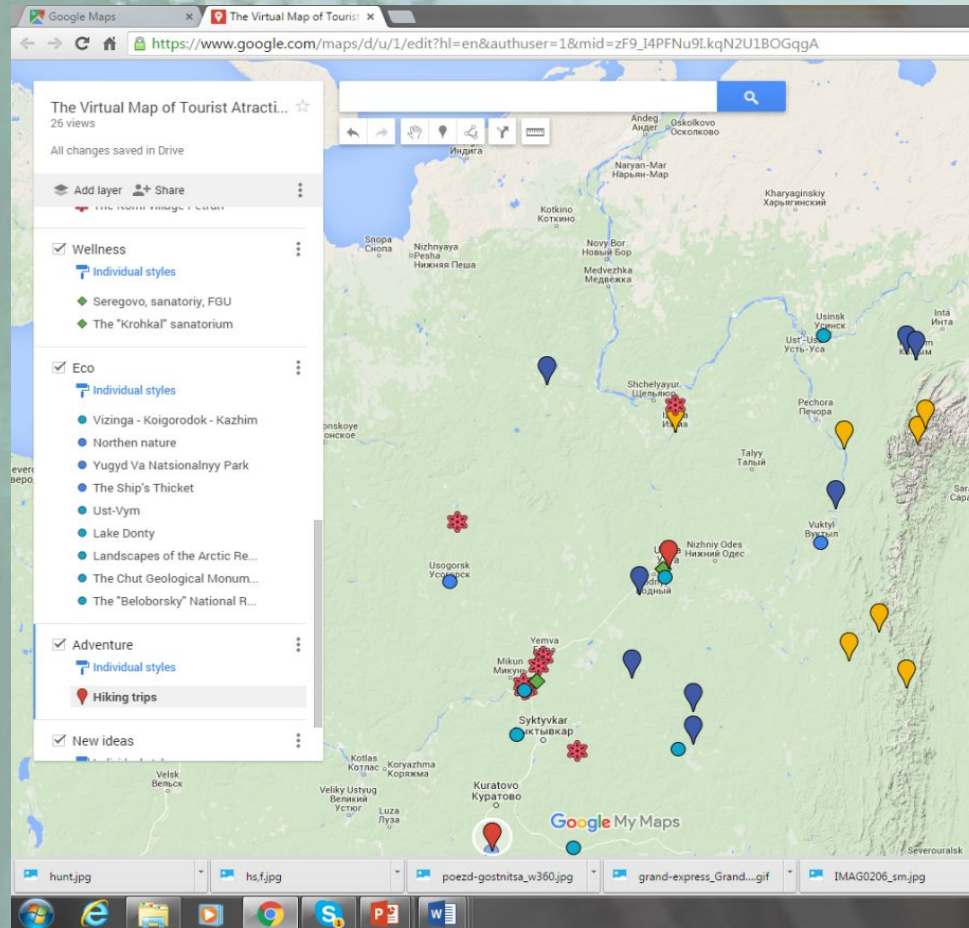


# Hypothesis

- It is possible to develop international tourism in the territory of the Komi Republic.
- If we create available source of information, amount of foreign tourists will increase.



# Google Maps “Tourist Routes in Komi”



## Layers

- Fishing & Hunting
- Eco
- Ethnography
- Culture
- Adventure
- New Ideas



# The steps of the work

- I have researched the goals and objectives of different types of tourism
- I have acquainted with the unique opportunities for development of tourism in Komi
- I have assessed prospects of tourism industry



# Expected results

- prove that it is possible to attract tourists from all over the world in the Komi Republic
- present the most popular tourists destinations in English
- help English-speaking tourists explore the Komi Republic
- attract tourists from other countries and promote tourism in our country



# The regional program "Development of tourism in the Republic of Komi 2014-2016"



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foreign tourists

■ 2013 ■ 2014 ■ 2015 ■ 2016



# Tourism:2020 Vision

Adventure travel

Cruising

Ecotourism

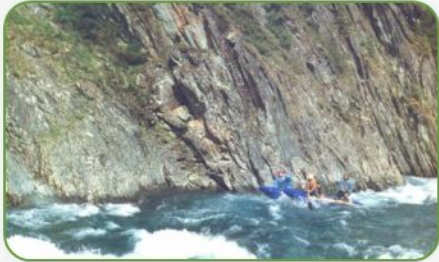
Cultural tourism

Special interest tourism





# Adventure tours



Rafting  
the  
Balbanyu



Narodnaya-  
the tallest of  
the Ural



Sport fishing



Hunting



# Cruising: the train-hotel “Northern Lights”



Syktyvkar



Ukhta



Pechora



Vorkuta



# Ecotourism



Rock  
Formation  
ManPupuner



“The Ship's  
Thicket”



Forest Trip



Komi village



# Cultural tourism



SEBYS -  
ETHNIC  
HUNTING AND  
FISHING  
RESERVE



REINDEER  
HERDER'S DAY



YB  
The Finno -  
Ugric  
Ethnopark



Ust'-Tsylna  
"Krasnaya  
Gorka"



# Thematic tourism



*agro*



*culinary*



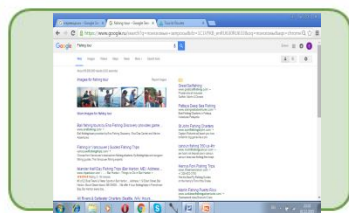
*jeeping*



*urbo*

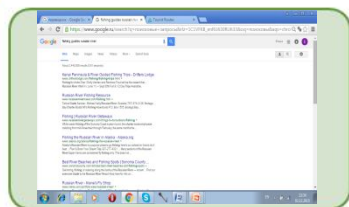


# A Foreign tourist is looking for a new place for vacation on the Internet



*A special interest tour (worldwide)*

- *No Russian ads on the 1<sup>st</sup> page*



*A special interest tour in Russia*

- *No Komi ads on the 1<sup>st</sup> page*

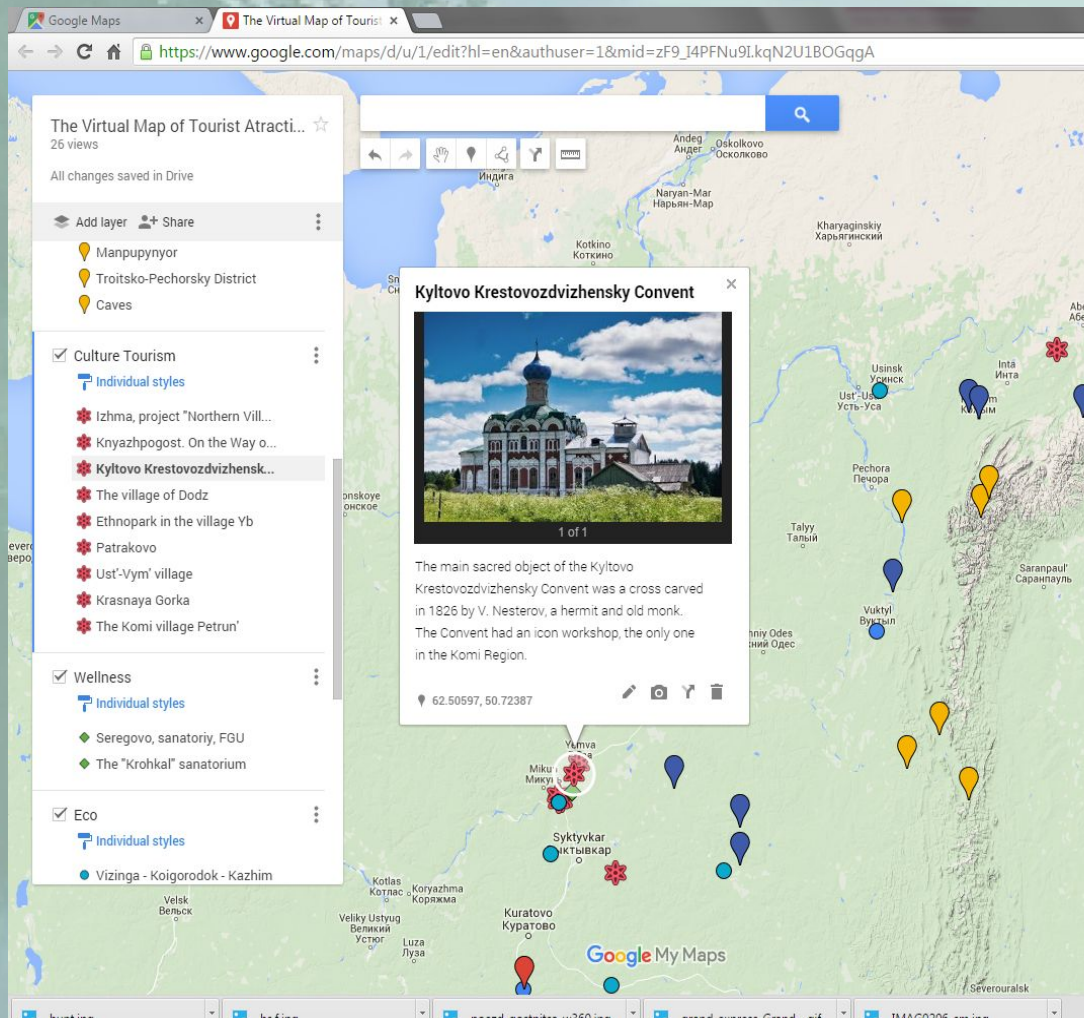


*A special interest tour in Komi*

- *Found 6 tours from 10*



# The Virtual Map of Tourist Attractions in Komi



Expected result:

the formation of the current, easy-to-use, public information resource for foreign tourists



# Cultural Map of Komi

link Tourist Routes  
(doesn't work)

Cultural map

The project "Cultural Map of the Komi Republic" was realized with financial support of the [Society named after M.A. Castrén](#) (Helsinki, Finland).

Русский Коми

About the Komi Republic

History  
Literature  
Nature  
Special Territories and Objects  
GULAG  
Culture  
Tourist Routes  
How to Get

Cities  
Syktyvkar  
Vorkuta  
Inta  
Usinsk  
Uhta

Municipal Areas  
Vuktyl  
Izhma area  
Knyazhpogost area  
Kolgoredok area  
Kortkeros area  
Pechora  
Pruluzhe area  
Sosnogorsk area  
Syktyvdin area  
Sysolski area  
Troitsko-Pechorsk area  
Udora area  
Ust-Vym area  
Ust-Kulom area  
Ust-Tsilma area

All information materials have references to resources. If you have doubts in legitimacy of the published materials, contact us on the address [gum@nbrkomi.ru](mailto:gum@nbrkomi.ru)

links Areas  
(work)



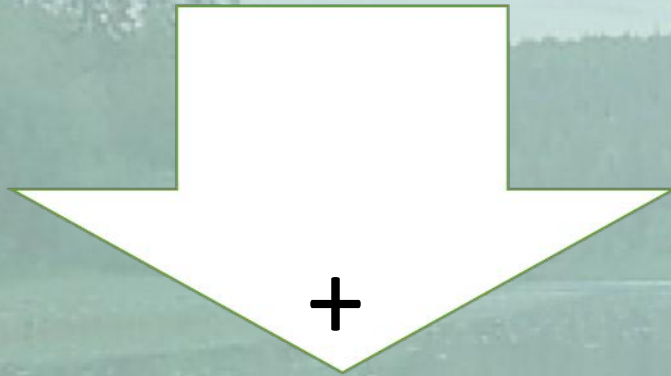


# Cultural Map of the Komi Republic

*detailed descriptions of more than 50 routes*

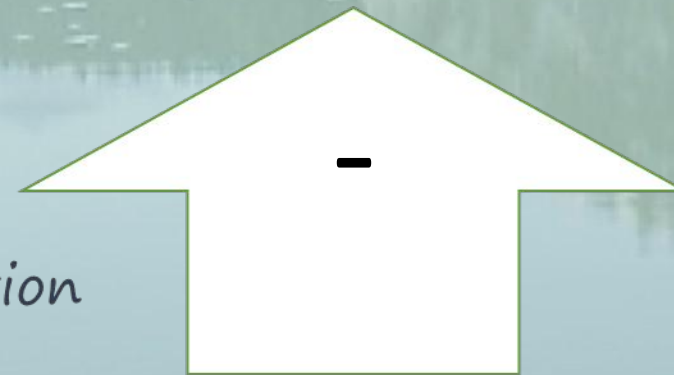
*pictures of the natural features*

*public resource with English version*



*menu is not very easy to use*

*English version does not contain all information*



# Tourist industry in the Komi Republic can provide different tours to foreign tourists

(from Culture Map)

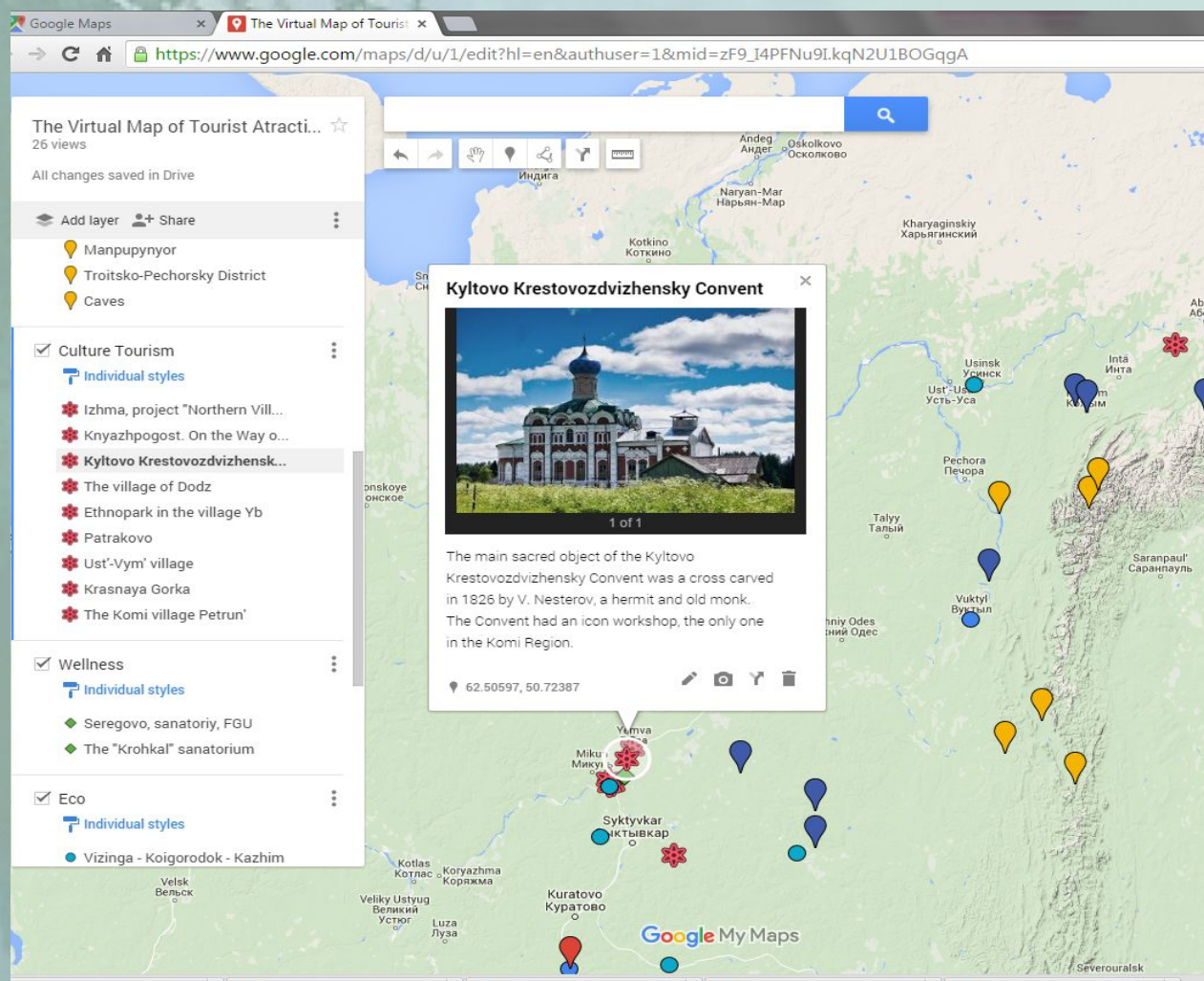


# Public Relations

- Public relations (PR) is the practice of managing the spread of information between an individual or an organization and the public.
- The aim of public relations in tourism is to inform the public, prospective customers, investors, partners and ultimately persuade them to maintain a certain view about the prospects of travel destinations.



# Join Our Project!



- Study literary and cartographic sources

- Choose a place

- Choose a layers

- Post information



Thank you for your attention!



# References

- <http://www.nbrkomi.ru/page>
- [http://arbir.ru/articles/a\\_3449.htm](http://arbir.ru/articles/a_3449.htm)
- <http://cyberleninka.ru/article>
- <https://ru.wikipedia>
- <http://tourinfo.ru>

