International Conference
“Innovative Policies for Heritage Safeguarding and Cultural Tourism Development”

Moscow Kremlin Museums
November 25 - 27, 2005

WORKING MATERIALS
FOR CONFERENCE PARTICIPANT

РАБОЧИЕ МАТЕРИАЛЫ
УЧАСТНИКА КОНФЕРЕНЦИИ

Moscow Kremlin Museums, Moscow, Russia
INTERNATIONAL CONFERENCE
“INNOVATIVE POLICIES FOR HERITAGE SAFEGUARDING AND CULTURAL TOURISM DEVELOPMENT”
MOSCOW KREMLIN MUSEUMS, MOSCOW, RUSSIA
NOVEMBER 25 – 27, 2005

THE CONFERENCE IS BEING HELD UNDER THE AEGIS AND WITH SUPPORT OF
UNESCO MOSCOW OFFICE FOR ARMENIA, AZERBAIJAN, BELARUS, GEORGIA, THE
REPUBLIC OF MOLDOVA, AND THE RUSSIAN FEDERATION

ORGANIZERS:
• Ministry of Culture and Mass Communications of the Russian Federation
• Commission of the Russian Federation for UNESCO
• State Historical and Culture Museum-Preserve «The Moscow Kremlin»
• State University-Higher School of Economics

WITH PARTICIPATION OF:
• Moscow Government
• Saint-Petersburg Government
• Federal Agency on Tourism of the Russian Federation
• Federal Agency on Culture and Cinematography
• The International Council of Museums
• The International Council on Monuments and Sites

WITH SUPPORT OF:
• Interparliamentary Assembly of the CIS Countries
• Council of Federation of the Federal Assembly of the Russian Federation
• State Duma of the Federal Assembly of the Russian Federation
• Ministry of Foreign Affairs of the Russian Federation
• Ministry of Natural Resources of the Russian Federation
• The State Kremlin Palace
• Russian Union of Travel Industry
• Association of Russian Banks
• Association of Managers of Culture
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Conception</td>
<td>4</td>
</tr>
<tr>
<td>Provisional Topics for Discussion</td>
<td>5</td>
</tr>
<tr>
<td>Conference Programme</td>
<td>9</td>
</tr>
<tr>
<td>Organizing Committee</td>
<td>23</td>
</tr>
<tr>
<td>Programme Committee</td>
<td>26</td>
</tr>
<tr>
<td>Contacts</td>
<td>29</td>
</tr>
</tbody>
</table>
CONFERENCE CONCEPTION

This conference is organized by UNECSO Moscow Office, Russian Federation Ministry of Culture and Mass Communication, State University – Higher School of Economics in collaboration with Moscow Kremlin Museums, Russian Federation Agency for Tourism and Interparliamentary Assembly of CIS countries within the framework of international programs and projects of the UNESCO for Heritage Safeguarding and Cultural Tourism Development and on the basis of recommendation of seminars on cultural tourism policies realized by UNECSO Moscow Office for Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova, and the Russian Federation, in 2005.

The objectives of the conference are:

- To promote international debate within legal, social, professional, economic and scientific forums on problems related to cultural policies for heritage safeguarding and cultural diversity and to discuss their links with tourism development.

- To develop sensitization and cooperation between all stakeholders involved with the aim of safeguarding and valorising cultural diversity and raising awareness of tangible and intangible heritage through cultural tourism development.

- To promote best-practice exchanges and to provide exemplary models for the encouragement of tourism responsible in regard to cultural heritage and sustainable development on national and international levels.

- To discuss and support innovative projects for heritage safeguarding and cultural tourism for sustainable development.

The main subjects for discussion are the following:

- Cultural policy and legislative basis for heritage safeguarding and cultural tourism development on national and international level.

- Innovative Issues of safeguarding of World heritage sites and cultural tourism development in the CIS Countries.

- Management of historical cities for cultural tourism development.

- The role of museums in cultural tourism development.

- Nature Reserves and ecological tourism development.

- Economical aspects of heritage safeguarding and cultural tourism development. Public-private partnership development.

Results to be achieved: Useful and topical recommendations to the public and commercial organizations, NGOs and the CIS Countries in the field of technologies of cultural tourism development, development biosphere reserves and ecological tourism, economics of culture and the problems of cultural heritage objects maintenance efficiency and problems of the cultural heritage preservation. The conference results implementation is aimed at the global positive impact for culture, tourism and economies of the CIS Countries.
PROVISIONAL TOPICS FOR DISCUSSION

Plenary Meeting

November 25, 2005

Subject: Cultural policy and legislative basis for heritage safeguarding and cultural tourism development on national and international level

- State policy in safeguarding and public-significant usage of a cultural heritage and cultural tourism development.
- Place and role of a cultural heritage and cultural tourism development in social and economic and cultural development.
- State development of normative legal base of heritage safeguarding and cultural tourism development.
- Making and formation innovation models of culture control and cultural tourism development. National experience and international practice.
- Stimulation of a cultural diversification and intercultural dialogue.
- Development of international cooperation in cultural heritage safeguarding and cultural tourism development.
- Active and equal participation in preparation and realization of the global, all-European and regional projects and programs on cultural heritage safeguarding and cultural tourism development.

Section № 1

November 25, 2005

Subject: Innovative Issues of safeguarding of World heritage sites and cultural tourism development in the cluster countries.

- Development of strategic directions and gears of implementation (schedules, programs, projects) state policy in the field of safeguarding of objects worldwide cultural heritage.
- Safeguarding, reproduction and regulation of usage of a material and spiritual cultural heritage.
- Perfecting of the legislation in safeguarding of objects worldwide cultural heritage and cultural tourism development.
- Finance and investment for the monuments of World Heritage Safeguarding and Cultural Tourism Development.
- Safety problems.
- Infrastructure development.
- Training of staff.
- Marketing research.
- Cooperation with international organization: UNESCO, World Tourism Organization etc. in safeguarding of objects worldwide cultural heritage and cultural tourism development.
- Innovation projects and technologies in safeguarding of objects worldwide cultural heritage and cultural tourism development.

Section № 2

November 25, 2005

Subject: Management of historical cities for cultural tourism development.

- The formulation and implementation of “wise” policies for sustainable urban tourism, that is, respectful of heritage and local communities.
- Perfecting of the legislation in a control area of historical cities and cultural tourism development.
- The design and implementation of advanced systems of visitor flow management.
- The innovative use of new information technologies for the purpose managing effectively both heritage conservation and tourism development.
- The organization of training and education for preservation and management of historical cities and cultural tourism.
- Communication of an authority, business and society; development of the political solutions and practical recommendations for rational usage of capabilities of historical cities and cultural tourism with the purposes of their development.

Section № 3

November 26, 2005

Subject: The role of museums in cultural tourism development.

- Development of strategic directions and gears of implementation of a state policy in development of museum business in a context of cultural heritage safeguarding and cultural tourism development.
- Perfecting of legislative base on safeguarding, development of expositions and guarding of museums.
- Role of processes of a globalization and informatization in amplification of the social significance of museums.
- Formation of new image of a museum making him attractive, capable to exert influence on development social cultural of a situation and solution of social problems.
- Development of partner relations of museums with government, Mass media, business, public organizations and funds with the purpose of engaging the padding sources of finance and rendering of a different kind of support.
- Participation of museums in implementation of the international federal, regional and urban programs of cultural heritage safeguarding and cultural tourism development.
- Participation of museums in making the historical cultural projects, programs on cultural tourism development at interplay with centres of national creativity, folklore, theatrical and musical collectives.
- Usage innovation projects aimed at maintenance of competitiveness of a museum in a modern world.

Section № 4

November 26, 2005

Subject: Nature Reserves and ecological tourism development.
- Development of strategic directions and gears of implementation of a state policy in safeguarding both development of biosphere reserves and ecological tourism.
- Perfecting of the legislation in development of biosphere reserves and ecological tourism.
- Role of biosphere reserves in safeguarding of a biological diversity, infrequent kinds of plants and animal.
- Capabilities of economical usage of biosphere reserves and ecological tourism.
- The main finance sources of development biosphere reserves and ecological tourism.
- The innovation projects on development of biosphere reserves and ecological tourism.
- International cooperation in development of biosphere reserves and ecological tourism.
- Active and equal participation in preparation and realization of the global, all-European and regional projects and programs on safeguarding of biosphere reserves and development of ecological tourism.
Subject: Economical aspects of heritage safeguarding and cultural tourism development.

- Cultural heritage and cultural tourism development as the factor of steady social and economical development of the state and society.

- Perfecting of economical control mechanisms, usage of historical-cultural heritage and cultural tourism development in concerns of the state, society and world community as a whole.

- The identification of innovative public actions involving and empowering stakeholders at different levels – through inter-sectoral co-operation and public-private partnerships – ensuring them a proper formation so that economic viability and community vision to the participated approach to policymaking for sustainable development is guaranteed.

- The contribution of economical science to the solution of problems of safeguarding of cultural and natural heritage and cultural tourism development.

- Modern forms of organization of control the objects of a cultural heritage in conditions of market economy.

- Normative legal regulation of control the objects of a cultural heritage in conditions of market economy. National experience and international practice.
November 24, Thursday
Participants’ arrival to Moscow and accommodation

NOVEMBER 25, FRIDAY, FIRST DAY OF THE CONFERENCE

9:00-9:30  Registration
The Chrism /Cross Chamber of the Moscow Kremlin Patriarch Palace

9:30-10:00  OPENING CEREMONY.

Opening of the Conference – Minister of Culture and Mass Communications of the Russian Federation Mr Alexander Sokolov

Welcome of
The Secretary General of the Council of the Interparliamentary Assembly of the States-participants of the Commonwealth of Independent States, Mr Michail Krotov

Welcomes on behalf of
- Major of Moscow City
- Governor of St.-Petersburg
- Director General of UNESCO – a.i. Director of the UNESCO Moscow Office Mr. Dendev Badarch

Welcomes
- Ministry of Foreign Affairs of the Russian Federation;
- Federal Agency on Culture and Cinematography of the Russian Federation;
- Rector of the State University – Higher School of Economics Mr Yaroslav Kouzminov
- General Director of the State Historical and Cultural Museum-Preserve «The Moscow Kremlin» Mrs Elena Gagarina
Plenary Meeting

10:00 – 13:00, the Chrism /Cross Chamber of the Moscow Kremlin Patriarch Palace
(11:30-11:50  Coffee break)

Subject: CULTURAL POLICY AND LEGISLATIVE BASIS FOR HERITAGE
SAFEGUARDING AND CULTURAL TOURISM DEVELOPMENT ON
NATIONAL AND INTERNATIONAL LEVEL

Chairman – Mr Dmitry Amunts – Deputy Minister of Culture and Mass Communications of the
Russian Federation

Co-chairman – Mrs Elena Drapeko – Deputy Chairman of Culture Committee of the State Duma
of the Federal Assembly of the Russian Federation

Scientific Secretary – Mrs Galina Semenova – Adviser of Culture Committee of the State Duma
of the Federal Assembly of the Russian Federation

Presentations:

1. Mr Konstantin Pshenko, Chief Secretary of Cultural, Information, Tourism and Sports
   Committee of CIS Interparliamentary Assembly
   «Legislative maintenance of formation of the general tourism space of the States-
   participants of the Commonwealth of Independent States»

2. Mrs Elena Drapeko, Deputy Chairman of Culture Committee of RF State Duma
   «Activity of the State Duma on perfection of the legislation in sphere of culture»

3. Mr Vladimir Gridushko, Deputy Minister of Culture of Belarus
   «About preservation of a cultural heritage of Belarus»

4. Mr Gagik Gyurjyan, Deputy Minister of Culture and on of Youth Affairs of Republic Armenia
   «The Legislative basis of preservation of a cultural heritage in Armenia: necessity
   of perfection»

5. Mrs Nigar Ahundova, Head of the Cultural Policy Department of the Ministry of Culture of
   Azerbaijan
   «The issues of correlation of the international legal acts with the national legislation
   in the field of cultural heritage preservation»

6. Mrs Galina Semenova, Adviser of Culture Committee of RF State Duma
   «Problems of perfection of the legislation in sphere of preservation of monuments
   of culture»
7. Mr Sergey Shpilko, President of the Russian Union of Travel Industry
   «Actual problems of development of cultural - cognitive and ecological tourism in Russia»

8. Mr Dmitriy Mazein, Lawyer of the Moscow City Chamber of Lawyers
   «The Prospects of RF participation in Conventions on Cultural Heritage preservation»

Experts also contributing to the presentations and discussions:

Mrs Nino Chikovani (Georgia)
Mr Vladislav Aronov (Belarus)
Mr Grigoriy Ordzhonikidze (Russia)
Mr Anatoliy Dogotaru (Moldova)
Mr Asnik Azizyan (Armenia)

13:00-14:00 Lunch

14:00-15:00 Presentations of the International Experts

1. Mr Duglas Prentis, Official Representative of the Economic Commission of the United Nations for Europe
2. Mr Harve Barre, UNESCO Programme Specialist, Culture and Development Section of the Division of Cultural Policies and Intercultural Dialogue
3. Mr James Kennedy, Director of the British Council in Russia
4. Mr Kristian Valgenvits, Director of the House of France
5. Mrs Liubava Moreva, National Officer for Culture of the UNESCO Moscow Office
6. Mrs Maria Prhalova, Programme Specialist in Science of the UNESCO Moscow Office

15:00-15:30 Discussion. Summarizing of Work of Plenary Meeting

15:30-15:40 Coffee break

15:40-18:00 Theme-based Sections №1 and №2 (see below)
(17:00-17:15 Coffee break)

18:05- 18:30 Press conference

18:50 Buffet Table on behalf of the Government of St Petersburg

Meeting of representatives of the Secretariat of the Interparliamentary Assembly of the CIS Countries with the UNESCO Moscow Office for Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova, and the Russian Federation (time to be confirmed).
Section №1

(15:40 – 18:00, the Chrism /Cross Chamber of the Moscow Kremlin Patriarch Palace)

Subject: INNOVATIVE ISSUES OF SAFEGUARDING OF WORLD HERITAGE SITES AND CULTURAL TOURISM DEVELOPMENT IN THE CLUSTER COUNTRIES

Chairman – Mrs Nigyar Ahundova – Head of the Cultural Policy Department of the Ministry of Culture of Azerbaijan

Co-chairman – Mr Igor Makovetsky – President of the Russian National Committee of the International Council on monuments and noteworthy places (ICOMOS)

Scientific secretary – Mr Telman Korimli – Deputy Chief of the Department of protection and use of monuments of the Ministry of culture of Azerbaijan

Presentations:

1. Mr Igor Makovetsky, President of the Russian National Committee of the International Council on monuments and noteworthy places (ICOMOS),
   «Problems and prospects of preservation of the Russian objects of the World cultural heritage»

2. Mrs Vera Dementjeva, Chairman of Committee on the State Control, Use and Protection of Monuments of History and Culture of Administration of St Petersburg
   «St Petersburg – problems of management of cultural heritage»

3. Mrs Natalia Potapova, Vice-chairman of Committee on cultural heritage of City of Moscow
   «Condition and ways of decision of a problem of Moscow cultural heritage preservation and use»

4. Mr Asmik Azizyan, Research Officer of Republican service of Armenia on protection of historical cultural monuments
   «The Armenian values of the list of the World heritage: some problems at a stage of drawing up of the periodic report»

5. Mrs Larisa Petrovskaya, Head of Department of the State Museum-Reserve «Solovki»
   «Museum-Reserve «Solovki». Issues of Activities for the World Heritage Site»

6. Mrs Elvira Averianova, Director of the State Museum-Reserve «Kizhi»
   «Issues of Strategy and Development»

7. Mr Alexander Sysoenko, Head of Management of Museum fund of the Russian Federation
   «Experience of preservation and development of historical and cultural potential of region by the example of Krasnodar Kray»
Mr Nikolay Kanaev, Deputy manager of the Faculty of UNESCO on cultural tourism with a view of the world and development RIAT «Russia and UNESCO – together on a way of preservation of the World cultural heritage»

Experts also contributing to the presentations and discussions:

Mr Vladimir Gridushko (Belarus)
Mr Anatoliy Dogotaru (Moldova)
Mrs Inga Karaja (Georgia)
Mr Nikolay Kasumov (RF, Dagestan)
Mr Vladislav Aronov (Belarus)
Mrs Gulnaz Amrahova (Azerbaijan)
Mrs Nina Pirchalava (Georgia)

17:15-18:00

Presentation «Programs of Development of Saint Petersburg as a Tourist Center on 2006-2010»

Mrs Marianna Ordzhonikidze, the First Vice-president of Committee on External Affairs and Tourism of St Petersburg,

Mr Sergey Khudyakov, Director of the St Petersburg City Tourist Center.

Summarizing of work of the Section №1
Section №2

(15:40 – 18:00, Moscow Kremlin Armory Museum’s Conference Hall)

Subject: MANAGEMENT OF HISTORICAL CITIES
FOR CULTURAL TOURISM DEVELOPMENT

Chairman – Mr Gagik Gyurjyan – Deputy Minister of Culture and Youth Affairs of the Republic of Armenia
Co-chairman – Mr Igor Zorin – Rector of the Russian International Academy of Tourism

Scientific secretary – Mrs Karina Danieljan – Secretary General of the National Commission of Republic of Armenia on UNESCO Affairs

Presentations:

1. Mr Igor Zorin, Rector of the Russian International Academy of Tourism,
   «Problems of preservation of objects of a Cultural Heritage and development of cultural-cognitive tourism in Russia»

2. Mr Fank Gurbatov, Chief of Sector of development of Internal tourism, a department of tourism, the Ministry of Youth, Sports and Tourism of Azerbaijan
   «Historical cities in a context of development of cultural tourism»

3. Mr Aleksandr Kudryavtsev, President of the Union of Architects of Russia
   «About trusting management of Heritage Objects»

4. Mr Robert Minasyan, Director of the Armenian Institute of Tourism
   «Problems of development of cultural - cognitive tourism in the Republic of Armenia»

5. Mr Vissarion Alyavdin, the President of National Fund «Revival of Russian manor»
   «Prospects of development of the public - private partnership in sphere of revival of a cultural heritage»

6. Mrs Marietta Gasparyan, Head of Department of New and Newest time of the Research Center of a Historical and Cultural Heritage under the Ministry of Culture and Youth Affairs of Republic of Armenia
   «Innovative approaches to problems of preservation and use of historical buildings of Yerevan»

7. Mr Fedor Lavrov, Director of Vladimir City branch RIAT
   «Management of historical city and development cultural – cognitive tourism by the example of Vladimir»

14
8. Mrs Maria Solovjeva, Chief of the Department of Development of Northwest Association of Restorers
   «Restoration activity in interests of development of cultural tourism»

9. Mrs Liubov Kravchina, Head of the Department of Development of the Museum-reserve «Yasnaya Polyana»
   «Museum «Yasnaya Polyana» as the initiator of development of historical cities on the basis of humanitarian resources»

10. Mr Andrey Yurchenko, Manager of Faculty of UNESCO of RIAT
    «Prospects of use of foreign experience in preparation of experts on cultural tourism in domestic tourist education»

11. Mrs Liudmila Dudova, Secretary scientific of RIAT
    «Preservation of language and cultural variety as an element of a cultural policy»

Experts also contributing to the presentations and discussions:

Mr Artem Grigoryan (Armenia)
Mr Emil Gasanov (Azerbaijan)
Mrs Tamara Nesterova (Moldova)
Mr Koba Arabuli (Georgia)
Mrs Zinaida Kucher (Belarus)

Summarizing of work of the Section №2
10:00-13:00 Theme-based Sections №3 and №4 (see below)
(11:15-11:30 Coffee break)
13:00-14:00 Lunch
14:00-21:00 Cultural program

Section №3
(10:00 – 13:00, the Chrism /Cross Chamber of the Moscow Kremlin Patriarch Palace)

Subject: THE ROLE OF MUSEUMS IN CULTURAL TOURISM DEVELOPMENT

**Chairman** – Mrs Inga Karajya – Head of Department of Museums and Collections of the Ministry of Culture, Cultural Heritage and Sports of Georgia

**Co-chairman** – Mr Vitaliy Remizov – President of the Russian Committee of the International Council of Museums (ICOM)

**Scientific secretary** – Mrs Galina Skitovich – Responsible Secretary ICOM of Russia

Presentations:

1. **Mr Vitaliy Remizov**, President of the Russian Committee of the International Council of Museums (ICOM)
   «Museum in a context of a spiritual life and cultural – cognitive tourism»

2. **Mrs Elena Gagarina**, General Director of the State Historical and Cultural Museum-Preserve «The Moscow Kremlin»
   «The Moscow Kremlin and cultural – cognitive tourism»

3. **Mr Vladimir Gusev**, General Director of the State Russian Museum
   «The Russian museum: virtual branch»

4. **Mr Vladimir Tolstoj**, Director of the State Memorial and Natural Reserve «Museum-manor of L.N. Tolstoj “Yasnaya Polyana”»
   «The territorial approach to development of social-cultural objects on the basis of public-private partnership»
5. **Mrs Tatiana Panova**, Head of the Archeologic Department of the State Historical and Cultural Museum-Preserve «Moscow Kremlin», **Mr Alexander Dremajlov**, Head of the Research and Production Department of Information Systems of the State Historical and Cultural Museum-Preserve «The Moscow Kremlin»

   «Computer historical reconstruction of Moscow Kremlin»

6. **Mr Igor Kishkin**, Director of the RIAT Dmitrov branch

   «The role of museums in development of cultural - cognitive tourism by the example of Dmitrov»

7. **Mr Yury Tchistov**, Director of the Peter the Great Museum of Anthropology and Ethnography (Kunstkamera), **Mrs Julia Kupina**, Deputy director of the Peter the Great Museum of Anthropology and Ethnography (Kunstkamera)

   «Information electronic complexes and multimedia presentations in a museum»

8. **Company – tour operator**, a member of the Russian Union of travel industry

   «Tour operators – museums: a condition and prospect of development of partnership»

9. **Mrs Maria Alexandrova**, Lawyer of St. Petersburg City Chamber of Lawyers

   «Problems and prospects of legislative maintenance of preservation of a cultural heritage in museums of Russia»

10. **Mr Evgeniy Lunyaev**, Research Officer, UNESCO Chair in Comparative Studies of Spiritual traditions, their Specific Cultures and Interreligious dialogue, Russian Institute for Cultural Research, St Petersburg Branch

   «Traveling as a instrument of moral self-perfection»

Experts also contributing to the presentations and discussions:

**Mrs Maka Dvalishvili** (Georgia)
**Mrs Tamara Nesterova** (Moldova)
**Mr Artem Grigoryan** (Armenia)
**Mr Telman Karimli** (Azerbaijan)
**Mr Vladimir Prokoptsov** (Belarus)

**Summarizing of work of the Section №3**
Section №4

(10:00 – 13:00, Moscow Kremlin Armory Museum’s Conference Hall)

Subject: NATURE RESERVES AND ECOLOGICAL TOURISM DEVELOPMENT

Chairman – Mr Viktor Jankovenko – Head of Department of Tourism of the Ministry of Sports and Tourism of the Republic of Belarus

Co-chairman – Mr Alexander Drozdov – Leading Research Officer of the Institute of Geography of the Russian Academy of Sciences

Scientific secretary – Mr Alexey Butorin – Director of Fund «Protection of Natural Heritage»

Presentations:

1. Mrs Gulnaz Amrahova, National Coordinator of Natural Monuments of the Ministry of Ecology and Natural Resources of Azerbaijan
   «Natural monuments of Azerbaijan. A condition and prospects of development»

2. Mr Vsevolod Stepanitsky, Expert of Fund «Protection of Natural Heritage»
   «Ecological tourism in strictly safeguarded natural territories. Problems and prospects»

3. Mrs Natalia Moraleva, Director of Fund of Development of Ecological Tourism «Dersu Uzala», President of the Ecological Tourism Association
   «International and Russian Projects on Ecological Tourism Development in the Reserves and National Parks»

4. Mr Artem Grigoryan, Chief of Agency on Protection of Monuments of a History and Culture of the Ministry of Culture and Youth Affairs of Republic of Armenia
   «Development of ecological and ethnographic tourism in natural and historical reserve «Arpy»

5. Mr Alexandr Zateev, Director of the National Park «Katunsky»
   «Katunsky biospheric reserve as territory of the World natural heritage of UNESCO»

6. Mrs Tamara Gorjacheva, Director of the East-Siberian Institute of Tourism
   «Development of biospheric reserves and ecological tourism in Krasnoyarsky Kray»

7. Mrs Vera Tchizhova, Assistant Professor of Geography Faculty of the Moscow State University
   «Development and introduction of modern methods of management by streams of tourists in especially protected natural territories»
8. **Mrs Natalia Danilina**, Director of the Eco-Center «Reserves», Vice-chairman of the World commission for especially protected natural territories (areas)

«Possible sources of financing and innovative projects of development of ecological tourism in especially protected natural territories»

9. **Mr Alexandr Drozdov**, Leading Research Officer of Institute of Geography of the Russian Academy of Science

«Synthesis cultural and naturalists plots in ecological and tourist projects»

10. **Mrs Galina Zajtseva**, Head of the Center of Environmental Problems of Preservation of a Heritage and Examination of Regional Programs and Projects of Institute of the Heritage

«Strategy of development of museums–reserves of Russia and necessary measures on its support and realization»

11. **Mrs Irina Tscherbakova**, Director of Irkutsk Institute of International Tourism,

«Development of ecological tourism in area of Baikal Lake»

12. **Mr Sergey Mendelevich**, the Editor-in-chief of the Newspaper «The Free Wind»

«Problems of development of ecological tourism»

Experts also contributing to the presentations and discussions:

**Mr Robert Minasyan** (Armenia)  
**Mrs Lidia Lisak** (Moldova)  
**Mr Eldar Saryev** (Azerbaijan)  
**Mrs Zinaida Kucher** (Belarus)  
**Mr Koba Arabuli** (Georgia)  
**Mr Emil Gasanov** (Azerbaijan)

Summarizing of work of the Section №4
Final Plenary Meeting (Session 1)

(10:00 – 12:00, the Chrism /Cross Chamber of the Moscow Kremlin Patriarch Palace)

Subject: ECONOMICAL ASPECTS OF HERITAGE SAFEGUARDING AND CULTURAL TOURISM DEVELOPMENT

Chairman – Mr Paata Surguladze – Vice Secretary General of the Council of Inter-parliamentary Assembly of States - participants of the Commonwealth of Independent States

Co-chairman – Mr Andrey Klimenko – Vice-rector of the State University – Higher School of Economics, Director of the Institute of Public Administration and Municipal Management

Scientific secretary – Mr Alexey Novoseltsev – Executive Director of the Institute of Public Administration and Municipal Management of the State University – Higher School of Economics

Presentations:

1. Mr Dmitry Amunts, Deputy Minister of Culture and Mass Communications of the Russian Federation,
   «Public-private partnership as means of cultural heritage safeguarding»

2. Mr Lev Yakobson, 1st Vice-rector of the State University – Higher School of Economics
   «The economy of Culture in the context of structural reforms»

3. Mrs Anna Kolupaeva, Head of Cultural Heritage, Education and Science Department of the Federal Agency on Culture and Cinematography of the Russian Federation
   «Cultural heritage: Problems of economy and management»

   «Public-private partnership development programs under aegis of the United Nations»

5. Mr Michail Lermontov, the President of the Association «Lermontov heritage», director of the «National Lermontov Center in Serednikovo»
   «The experience of public-private partnership in the sphere of cultural heritage safeguarding (by the example of the federal monument «Manor of Serednikovo») »
6. Mr Vladimir Tolstoj, Director of the State Memorial and Natural Reserve «Museum-manor of L.N. Tolstoj “Yasnaya Polyana”»
   «Business plus “Yasnaya Polyana” – new quality of business»

7. Mr Denis Lukashin, General Director of Expert Company «Art – consulting»,
   «Problems of cultural values expertise and the market of arts»

8. Mr Vladimir Sharov, President of the company “VladInvestTour”
   «Economy of tourist enterprise in the context of interaction with cultural heritage objects»

9. Mr Viktor Dolonko, Head of the Laboratory of Social and Cultural Design and Forecasting, Curator of specialization, Expert of Volga Region Division of the Federal Service on Supervision of observance of the legislation in sphere of mass communications and cultural heritage safeguarding
   «National parks as resources of cultural, social and economic development of territories (by the example of a situation in the Samara area) »

10. Mr Artem Novikov, Chairman of Northwest Association of Restorers
    «Economical problems of restoration activity»

11. Mr Vyacheslav Koldashov, Executive Director of the Company «METEK»
    «Modern multimedia technologies in the sphere of cultural heritage safeguarding and cultural tourism development»

Experts also contributing to the presentations and discussions:

Mr Petr Silivestru (Moldova)
Mr Grigoriy Ordzhonikidze (Russia)
Mrs Nigar Ahundova (Azerbaijan)
Mr Viktor Yankovenko (Belarus)
Mrs Marietta Gasparyan (Armenia)
Mr Koba Arabuli (Georgia)
Mrs Nino Chikovani (Georgia)

Summarizing of work of the Section №3

12:00-12:20 Coffee break
Final Plenary Meeting (Session 2)

(12:20 – 14:00, the Chrism /Cross Chamber of the Moscow Kremlin Patriarch Palace)

Subject: CHAIRMEN OF THE SECTIONS №№ 1-4 PRESENT THEIR SECTION RESULTS. DISCUSSION AND ACCEPTANCE OF THE CONFERENCE FINAL DOCUMENT

Chairman – Mr Petr Silivestru – Vice-Minister of the Ministry of Ecology and Natural Resources of Republic Moldova
Co-chairman – Mr Andrey Klimenko – Vice-rector of the State University – Higher School of Economics, Director of the Institute of Public Administration and Municipal Management
Scientific secretary – Mr Alexey Novoseltsev – Executive Director of the Institute of Public Administration and Municipal Management of the State University – Higher School of Economics

Presentations:

1. Mrs Elena Drapeko, Deputy Chairman of Culture Committee of RF State Duma
2. Mrs Nigar Ahundova, Head of the Cultural Policy Department of the Ministry of Culture of Azerbaijan
3. Mr Gagik Gyurjyan, Deputy Minister of Culture and Youth Affairs of the Republic of Armenia
4. Mrs Inga Karajya, Head of Department of Museums and Collections of the Ministry of Culture, Cultural Heritage and Sports of Georgia
5. Mr Viktor Jankovenko, Head of Department of Tourism of the Ministry of Sports and Tourism of the Republic of Belarus
6. Mr Paata Surguladze, Vice Secretary General of the Council of Inter-parliamentary Assembly of States - participants of the Commonwealth of Independent States
7. Mr Andrey Klimenko, Vice-rector of the State University – Higher School of Economics, Director of the Institute of Public Administration and Municipal Management

Closing Ceremony of the Conference

14:00-15:00 Lunch

27.11 (evening) - Departure of delegations

Cultural actions within the framework of Conference - see the separate program.
### Organizing Committee Officials

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<th>Name</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Sokolov Aleksandr</td>
<td>Minister of Culture and Mass Communications of the Russian Federation (Chairman)</td>
</tr>
<tr>
<td>Amunts Dmitry</td>
<td>Deputy Minister of Culture and Mass Communications of the Russian Federation (Vice-chairman)</td>
</tr>
<tr>
<td>Kouzminov Jaroslav</td>
<td>Rector of the State University - Higher School of Economics (Vice-chairman)</td>
</tr>
<tr>
<td>Kazantsev Sergey</td>
<td>Chief of the International Cooperation Department of the Ministry of culture and Mass Communications of the Russian Federation (Executive secretary)</td>
</tr>
<tr>
<td>Korolev Vladimir</td>
<td>Leading research officer of the State University - Higher School of Economics (Executive secretary)</td>
</tr>
<tr>
<td>Moreva Liubava</td>
<td>National Officer for Culture of the UNESCO Moscow Office (coordinator)</td>
</tr>
</tbody>
</table>

### Organizing Committee Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badarch Dendev</td>
<td>a.i. Director of the UNESCO Office in Moscow for Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova, and the Russian Federation</td>
</tr>
<tr>
<td>Gasanov Emil</td>
<td>Secretary-General of the Azerbijani National Commission for UNESCO</td>
</tr>
<tr>
<td>Gridyushko Vladimir</td>
<td>Deputy Minister of Culture of the Republic of Belarus</td>
</tr>
<tr>
<td>Name</td>
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</tr>
<tr>
<td>Gagarina Elena</td>
<td>General Director of FSI The State Historical and Cultural Museum –Preserve “The Moscow Kremlin”</td>
</tr>
<tr>
<td>Gusev Vladimir</td>
<td>General Director of the State Russian Museum</td>
</tr>
<tr>
<td>Gusman Michail</td>
<td>First Deputy General Director ITAR-TASS</td>
</tr>
<tr>
<td>Gnedovsky Yuriy</td>
<td>President of the Russian Union of Architect</td>
</tr>
<tr>
<td>Danielyan Karine</td>
<td>Secretary General of the Armenian National Commission for UNESCO</td>
</tr>
<tr>
<td>Drapeko Elena</td>
<td>Deputy Chairman of Culture Committee of the State Duma of the Federal Assembly of the Russian Federation</td>
</tr>
<tr>
<td>Zorin Igor</td>
<td>Rector of the Russian International Tourism Academy</td>
</tr>
<tr>
<td>Krotov Michael</td>
<td>General Secretary of the Council Interparliamentary Assembly of the CIS Countries</td>
</tr>
<tr>
<td>Kudriavtsev Alexandr</td>
<td>President of the Russian Academy of Architecture and Construction Sciences</td>
</tr>
<tr>
<td>Karaia Inga</td>
<td>Head of Department of Museums and Collections of Ministry of Culture, Monuments Protection and Sport of Georgia</td>
</tr>
<tr>
<td>Makovetsky Igor</td>
<td>President Russian National ICOMOS Committee</td>
</tr>
<tr>
<td>Ordzhonikidze Grigory</td>
<td>General Secretary Commission of the Russian Federation for UNESCO</td>
</tr>
<tr>
<td>Pshenko Konstantin</td>
<td>Secretary of the standing commission Interparliamentary Assembly of the CIS Countries</td>
</tr>
<tr>
<td>Resin Vladimir</td>
<td>Chairperson of the Architecture, Construction, Development, Reconstruction Complex of the Moscow Government</td>
</tr>
<tr>
<td>Remizov Vitaly</td>
<td>President of the Russian National ICOM Committee</td>
</tr>
</tbody>
</table>
Rusnak Konstantin  General Secretary of the National Commission for UNESCO of the Republic of Moldova

Strzhalkovsky Vladimir  Director RF Federal Agency for Tourism

Sokolovskiy Vladimir  Chairman of the Committee of Cultural Heritage of the Moscow Government

Stepankov Valentin  Deputy Minister of natural resources of the Russian Federation

Serdukov Igor  General Secretary of the Russian Union of Historical towns and regions

Tosynyan Garegin  President of the Russian Banks Association

Torshin Aleksandr  Vice-chairman of the Council of Federation of the Federal Assembly of the Russian Federation

Tseretelly Zurab  President of the Russian Academy of Art

Shpilko Sergey  President of the Russian Union of Travel Industry
# PROGRAM COMMITTEE OF THE CONFERENCE

## Program Committee Officials

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amunts Dmitry</td>
<td>Deputy Minister of Culture and Mass Communications of the Russian Federation (Chairman)</td>
</tr>
<tr>
<td>Novoseltsev Alexey</td>
<td>Executive Director of the Institute of Public Administration and Municipal Management of the State University - Higher School of Economics (Vice-Chairman)</td>
</tr>
<tr>
<td>Semenova Galina</td>
<td>Adviser of the Culture Committee of the State Duma of the Federal Assembly of the Russian Federation (Executive Secretary)</td>
</tr>
</tbody>
</table>

## Program Committee Members

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Akhundova Nigar</td>
<td>Head of the Cultural Policy Department of the Ministry of Culture of Azerbaijan</td>
</tr>
<tr>
<td>Bilyalitdinov Amir</td>
<td>Deputy General Secretary Commission of the Russian Federation for UNESCO</td>
</tr>
<tr>
<td>Butorin Aleksey</td>
<td>Director of the Fund «Safeguarding of Natural Heritage»</td>
</tr>
<tr>
<td>Gurdzhan Gagik</td>
<td>President of the Armenia National IKOMOS Committee</td>
</tr>
<tr>
<td>Kazantsev Sergey</td>
<td>Chief of Department of the International Cooperation of the Ministry of Culture and Mass Communications of the Russian Federation</td>
</tr>
<tr>
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</tr>
<tr>
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</tr>
<tr>
<td>Krasnov Anatoly</td>
<td>Head of Administration Department RF Agencies of Cultural and Cinematography</td>
</tr>
<tr>
<td>Kolupaeva Anna</td>
<td>Head of Cultural Heritage Department RF Agencies of Cultural and Cinematography</td>
</tr>
<tr>
<td>Krever Olga</td>
<td>Head of Department Normative Regulation of Strictly Safeguarded Territories RF Ministry of Natural Resources</td>
</tr>
<tr>
<td>Klimenko Andrey</td>
<td>Vice-rector of the State University - Higher School of Economics, Director of the Institute of Public Administration and Municipal Management</td>
</tr>
<tr>
<td>Ordzhonikidze Marianna</td>
<td>First Vice Chairman of the International Affairs Committee and Tourism of Government Saint-Petersburg</td>
</tr>
<tr>
<td>Potapova Nataliya</td>
<td>Vice chairman of the Committee of Cultural Heritage of the Moscow Government</td>
</tr>
<tr>
<td>Pirchalava Nino</td>
<td>Rector of the Tbilisi State University of Language and Culture</td>
</tr>
<tr>
<td>Surguladze Paata</td>
<td>Vice General Secretary of the Council of the Interparliamentary Assembly of the CIS Countries</td>
</tr>
<tr>
<td>Snopkova Nina</td>
<td>Adviser of the International organizations Department of the Ministry of Foreign Affairs of the Russian Federation</td>
</tr>
<tr>
<td>Surikov Aleksandr</td>
<td>Adviser of the President of Russian Banks Association</td>
</tr>
<tr>
<td>Silivestru Petr</td>
<td>Vice-Minister of Ecology and Natural Resources of Republic of Moldova</td>
</tr>
<tr>
<td>Stepanitsky Vsevolod</td>
<td>Expert of the Foundation for Ecotourism Development “Dersu Uzala”</td>
</tr>
<tr>
<td>Shybin Jury</td>
<td>Chief of the Culture Department of the Ministry of Culture and Mass Communications of the Russian Federation</td>
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</tr>
<tr>
<td>Tsherbakova Irina</td>
<td>Director of the Association of Managers of Culture</td>
</tr>
<tr>
<td>Shengelia Natela</td>
<td>Vise Director RF Agency for Tourism</td>
</tr>
<tr>
<td>Vorotnikova Irina</td>
<td>Scientific Secretary of FSI The State Historical and Cultural Museum–Preserve “The Moscow Kremlin”</td>
</tr>
<tr>
<td>Yankovenko Victor</td>
<td>Chief of the Tourism Department of the Ministry of Sport and Tourism of the Republic of Belarus</td>
</tr>
</tbody>
</table>
ORGANIZERS OF THE CONFERENCE

Amunts Dmitry, 925-09-02 (Secretariat)
Deputy Minister of Culture and Mass Communications of the Russian Federation

Kazantsev Sergey Alexandrovich, 923-53-66
Responsible Secretary of Organizing Committee

Korolev Vladimir Alexandrovich, 928-25-60, 922-39-37
Responsible Secretary of Organizing Committee

Novoseltsev Alexey, 924-07-39, 928-14-71
Vice-Chairman of the Program Committee

Vorotnikova Irina, 928-51-25
Program Committee Member (Moscow Kremlin Museums)

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E-mail: moscow@unesco.ru
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Emergency Calls
Unified Rescue Service 01
Ambulance Information Desk 445-02-13
Emergency Evacuation 995-70-60; 747-00-22

Information services
Round-the-clock information desk 232-22-32; 232-22-38
The Moscow city information service 292-49-31
Long distance calls Information service 007
Information desk of the Moscow City Telephone System 09 (free), 009
Exact time service 100
Lost-and-Found of city ground transport 631-02-91
Lost-and-Found of underground 222-20-85

Taxi
20 TMP (round the clock) 476-66-36; 928-68-68
MARTEX TAXI (call and submission free-of-charge) 778-88-22
New Yellow Taxi 940-88-88

Transport
Aeroflot Information service 753-55-55
Railway Information service 266-93-33