



**RUDN**  
university

**HOTEL BUSINESS AND TOURISM  
INSTITUTE**

**RUSSIAN SEGMENT OF  
THE SILK ROAD**

# RUDN UNIVERSITY

## HOTEL BUSINESS AND TOURISM INSTITUTE (HBTI)

RUDN (1960) ≈ 150 countries, 28000 students, 7100 international students

HBTI (1997) UNWTO Affiliate Member (2011), 600 students

### *Western Silk Road National SWOT Analysis* (December 2016):

- Result of the accumulated experience and research work of the professors, students, experts.
- Work covered the SWOT principles involved in planning the future research.
- Student's understanding of the importance of mastering basic techniques, different styles, traditions and methods.

# MAP OF THE SOUTH OF RUSSIA



## RUSSIAN SEGMENT OF THE SILK ROAD

- **Moscow** - 7 museums, famous porcelain factories, folk crafts «Gzhel», «Zhostovo», etc.
- **St. Petersburg** - 7 museum, «Imperial Porcelain Factory», 1744.
- **Kazan** - a thousand-year-old city on the ancient «Silk Road». Bulgarian-Tatar architecture of the mid-13th-14th centuries.
- **Dagestan** ≈ 100 communities with their authentic cultures.
- **Ingushetia** - 92 federal, regional and local historical, cultural, architectural and town-planning monuments.
- **Pryazovskiy** - the richest collection of Sarmatian gold, archaeological finds of different epochs.
- **Stavropol region** - a unique complex «Ipatovskaya Princess», 3rd century BC, cave drawings.

# STRENGTHS

- Historical and cultural heritage:
  - federal, regional and local historical, cultural, architectural and town-planning monuments*
  - extensive range of artifacts, collections of exhibits*
  - production technologies of porcelain, paper, lacquer ware and other folk handicraft*
  - multilingual folklore*
  - gastronomy*
- Natural heritage: mountain region, mineral underground waters, national parks and reserves, a variety of climatic zones.
- Transport infrastructure (international airports, railways and highways, sea and river ports).
- Wide internet and communications.
- ~~Government support~~

## WEAKNESSES

- The lack of connection between the brand «Silk Road» and Russia.
- Weak propaganda of available safety measures.
- Weak promotion of local cultural sights and handicrafts.
- Insufficient knowledge of foreign languages.
- Relatively high price and insufficient quality of service.
- Weak attractiveness for private investors.
- Insufficiently developed road network.

# OPPORTUNITIES

- The potential for all types of tourism (cultural, medical and health, environmental, ethnic, rural, sports, etc.).
- Considerable power for local handicrafts.
- Merge of several destinations for generating more complex and interesting product.
- Wide involvement of water areas, river and sea coast.
- Extension of mobility for the local population from the neighboring regions.
- The availability of local labour resources and bringing them to activities.
- Strengthening of government support with the growth of economic opportunities.

# THREATS

- International terrorism.
- Competition with other parts of Silk Road.
- The possibility of natural disasters in mountain areas.



## FIELDS OF RESEARCH

- Long term goal of the project rests the same: Silk Road as the route of integration and exchange with a great contribution to the common prosperity.
- The research scheme can be extended to the full picture of the Great Silk Road including the Asian part of Russia.
- Strategic decisions are likely to be connected with the consolidation of projects Eurasian Economic Union and «One Belt, One Road».
- On a level with destinations the «entrance gates» – border-crossing areas should be also included in the program of development activities.
- Approaches to study, organize and disseminate the experience and research methods of the Western Silk Road ought to be made.

# PRE-CONDITIONS TO DEVELOPMENT

S

Economic stabilization with two growing-points: agrarian sector and military-industrial complex.

W

Dependence on the world prices for raw materials, dollar rate, international capital flows.

O

Stimulation of domestic economy by weakening of regulatory and tax load.

T

Artificial advantages for some sectors and regions; behavioral model oriented to the short horizon.