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Liliya BELOVA

POSSIBILITIES OF TOURISM DEVELOPMENT IN THE
IVANOVO MUNICIPALITY

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Name and surname of a student: Liliya Belova

Personal number: 10398011

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The objective of the bachelor thesis

1. Theoretical part of the bachelor thesis: the theoretical part will consist of review of the basic problems of tourism development and the vocabulary connected with it.
2. Practical part of the bachelor thesis: the practical part estimates the aspects of tourism development in the Ivanovo municipality.
 - The analytic part will carry out the situation analysis of the attractions and the infrastructure connected with it and suprastructure of the tourism including the research of tourists' perception of the region comparing with the one of the residents.
 - The proposal part will react on the discoveries in the analytic part meaning identification of the key measures for the sustainable tourist development in the model region.

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[1] PAGE, Stephen. Tourism management: Managing for Change. Taylor&Francis, 2009, 602 p. ISBN 978-18-5617-602-6.

[2] PÁSKOVÁ, Martina. Udřitelnost royoje cestovního ruchu. Hradec Králové: Gaudeamus, 2009, 298 s. ISBN 978-80-7435-006-1.

[3] TRÁVNÍČEK, Jan a Jakub TROJAN. Cestovníruch a udřitelný rozvoj. Brno: Vysoká škola obchodnía hotelová, 2012. 122 s. ISBN 978-80-87300-21-3.

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Advisor of the Bachelor thesis: Ing. Katarína Mrkvová, PhD

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[Ing. Marek Záboj, Ph.D.](#)

Head of the department
activities

Ing. Zdeněk Málek, Ph.D

vice-rector in educational

Author of the Bachelor thesis: Liliya Belova

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Annotation: The Bachelor thesis deals with development of tourism in Ivanovo region. The aim of this thesis is to define and solve problems that prevent tourism in this region from development and to find new ways of attracting visitors. The thesis is divided into two parts. In the first theoretical part the term „tourism“ is defined and characterized. The second part of this thesis is dedicated to the research of the existing tourist situation in Ivanovo region and to finding the best ways of development of tourism in this region.

Key words: tourism, development, possibilities.

I declare that I elaborated the Bachelor thesis Possibilities of tourism development in the Ivanovo Municipality individually under the control of Ing. Katarína Mrkvová, PhD and stated all the used literature and other sources in compliance with the actual valid legal and internal regulations of College of business and hotel management.

Brno 11 April 2017

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INTRODUCTION

Nowadays tourism is one of the most efficient ways of development of the region. It lets us use all the natural, historical and cultural wealth of the country and its regions. Tourism is good for people because they can widen their knowledge, get some new experience, improve their health by visiting countries with better climate conditions and treating themselves during health tourism. Governments also achieve their advantages from tourism. It increases the economy of the country and solves problems with unemployment.

In Russia tourism is a developing branch of economy. In all the regions they try to widen this sphere, create more jobs and new offers. Today more and more tourists appear in this country.

Ivanovo is a well-known city in Russia with great history, a lot of cultural monuments and beautiful nature. Many famous people were born in this city and due to that there are a lot of events held in there. There are a few wonderful small towns in Ivanovo region that can draw tourists' attention. Each of them has its own interesting history and sightseeing.

Unfortunately, tourist potential of many Russian cities is not developed enough. Ivanovo is not an exception. Sphere of tourism does not work for the economy of the region fully enough because of not sufficient level of development of the tourist infrastructure. That is why there is a need in creating programs for development of the regional tourism.

In our opinion, Ivanovo municipality may be interesting not only for visitors from other parts of Russia but for foreign tourists also.

I. CONCEPT OF TOURISM

1 Tourism: definition and concept

Tourism is one of the biggest and dynamic economic industries, it is also an important part of external economic of many developed and developing countries in the world. The high rate of tourism development and great amount of foreign currency going to the country's budget affects various economic segments, what contributes the formation of tourist industry.

Historically a human has been always connected with various journeys of many aims like trade, wars, search of resources and new territories.

According to review of the literature it was settled that the existing concepts of the word «tourism» were varied and expressed different aspects of that phenomenon. All these concepts may be divided into three groups.

The first group includes definitions that characterize tourism as a system and a way of spending free time using some paid services in the trips that combine social activities and health care, help to increase a tourist's culture and education level. Such concepts are used only in special aspects of tourism because of their narrow specialization.

The second group of tourism definitions describes a tourism as one of migration forms, associates it with moving, travelling, covering the distance. In these concepts tourism is a tool of tourism statistics.

According to one of the fullest concepts used in the world politics which is set by UN (United Nations) tourism is a travelling and being in some places that are not the place of a tourist permanent residence for not longer than twelve months to get pleasure and rest, get health care, visit, learn and do business without any payed activity. Based on this concept the main characteristics of tourism are leaving the usual surroundings and temporary character of moving.

Leaving the usual surroundings is the most important characteristic of tourism. One's usual surrounding is connected with the locality around this person's permanent residence and other places which this person visits often. This concept exists in order to exclude people who travel every day from the place of their permanent residence to other places because of work or study from the amount of tourists.

Temporary character of tourism allows to differ it from other kinds of travelling. People movements through short periods of time allow to differ tourists from the residents of the town or country – people with a permanent residence in the certain region. The duration of being in a foreign country for a tourist should be not more than one year, otherwise this tourist turns into a category of its permanent residences and he or she is not counted in the tourism statistics anymore.

The aim of a tour is one of the most important characteristics of tourism which helps to define kinds of activity connected with tourism. The criterion that is used to separate tourism from other kinds of travelling is that the aim of a trip must not be any activity that is paid from the source of the visited place. In this case the paid activity is any payments for a labour but not for the travel costs or for the participation in some kinds of events.

The third group characterizes tourism as a difficult social and economic phenomenon the internal content of which is expressed in the union of various features and relations.

World Tourism Organization interprets tourism as a social and economic system which represents the union of relations, connections and phenomenon that appear while people move and stay in some places different from their permanent residence which are not connected with their labour activity.

The tourist system has its own subsystems:

- a subject of tourism is a tourist, a person who consumes the tourist service with all his or her needs and behavior motivation;
- an object of tourism which consists of two elements: a tourist region and tourist organizations.

It is said the subject of tourism is a tourist who looks for some opportunities to satisfy his or her needs by getting some special tourist service. It is provided for a tourist in a certain place or region which is this tourist's travel aim.

A tourist region is a territory which has the objects of tourist interest, the territory that can offer the certain service for satisfying the tourists' needs. Not only a certain town may be considered as a tourist region but also a hotel, a resort, a district, an area, a country or even a group of countries which a tourist chooses as his or her travel aim.

The tourist service is provided by companies and organizations which represent an important element of tourism – an object of tourism. Some of them offer the consumers only tourist service but for some of them it is just a part of their business. Tourism service is also provided by companies which provide service for the rest population of the region such as trade organizations, communication companies, medical service, culture and educational organizations.

Tourist industry is a combination of tangible manufacturing and nontangible segment, which provides production, distribution, exchange and consumption of tourist service, development and operation of tourist sources, creating a tangible and technological tourist base.

State organizations also take part in the process of providing the tourist service. These organizations regulate and coordinate development of tourism in the region, provide conditions for effective work of the tourism system. These conditions are, for example, infrastructure, information, security, free relocation, availability and preservation of the tourist objects, creating the tourist image of the region, etcetera. These organizations form the tourist policy and work on the national, regional and local levels. Their work is directed to the satisfaction of people's needs in various kinds of rest and journeys using the tourist sources reasonably and providing the tourists with high level service.

Among the most important factors that influence tourism belong:

- natural and geographical;
- cultural and historical;
- economic;
- social;
- demographical;

- political and legal;
- technological;
- environmental.

Rich historical and cultural heritage and unique natural sources are the factors that make Russia an attractive tourist destination.

Thanks to the landscape and climate variety of Russia it is possible to develop almost all kinds of tourism: beach, cultural, educational, cruise, environmental, rural, active and also vast variety of health and recreation tourism. The unique tourist sources determine high potential for creating a great demand on domestic tourist services.

The world financial crises has influenced the development of Russian tourism a lot lately. General economic instability has a great influence on the tourist demand all over the world. As it was shown by the world experience of tourist organizations working during the crises, in some cases a crises situation can become a tool for development a national economy. Falling rate of the national currency increases people's interest for the products and services providing by domestic market, because tourist needs do not disappear at all during the crises but just transform into other forms. Even today the growth of interest for the domestic tourist products is noticed, so as for the certain amount of Russian tourist regions. This factor should be used to reorientate the massive tourist flow to the domestic tourism from the foreign one.

The Department of Sport and Tourism of The Russian Federation arranges some work that is directed to create the modern tourist industry able to provide a great contribution into the country economic, create the conditions for the effective realization of tourist activities that provide the satisfaction of people's needs in quality service and also establishment The Russian Federation as one of the world tourist power.

To solve this issue there have been determined the priority directions of sustainable development of the industry, the most important of which is development of the domestic tourist potential, that is based on the regional tourist sources building the most promising kinds of tourism.

Very relevant for the region tourism development is creation of new kinds of tourism such as rural tourism, environmental tourism, etcetera. These kinds of tourism give the opportunity to use the natural sources as much as possible at the same time without

exhausting them, to create new work spots, to provide the growth of the cash flow into the regional budget.

Development of these directions of the tourism is supported by the specialists from the world organizations, state executive authorities on the country and regional levels.

Specialization of the region on the production of the tourist product, providing its effective forming, distribution and realization helps to solve the most important region problems such as creation of work spots, growth of the cash flow into the region budgets, stimulation of development of the adjacent economic industries: agricultural industry, transport, connections, folk craft, services, etcetera.

Almost any region of Russia has sources that may be used in tourism if there are certain conditions of social, economic, political, technological and environmental character.

Regulation of the tourist industry is implemented by a number of normative legal acts.

The legislation of The Russian Federation about the tourist activity determines the principles of the state policy directed to the establishment of the legal basis of the universal tourist trade in The Russian Federation; regulate the relations appearing during the realization the tourists' rights for the rest, freedom of moving and other rights while travelling; determines the order of reasonable usage of the tourist sources of The Russian Federation.

In this way, the source potential of the tourism in each region, including Ivanovo, is individual because of the differences in quantitative and qualitative characteristics of the region. In this regard, studying and estimating the tourist sources are the necessary conditions of the tourist development in the regions and forming the regional tourist product.

2 The condition of tourism in Russia and prospects of its development

Tourism has the great number of work spots. Thanks to this industry there are many work opportunities also among other economic sectors. Tourism is one of the five income sources for 83% of countries and for 38% it is the main income source. But in Russia it is not a separate economic industry. At the same time Russia has a great tourist potential which is not used completely.

Travel and Tourism Competitiveness Index (TTCI) is counted by The World Economic Forum. This index is counted by the world experts in tourism using the statistics data of international organizations. According to The World Economic Forum Russia was at the 59th place in 2009 which is 5 levels upper comparing to the year 2008 with index 4,14.

Table №1 The TTCI index

Country	Index 2009	Place 2009	Place 2008
Switzerland	5,68	1	1
Austria	5,46	2	2
Germany	5,41	3	3
France	5,34	4	10
Canada	5,32	5	9
Spain	5,29	6	5
Sweden	5,28	7	8
USA	5,28	8	7
Australia	5,24	9	4
Singapore	5,24	10	16
Russia	4,14	59	64

The meaning of tourism in the world grows all the time. It is connected with the growing influence of tourism on the economy. Tourism is a significant source of income and work spots. By creating new industries maintaining this sphere tourism expands the product range, increases the manufacturing efficiency; new methods of manufacturing are being explored. Except all these factors tourism also helps to implement the external government policy. The sources of Russia allow to increase the visits of the foreign tourists if the tourist infrastructure is developed at a good level.

Nowadays the realistic slant to the tourism is being forming. It is understood that the tourism is a separate economic industry which has the great benefits for the economic and social development of the country.

The main competitive benefit of Russia is a great culture and historical heritage added to the factor of so called “unexploredness” which is the most interested factor for the foreign tourists. The tendency of the tourism development shows that the more the world becomes explored by tourists the more there will be an interest to the journeys to the far away, not explored and less known places.

Also it should be mentioned that the unique natural sources and cultural heritage can not be the only condition for the successful development of the tourism in the country because there are more elements for that. There are many examples of the successful tourist countries in the world that have the natural and cultural sources comparing to the Russian ones but at the same time they also have a developed tourist infrastructure. As an example may be mentioned such countries like Austria, France and Spain which make dozens millions dollars thanks to the foreign tourists.

Mostly preferences of the tourists are connected to the high level of service and the optimum relationship between the price and the quality. On the one hand journeys to the developed countries are popular, on the other hand the demand for the individual and special tourism is being growing.

There are some competitive disadvantages which restrain the development of tourism. That may be:

- the infrastructure in many regions of the country is not developed good enough, there is not that many accommodation with the modern comfort level;
- high prices for the accommodation, food, transport and other services;
- the main difficulties for the attraction of the foreign investigations into the tourist industry are connected with the absence of the ready investigation platforms, the existence of the administrative obstacles and unprofitable conditions of the land rental;
- generally, there is still a deficit in qualified specialists in the tourist industry because of what there is a problem of the low quality of service in all sectors of tourism, despite of some changes happened within the past two or three years;
- there is, unfortunately, still a negative stereotype of image of Russia; at the same time there is not enough advertising of tourist opportunities of the country because of the

poor financing. All that makes it difficult to create the positive image of the country favorable for tourism;

- the questions of making the process of getting the Russian visa for people from the migration safe countries such as European countries, Japan, Australia, Canada, etcetera are still not solved. There are extra fees for the fast execution of visa what leads to the reasonable discontent and decrease of foreign tourists.

Thus, the problem is the following: if the existence competitiveness of Russia is kept the same, the chances of the Russian tourist market will not be high; there will not be an opportunity to increase the life level and work spots, to satisfy the growing demand on the high quality tourist service.

The aim of development of the tourism in The Russian Federation is the creating of the modern, effective, competitive tourist market which provides Russian and foreign tourists with the vast opportunities in satisfying their needs, and also provides the growing level of work spots and income of the population.

The level of tourist service may be upper in Russia if the following problems are solved:

- improvement of the normative legal regulation in the sphere of tourism;
- development and improvement of the tourist infrastructure;
- creating the new tourist centers;
- promotion of the image of Russia on the foreign and domestic trades with a help of advertising as a country favorable for tourism;
- increase the level of the tourist and accompanying services;
- improvement of the visa policy, including simplification of the conditions for the entrance into the country of the tourists from the migration safe countries;
- providing the personal security of the tourists.

If there is a discussion about development of tourism in some country or some region the probable risks must be mentioned. Some of them may be:

- macroeconomic risks connected with the opportunity of decline of the external and internal conjuncture; reduction of the rate of the economic growing, the level of the investigation activity; high inflation; crises of the bank system;
- the financial risks connected with the budget shortfall and as a result low level of the budget financing;
- technogenic and ecological risks; the natural and climate changes; any kind of natural, technogenic or ecological catastrophe will need extra sources to liquidate its consequences. The global temperature changes also may influence the tourist flow;
- there is a great influence of the politic situation in the country and in the connected countries on the development of the domestic and external tourism. The military and terror attacks may lead to the decrease of the tourist flow, creating the image of Russia as a country not favorable for the tourism and also they may reduce its investment attraction;
- international risks; the successful functioning of the tourist industry is straightly connected with the international relationships of Russia with the other countries. Besides that there are some more important international things for tourism such as the situation on the world market, the currency rate, the level of the mutual integration of the countries which is the most important for the regions of the frontier tourism.

According to all the information mentioned before, there is a need to create the universal strategy of development of the tourism which will also include development of the cooperation between all the governmental systems.

3 Methods of analysis of a tourist region

The problem of assessment of a tourist attractiveness of a region and determination of a tourist potential of a territory has always been a difficult research task. The study of it began in the middle of the twentieth century. So, what is the tourist potential of a region? It is worth mentioning that the previous science research has significantly expanded this science sphere.

Before the year 1990 the study of the tourist potential of the region was considered only with the position of the economical geography. The attention was paid only for the

development of the tangible conditions for the tourism such as accommodation, restaurant service, means of the clients' service and means of organization the tourists' free time.

Nowadays there are two tendencies in determination the tourist potential of the region. The first of them is connected with the including into this concept nontangible factors. In this way the tourist potential of the region may be defined as a sum of the opportunities which the natural and social milieu provides into the order of the tourist activity.

There is also the second tendency, the tangible one, which considers the tourist potential as a sum of the natural and human sources.

According to these factors, it may be said, that the tourist attractiveness of the region is an ability of the territory to attract the tourists' attention by various conditions and factors which provide the opportunity to use this territory with the tourist aims.

Not only the tourist sources are related to the tourist attractiveness of the territory but also the image of the region.

Also the sources of the tourist potential may be the factual data, the statistic information, the data of the special research held by the international and domestic organizations.

4 SWOT analysis in tourism

Analysis of the strengths and the weaknesses of a company is a very important course in its activity. The method of SWOT analysis is very effective in this case, this is why it is used by organizations all over the world. SWOT is an abbreviation: S – Strengths, W – Weaknesses, O – Opportunities, T – Threats. This method is so generic that it can cause much profit while analyzing as weak so as strong aspects of the tourist region or a country.

The quality analysis of the perspectives of the region is held to study its activities, the opening opportunities and the approaching threats. The strong and weak aspects of the region should be evaluated in the context of its competitiveness. The SWOT analysis helps to clarify the circumstances under which the tourist region develops, to balance the activity of the internal strong and weak aspects with the activity of the favorable

opportunities and the threats. Such analysis helps to determine not only the opportunities of the region but also the advantages in front of the competitors.

The analysis of the strong and weak aspects of the region is related with the internal factors. The analysis of the opportunities and the threats is related with the external factors.

While creating the questions for the SWOT analysis it should be counted that too long lists distract the attention from the main point, from something that is really important.

The SWOT analysis helps to discover the key factors of success, the strong and weak aspects of the region that foster it to development and success.

An example of the list of the questions for the SWOT analysis may be the following:

The internal factors

Strengths:

- the existence of enough natural sources (beaches, woods, mountains);
- the condition of the ecology;
- the weather factors;
- the existence of enough or unique cultural and historical resources;
- the existence of the infrastructure and the level of its development;
- the existence of enough financial sources;
- the existence of good competitive skills;
- the existence of a good reputation within the consumers;
- if the region is the leader on the tourist market;
- if the region has a good strategy in the sphere of tourism;
- if the region has its own technologies in tourism and the quality of them;
- if there are some advantages in the prices on the tourist services;
- if there are any other advantages in front of the competitors and what they are;
- if there is an ability in the region to innovate in the tourist sphere;
- if there is an opportunity to develop an ecological tourism;
- if there is an opportunity to develop the recreation and health tourism.

Weaknesses:

- the absence of the strategy direction;

- the outsider position on the tourist market;
- the existence of the obsolete equipment and outdated technology;
- inadequate quality of the management;
- improper fulfillment of the orders or improper control of the fulfilling the orders;
- backwardness in the innovating processes;
- the small variety of the offered tours;
- the small amount of the hotels;
- the image of the region on the tourist market is negative;
- the absence of good financing the tourist projects.

The external factors

Opportunities:

- work with the extra groups of the consumers;
- implementation into the new tourist markets or segments of the market;
- expand of the spectrum of goods (tours, the hotel services) to satisfy the vaster circle of consumers;
- the variety of the tourist products;
- the ability of the region to switch to more profitable strategic groups;
- business confidence in the competitive regions;
- fast growth of the market.

Threats:

- appearance of the new consumers;
- expand of the sales amount of the similar goods and services which are offered by the consuming regions;
- low growth of the market;
- negative tax policy in the tourist sphere from the side of the government;
- changes in tourists' needs and tastes.

The management of the region should be able to determine the strong aspects of the region and also admit its weaknesses. The managers should realize what opportunities the region has and, for sure, they should accept the threats that may prevent getting

benefits from the opportunities. For the effective SWOT analysis the following table is made.

Table №2 SWOT analysis

	Helpful	Harmful
Internal origin	Strengths	Weaknesses
External origin	Opportunities	Threats

II. DEVELOPMENT OF TOURISM IN IVANOVO MUNICIPALITY

5. Analysis of tourism in Ivanovo region nowadays

5.1 Common information and history of Ivanovo

The Ivanovo municipality is the center of the Ivanovo region which is situated 300 kilometers to the north-east from Moscow. The region borders with Vladimir, Kostroma, Yaroslavl and Nizhny Novgorod regions. The city area is about 105 km², the population is about 410 thousand people. The city is built on both embankments of the river Uvod. Except this one there are three more rivers in the city.

To identify strong sides of the region we are going to use SWOT analysis.

Table № 3 SWOT analysis of Ivanovo region

	Helpful	Harmful
Internal origin	1. Sufficient amount of natural sources 2. Good condition of ecology in the region 3. Sufficient amount of historical and cultural monuments 4. Conditions to develop health and ecological kinds of tourism	1. Insufficient level of management 2. Insufficient marketing skills of employees in the sphere of tourism 3. Lack of financial support 4. Bad tourist infrastructure
External origin	1. Coverage of foreign markets due to international event (like film festival, for example) 2. Fast growth of the tourist market.	1. Existence of more competitive tourist regions 2. Increasing amount of selling the alternative tours by the competitive regions

The city is associated with the textile industry which was arisen here in the 17th century. During the Soviet Union period there were a lot of factories which used to produce the textile products. Because of it the city got a name of Russian Manchester. Furthermore,

Ivanovo was also called “The city of brides” thank to big amount of women coming to work at textile manufactures from other towns and cities. Nowadays, the textile production leaves much to be desired. But there are still a couple of factories which produce high quality goods. For example, “Ivanhoe” factory is known for its men’s suits far out of the region and Shujsky cotton manufacture which produces textile for home usage such as bed linen, indoor clothing, etc.

As an industrial center Ivanovo has great revolutionary history. With the appearance of textile production the city became a symbol of new way of life for its citizens: when the biggest part of the county was full of peasants doing agricultural work, in Ivanovo proletariat was growing step by step. In 1905 there was created the first Soviet (council) where the workers made a list of 26 demands according the improvements of the conditions of their work. After the revolution Ivanovo was the third main city of the country after Moscow and Leningrad. If we say that the USSR became the first country where workers and peasants had the power, we may consider Ivanovo a prototype of this authority, then spread on the whole country. The power of the county was called Soviet power and Ivanovo is a homeland of the first one.

5.2 Places to visit in Ivanovo

If you come to Ivanovo in summer you will have a chance to visit an annual Film Festival “Zerkalo” which means “mirror” in English. This Festival was found in 2007 in honor of the 75th date from the birth of Andrey Tarkovsky who was one the most outstanding directors of the 20th century. He was a philosopher, a creator of his own cinematographic language, a person of a big measure. The festival is led with a support of the Department of culture of Russian Federation. Every year more than 150 films are demonstrated during the festival and about 50 creative meetings are organized. 25 000 people attend this occasion including celebrities known among the whole country.

Among the great number of museums in Ivanovo I would mark the Museum of chintz. There are several exposures in it. The exposure “History and modern life of textile in Ivanovo” tells us about the development of the textile industry in Ivanovo from the ancient time to nowadays. We can also see all the tools which were being used for manipulation with linen and wool, including the manual weaving machine. In one of the halls we can see the process of adaptation textile material and bringing it to the marketable condition, in other words – manufactory production. The next important

exhibition is Period of the industrial revolution in Russia. During these time machines for printing an image appeared at textile factories of the city. At the ground floor there is an exposure of various subjects of art which the owner of the building where the museum is situated was collecting for all his life. The second floor is dedicated to the modern textile – the collection of clothes created by well-known Russian designer Vyacheslav Zaycev who was born in Ivanovo.

Connoisseurs of art would also be interested in seeing The Art Gallery. There are so many interesting collections that this gallery may be compared to a famous Moscow art collection of the Ancient World including Egypt, Greece, Rome, art of the East – China, India, Persia and also Russian art of XVIII-XX centuries. But the only difference is in the amount of exhibits – there not so many of them as in Moscow, that is why each piece of art will draw more of your attention. There is also a collection of icons and a project “The 20th century” which includes exhibits of modern art.

Of course, one can choose between many other museums of Ivanovo and visit as many interesting exhibitions as possible.

Monasteries and churches may also draw tourists’ attention. A church of The Holy Trinity was built in 1579 and then, in 1931, was ruined during the Soviet times. In 2000 building of the exact copy of this church began. Now it is over and we can visit the church in the center of the city. The monastery “Svyatovvedensky” has its name under the connection with a holy holiday of entering Our Lady into the church. Building of the monastery began in 1901. Recently a bell tower, a brick fence and a monastery hotel have been added to the monastery complex. A men’s monastery was built in 1998. A park is situated on its area, where is also a church, which appeared in the honor of St martyrs of the royal family of Nikolay II. This is the main shrine of the monastery. The Iliinskaya church was built in a tradition of the late classicism in 1842. In 1989 a great restoration was done. Today we can see not only icons in this church but also beautiful wall drawing. An interesting one is also the Kazanskaya church. In the basis of its building there are brick housings of the Sokov’s manufactory, who was the founder of textile print in Ivanovo. In 1810 a restoration of the building was hold by the architect Marichelly. And of course one ought to see the best example of Russian dome church in Ivanovo – The Church of Our Lady’s icon. It is a big, red building in Russian church traditions.

A few monuments are connected with history of Ivanovo. At Revolution Square there is a huge monument in the memory of revolutionary events in 1905. One can see it even pretty far away from the spot. The monument represents two workers, one of them is hurt, another one gets the flag which was dropped by the first worker. Traditionally many just married couples visit this place and make photos.

At Lenina Street on one of the buildings there is a huge plate with the words said by Lenin: "Moscow, St. Petersburg and Ivanovo proletariat has proved that there is no way you can concede the conquest of revolution." This plate marks a great meaning of workers' motion in Ivanovo in 1905.

In the park near the building of the circus you can see a monument of Frunze, who was an active participant of revolution in 1905-1907, a commander in chief of the Red Army. He also took part in epy armed rebellion in December 1905 in Moscow with workers from Ivanovo.

In the beginning of the 20th century a lot of rich mansions were being built in Ivanovo. This architecture can be compared to Moscow buildings. The best materials like marble and rare sorts of wood were used here. The architecture view of the city consists of luxurious mansions and brick buildings of textile factories. The main post office was built in the style of classicism. It also has a tower with clock on it.

One of the symbols of the city is a house-ship. In all the lists of sightseeing of Ivanovo this architecture monument is put on the first place. The building was built in 1930 and its shape reminds a ship. This five floor rectangular building has an oblique end. On the opposite side there is an eight floor tower. Two lines of balconies look like decks. Nowadays it is a residential house.

Another special building is a house-horseshoe. It has a semicircular shape which reminds a horseshoe. Such a shape is explained with no wish of the builders to ruin the old houses around this one. It was built in 1933-1934 for workers of the state political department of the USSR.

The unique building which has no analogues in other regions is a building of "Shchudrovskaya palata." The books with registration of peasants who used to pay quitrent were kept here. There was a man sent by the princes who controlled these notes. This building is the most ancient in the city. One of its floors has already passed under

the ground. There is an art square near this building where one can find beautiful flowers, paths to walk and benches to sit. A monument of Arkady Severny is situated there. He was a famous author of the city folklore. Unfortunately he suffered from an alcohol addiction that is why this monument shows him with a bottle of wine and a cigarette. A bronze dachshund which is also situated in the square is a favorite monument of adults and children, Ivanovo citizens and visitors of the city. This dog is believed to bring luck if one pats its ears or nose.

The central square of the city is a Pushkin square which was named after a great Russian writer. Here the most part of the city events are held, besides it is a great place to go for a walk to. In the center of the square there is a big fountain which becomes a music and lights show in the summer evenings. From this square a lot of sightseeing can be observed, not only historical buildings but the modern ones too, like the towers of the new resident houses “The light of Moscow.”

On one side from the Pushkin square there is a Lenina street, which used to have many different names but in 1956 when a monument of Lenin was put there they stopped with this name. There a lot of restaurants, cafes, shops and various entertainments at this street. More than that, there is also another square with benches surrounded by trees which is called “Literature square” thanks to many monuments of poets that were born in Ivanovo region.

If we go to the opposite way from Lenina street we will see a nice embankment of Uvod river which leads to the biggest shopping and entertainment center of the city. On the way there are several hotels which are situated just perfect for tourists who like to walk from the place of their residence to around the city.

In the square of Revolution one can find not only a beautiful place to walk and a monument of soviet workers which has already been mentioned in this thesis but also can see administrative buildings and an orthodox church.

There are also three big parks which are situated on different sides of the city but each of them is on the shore of the river. One can not only walk there but also sunbath a swim. For children there are various entertainments like merry-go-rounds, rooms of laugh and stores with sweets and balloons. Also parents with children may be interested

in visiting the circus and adult tourists may see a performance in the theatre or attend some modern exhibitions which are held several times a year.

If one travels by car it must be a good idea to visit the neighboring cities and towns. It is also suitable to get an excursion by bus with a guide.

In an hour driving distance in Vladimirsky region there is a town named Suzdal. It is a town of museums and churches, which combine ancient wooden houses and modern buildings. There are also wonderful views because this town is situated on a plain but in the same time it has a couple of high spots where one can see beautiful nature. The highest building is a bell tower which is 72 meters high from where the whole town is observed. In town restaurants visitors may taste traditional Russian cuisine.

Another small ancient town which is situated in Ivanovo region but a road there will also take about an hour is Plos. This town which has a lot of historical buildings and beautiful architecture is situated on Volga river. It is a mountain town, so in winter people visit is to ski and in summer not only to swim in a famous river but also to enjoy beautiful views from the mountains and for hiking.

About two hours will take a road to another big city Yaroslavl. Here except beautiful architecture and other sightseeing tourists, especially with children, can visit a famous dolphinarium.

As we can see, there are a lot of places to visit in Ivanovo and the neighboring areas. In the center of the city architectural monuments, museum and other cultural spots are situated pretty close to each other, so one can do a nice day-walk around all the sightseeing. During this walk tourists may also visit many restaurants for lunch or dinner, coffee or drinks. A well-developed city transport system and a wide taxi service make it easier to get from one point of the city to another. There are also many buses and trains going to the nearest cities and towns which lets tourists travel around the region and to the neighboring regions without any problems.

5.3 Accommodation and public food service

According to the Statistics Department there are 45 accommodation places in Ivanovo and among them visitors may find luxuries hotels with a variety of extra services like spa salons, fitness clubs, etc. and cheaper inns, which can provide guests only with

primary services like accommodation and feeding but are of the low price. As an example we analyzed two accommodation services in Ivanovo: the first is the most expensive hotel of Best Western brand “Russian Manchester” where the average price for a standard room for two is 83 EUR and an inexpensive inn “Tourist” where the same room costs about 33 EUR. The participants of the survey were asked to fulfill a questionnaire about the quality of the hotel. In tables №1 and №2 there are the average results combined from all the questionnaires.

Table №4 Hotel “Russian Manchester”

		1	2	3	4	5	6	7	8	9	10
Cleanness of the rooms	40%										x
Room facilities	10%										x
Approachability to the center of the city	30%									x	
Approachability to the airport	10%								x		
Staff qualification	10%										x

$$40 \times 10 = 400$$

$$10 \times 10 = 100$$

$$30 \times 9 = 270$$

$$10 \times 8 = 80$$

$$10 \times 10 = 100$$

$$\Sigma 950$$

$$950 : 83 = 11,4$$

The index 11,4 is much higher than 5, which means that the price corresponds the quality of the hotel.

Table №5 Inn “Tourist”

		1	2	3	4	5	6	7	8	9	10
Cleanness of the rooms	40%							x			
Room facilities	10%					x					
Approachability to the center of the city	30%										x
Approachability to the airport	10%								x		
Staff qualification	10%						x				

$$40 \times 7 = 280$$

$$10 \times 5 = 50$$

$$30 \times 10 = 300$$

$$10 \times 8 = 80$$

$$10 \times 6 = 60$$

$$\sum 770$$

$$770 : 33 = 23,3$$

The index 23,3 is also higher than 5, which means that the price corresponds the quality of the hotel.

The analysis shows that inexpensive inns of the city provide their customers with high quality service just like the expensive hotels. If it is not essential for a guest to have a fitness club or a spa salon in a hotel, it is not necessary to pay higher price for accommodation - inns in the center of the city are able to compete.

Each hotel and inn has its own restaurant where guests may not only have breakfast included into the price of accommodation but also have lunch or dinner. But for those who would like to take a walk around the city there are plenty of restaurants and cafes in the center of the city. Lunch for a reasonable price may be found in food courts of the shopping and entertainment centers. For a dinner a good restaurant would be more

suitable. The average price for a dinner for two in the city restaurants is about 20-25 EUR. In the summer time most restaurants have terraces where guests can enjoy their food on the open air. All the restaurants in Ivanovo are non-smoking, what makes amusement out more pleasant. For smokers there are special territories outside the buildings where they can have a cigarette. In winter time while smoking they are offered warm wraps not to freeze because of Russian cold weather.

In conclusion, we would like to mention that thanks to the variety of accommodation and food service a vacation in Ivanovo is affordable for people from all the financial layers.

5.4 Approachability of the region

There is a railway station, a bus station and an airport in the city. So, one can easily reach the place by means of public transport. If we speak about visitors from Russia the best way to approach the city is by train or by bus as there are many of connections all over the country. The prices for a bus or train ticket are relatively cheap comparing to flight tickets. But if we speak about foreign visitors, of course, it is more comfortable to take a plane. The biggest part of the foreign flights arrives to Moscow and St. Petersburg. Ivanovo airport has connections with either of these destinations. Flight from Moscow will take only 50 minutes and from St. Petersburg 1 hour 25 minutes. The airport is situated in a distance of just seven kilometers from the city center that one can reach by taxi or a bus from the station nearby. Of course, there is also a possibility to order transfer in a hotel. At the same time there are a couple of taxi services in Ivanovo that work only with airports, bus and railway stations. One can order a transfer a couple of days before the arrival and they can offer two opportunities: you can go alone or with a fellow traveler that they find themselves. That would make a trip cheaper.

Those who like to travel by their own transport can reach Ivanovo by car. There several federal track leading through the city. As an example we would like to take a travel from Brno to Ivanovo. The road would take 24 hours and would lie through Poland, Belarus and Moscow. In this case travelers might take a sleep halfway to the destination and at the same time have a tour around one of the cities, Minsk for example. Of course, driving through Moscow is a great chance to see the capital of Russia. So, in this way, guests of Ivanovo can see not only this city but a lot of other interesting places. Such kind of trip would suit for those who are interested in long distance travel.

There are 27 countries citizens of which are allowed to get to Russia with tourist aims without visa. For the rest of the countries the process is rather standard. The necessary documents are traveling passport, paid visa fee (35-70 EUR), visa blank, photo and insurance. The documents can be taken to one of the Russian consulates or visa centers. The execution of the visa for the citizens of European Union takes 4 to 10 work days, in urgent cases 1 to 3 days.

5.5 Situation in tourism nowadays

The Ivanovo region is a part of route which is famous in Russia and all over the world as “The golden ring”. Ivanovo city is known as a city of brides due to its history and textile manufacturing. According to the Statistics Department, about 200 000 people visit this city every year. Shopping tours aiming to shop around for textile products are very popular for the citizens of the neighboring regions. Auto tourism has been also developing very fast due to the visitors from Moscow city and Moscow region who come to Ivanovo region for one up to three days, since the region is not far away and there are attractive things to be seen.

Places of the region, where the industrial activity is not developed so much, ecological and recreational kinds of tourism are very popular. A high percentage of woodlands and forests contribute to attracting people to these spots. The most popular area for such kind of tourism is lake Rubskoe. This lake is the biggest one in the region, it has clean and pure water.

Relief of the region allows tourists to go hiking and to spend a weekend in a woodland. Hunting and fishing are also two popular activities for the visitors of the region. There are a lot of hunting households in the region, forty species of animals and two hundred birds. Mostly people hunt for birds like blackcocks, grouse and also for fluffy animals like rabbits and hares. Amongst the rare species are wolf, marten and grey partridge. Fishing is popular near large rivers and lake. In waters of Ivanovo region fishermen can catch a perch, a catfish, a crucian, a pike and other fish.

Sanatoriums are also a popular tourist destination in the Region. The most popular one is named “Zeleny gorodok”. The sanatorium is located in a beautiful woodland, is surrounded by trees, has a quiet and peaceful atmosphere and is situated just 15 kilometers far from the city. This sanatorium is focused on healing diseases of digestive

organs, respiratory, endocrine, musculoskeletal and urogenital systems. the healing sores is natural mineral water, according to its chemical composition this water is in the group of sulfate-sodium-magnesium-calcium waters.

Tourists visited Ivanovo region have been interviewed about their travels to the region. According to the data of the questionnaires the following information has been discovered.

The reason why people choose the region has always been beautiful nature of some of the towns situated in the region along with cultural monuments of these towns and their interesting history. According to the participants of the survey, visitors from abroad also like to see such places, after all English-speaking guides are available. Recently, the city Ivanovo has also become popular for tourists due its beautiful views of the center of the city that have been improved for the last ten years. The visitors who used to come to the region only to find peaceful nature in small towns, now come to the capital of the region also. Thanks to the governmental support directed to the improvement of look and image of the city, Ivanovo has attracted many new tourists lately.

Visitors of the city were pleasantly surprised with the European level of accommodation in expensive hotels in Russian provincial city. Cheaper inns leave much to be desired, according to the surveyed, but one big advantage is that many of them are situated in the center of the city and have a beautiful view on the river. For stay from one to three nights (for one weekend) the inns might be suitable. But for a long residence the recommendation would be to book a good hotel.

The average amount of money spent in the region was from 200 to 300 EUR depending on how strict you are in a providing service. This amount does not include transport fees.

At the same time, a survey of Ivanovo citizens has been held. The surveyed people were asked questions about problems of tourism in Ivanovo region and its influence on the city.

According to the participants of the survey, a small amount of people visit the city because of lack of awareness about Ivanovo in mass media and print editions. Many people who have already visited the city may never come back again or recommend this destination for their friends because of a bad service that they have been provided with.

The reason this problem exists is lack of skilled staff in the sphere of tourism. Most people working in this domain do not have special education.

Another problem is lack of governmental support of tourism in Ivanovo region. According to the surveyed, the Government could have allocated more financial help to the region.

As the city is associated with famous historical events, like the strike of workers in 1905, creating of the first soviet, with famous people, for example a film director Tarkovsky or a fashion designer Zajcev, and has a lot of historical and cultural monument, Ivanovo has a tourism potential. This can reflect positively on the city due to the increasing amount of the opened vocations and the increase of the economy of the city. But, unfortunately, on present days, the citizens of Ivanovo evaluate the tourism potential of the city only for five points of ten because of the existing problems.

5.6 Conclusion

As it has been discovered in this bachelor thesis that the region has many attractive places to be seen and can be interesting for tourists not only from Russia but also from foreign countries. There have been discovered the problems of the region also. We are aimed to find the solutions of these problems and to increase the attractiveness of the region for tourists.

6. Increasing of tourist potential in Ivanovo region

6.1 Increase of tourism attractiveness of a region

Attractiveness of a region is a complex of its cultural and historical monuments, climate, approachability and other factors. If we can not influence on such factors as climate and relief, for example, we can influence on some other factors in a region and increase its tourism attractiveness.

As it is seen from the research, Ivanovo region is very attractive for tourist due to its beautiful nature, quiet and peaceful little towns where everyone can find pleasant rest. It also has rich history and many of cultural monuments but most of them want repairing and renewing.

There are also a few events held every year connected with famous people but informing about these events is not sufficient.

As we can see there are problems in Ivanovo region and here, in this part of our thesis, we are going to find solutions to all of them.

6.2 Hotel network

As it has been discovered, there are sufficient amount of hotels in the region. But the problem is that attractive hotels which can offer not only accommodation and food catering but also some extra service for guests' entertainment and relax are pretty expensive and not every visitor of the city can afford it. There is a solution – there are chipper inns in the region but most of them leave much to be desired. There are cheaper facilities of low quality in each room and there is no opportunity to develop any extra service. In our opinion, investments should be involved in developing of the hotel system.

To attract investors inns must be able to explain aims of their business and be ready to provide their investors with all the necessary information openly. To choose what kind of investors should be attracted to a hotel, the owner of the hotel should also consider life stage of the business. On different stages a business need different investments and attention of an investor can be drawn to different things.

It is better to attract investors who are acquainted with the hotel business pretty good and are able to understand the needs of the hotel. Our idea is to attract investments from more expensive hotels. Investing into hotels may be of various ways: we can invest not only into a hotel but into the name or brand.

Having attracted investments into the cheaper inns we could achieve higher quality of accommodation which can attract more tourists to the region.

Another problem of hotels is a lack of high skilled workers. As it has been discovered in this thesis, most of the hotels' staff is not professional that is why the level of service provided by the hotels is lower which also can influence on attractiveness of the region.

Our solution of this problem is establishment of compulsory educating for all the new employees coming to open positions in a hotel and also compulsory training courses for active employees of a hotel each year. In this case the hotel will have professional

workers who will be able to increase attractiveness of their hotel and to create a good impression of the region.

6.3 The governmental support

As it has been discovered from the survey of the region citizens, a lack of governmental support is a big problem for the city. Since 2009 developing of tourism in Ivanovo region has been implementing according to the long-termed aimed program “Developing of tourism in Ivanovo region 2009 – 2016.” According to this program the tourism has been developing in small towns of the region with attractive nature. As it has been discovered in this thesis this program has the great results. But no contribution into Ivanovo city has been involved though it needs repairing and renewing of the historical and cultural monuments and improvement of public services. In this thesis we would like to offer an appeal for governmental support not only for restoration of the sightseeing but also for a couple of other things.

There is no tourism information center in the city, the creating of which is very important because such center is a very important part of tourist infrastructure. This center should be created for promotion the region on national and world levels. Efficient work of the center will provide the region with bigger amount of tourists than it has now. Our idea is not only in providing tourists with information about the region but also in opportunities to book and buy flight, bus and train tickets; to book accommodation; to book and buy tickets to the theatres, concerts, etc.; to order excursions, guides and interpreters; to book restaurants; to rent cars; to book and buy tours to Ivanovo region.

Another thing that is missing in the city is a system of signs for tourists with the names of various sightseeing in the Russian and English languages. Such system must be created and must include not only navigational signs but also some basic information about the most important historical and cultural monuments. In this case visitors from abroad will find it easier to travel around the region.

6.4 Awareness about the region

The biggest problem of the region is a lack of awareness about the region, especially abroad. We offer to inform wider audience about the tourist product of the region and to promote the region on foreign markets. To do this we need to create a connection with potential foreign consumers of our tourist product, to inform them about our service and

to cause a desire to purchase our product. To achieve these aims we can use the foreign mass media as one of the most popular, modern ways of promoting a tourist product. Due to public relations and attracting other people to promotion of our region we can create a positive image of the region.

To provide a wide awareness of the region, as many tourist agencies must be involved as possible. It is very difficult for only one company to promote a tourist product of the whole region. That is why a common work of several tourist agencies is very important, as well as governmental financial support. We suppose that the Government will support our ideas because of the huge economic benefits.

Cooperation with the foreign tourist agencies is also very important because it is very expensive to promote the region only with our own forces. That is why we recommend Ivanovo agencies to create tours to the region and to entrust the duties about the promoting of the tourist product on a foreign partner. Also all the expenses connected with this activity should be held by the foreign partner. Meanwhile, Ivanovo cooperation of agencies can provide their foreign partner with commercial booklets, posters, souvenirs, etc. One of the efficient cooperative events can be collective participation in a foreign tourist exhibition. Another possibility is a fact-finding tour of foreign journalists to Ivanovo region with the aim of providing the foreign citizens with the information about the tourist product of the region.

CONCLUSION

In this Bachelor thesis we have described the term “tourism” as an economic and cultural sores for development of the region. On one hand, tourism keeps peoples’ achievements in culture, natural values and historical events. On the other hand, while traveling people use all these sores and this is why a region should get income of it. In this very thesis we have been exploring the problem of tourism in Ivanovo municipality.

During this Bachelor thesis the aim of this thesis has been achieved. The aim was to analyze modern condition of tourism in Ivanovo region and to develop measures to increase tourist potential of this region. Also, other tasks of the thesis have been solved. We have identified the meaning of the tourism in Ivanovo region, analyzed the tourist market in the region, identified destinations and perspectives for development of the tourism in this region and gave some recommendations for making the situation better.

The research that we have done shows that our idea of attracting more tourists to the region is implementable if the priority destinations are identified correctly, all the conditions for development of the infrastructure are held and more efficient promotion of the region takes place.

The results of our research show that tourism is a difficult, complicated sphere which includes many branches. Nowadays more and more Russian regions say that tourism is their priority. Ivanovo region has all conditions to become one of them.

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