Kuban State University

CURRENT TOURISM TRENDS ON THE BLACK SEA COAST

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Types of tourism at the Black Sea coast:

- cultural, educational and historical
- health and resort
- children
- ecological
- business
- ethnographic
- religious
- agrotourism (rural)
- gastronomic and wine
- active forms of tourism (diving, kite surfing, hang gliding, biking, caving, jeepping, rafting, horse riding, skiing and snowboarding, mountain climbing)
- others
Factors of the development of tourism on the Black Sea coast:

- The presence of significant historical and cultural potential and the unique culture of local communities.
- Tourism public policy.
- Mass sports and other events (in the Krasnodar region).
- The new geopolitical and geo-economics conditions in Russia and in the world.
- Other factors.
Current trends in the development of tourism on the Black Sea coast:

- Development of new areas for tourism and development of existing tourism and recreation systems
- Integration processes in the management of tourism: the creation of tourist and recreation clusters headed by single management companies, the establishment of a unified tourist brand
- Increased role and participation of the state in the process of tourism development
- Involving local tourist market in the process of globalization
- Activation of event tourism to ensure the occupancy of Olympic infrastructure
- Transformation of hotel services market as a result of the XXII Olympic and XI Paralympic Winter Games
- Safety and security control
- Tourism market changes according to new geopolitical and geo-economic conditions in Russia and in the world
- Development of new areas for tourism and development of existing tourism and recreation systems
- Integration processes in the management of tourism: the creation of tourist and recreation clusters headed by single management companies, the establishment of a unified tourist brand
State programs of tourism development

- Federal Target Program “South of Russia” (2014-2020)
- The concept of Sochi sustainable development till 2030
- Tourism cluster project supervised by “Resorts of the North Caucasus”
- Others.
Involving local tourist market in the process of globalization
# International Hotel Operators in Sochi

<table>
<thead>
<tr>
<th>International operator</th>
<th>Hotel</th>
<th>Placement</th>
<th>Number of rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rezidor SAS</strong></td>
<td>Radisson Lazurnaya Hotel 4*</td>
<td>Sochi</td>
<td>299</td>
</tr>
<tr>
<td>Radisson Blu Resort &amp; Congress Centre 5*</td>
<td>Sochi</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radisson Blu Paradise Resort &amp; Spa 5*</td>
<td>Sochi</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radisson Hotel 5*</td>
<td>Rosa Khutor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park Inn by Radisson Sochi City Centre 5*</td>
<td>Sochi</td>
<td></td>
<td>153</td>
</tr>
<tr>
<td>Park Inn by Radisson Rosa Khutor 5*</td>
<td>Rosa Khutor</td>
<td></td>
<td>211</td>
</tr>
<tr>
<td><strong>Golden Tulip Hotels, Suites &amp; Resorts</strong></td>
<td>Golden Tulip Rosa Khutor 4*</td>
<td>Rosa Khutor</td>
<td>162</td>
</tr>
<tr>
<td>Tulip Inn Rosa Khutor 3*</td>
<td>Rosa Khutor</td>
<td></td>
<td>148</td>
</tr>
<tr>
<td>Tulip Inn Omega Sochi 3*</td>
<td>Sochi</td>
<td></td>
<td>324</td>
</tr>
<tr>
<td><strong>Mercure Hotels</strong></td>
<td>Mercure Sochi Centre 4*</td>
<td>Sochi</td>
<td>200</td>
</tr>
<tr>
<td>Mercure Rosa Khutor 4*</td>
<td>Rosa Khutor</td>
<td></td>
<td>153</td>
</tr>
<tr>
<td>Pullman Sochi Centre 5*</td>
<td>Sochi</td>
<td></td>
<td>150</td>
</tr>
<tr>
<td><strong>Swissotel Hotels &amp; Resorts</strong></td>
<td>Swissotel Resort Sochi Kamelia 5*</td>
<td>Sochi</td>
<td>203</td>
</tr>
<tr>
<td>Swissotel Sochi Krasnaya Polyana / Rixos Krasnaya Polyana Sochi 5*</td>
<td>Esto Sadok</td>
<td></td>
<td>114</td>
</tr>
<tr>
<td><strong>Hyatt Hotels &amp; Resorts</strong></td>
<td>Hyatt Regency Sochi 5*</td>
<td>Sochi</td>
<td>198</td>
</tr>
<tr>
<td><strong>Solis Hotels &amp; Resorts</strong></td>
<td>Solis Sochi Hotel 5*</td>
<td>Esto Sadok</td>
<td>120</td>
</tr>
<tr>
<td>Solis Sochi Suites 5*</td>
<td>Esto Sadok</td>
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<td>52</td>
</tr>
<tr>
<td><strong>Marriott Hotels &amp; Resorts</strong></td>
<td>Sochi Marriott Krasnaya Polyana Hotel 5*</td>
<td>Esto Sadok</td>
<td>428</td>
</tr>
</tbody>
</table>
Distribution of branded room stock in Russia, by city

Source: KPMG analysis
Share of existing room supply by cities in Russia (October 2014)

- Moscow: 32%
- St. Petersburg: 25%
- Sochi: 13%
- Ekaterinburg: 5%
- Other: 4%

Share of future room supply by cities in Russia (including existing room supply)

- Moscow: 34%
- St. Petersburg: 32%
- Sochi: 16%
- Moscow region: 8%
- Nizhny Novgorod: 7%
- Other: 3%

Source: hotel operators data, EY analysis
➢ Activation of event tourism to ensure the occupancy of Olympic infrastructure
SOCHI PARK
Transformation of hotel services market as a result of the XXII Olympic and XI Paralympic Winter Games
Number of classified accommodation facilities in Krasnodar region

- Sochi: 1003
- Anapa: 128
- Gelendzhik: 95
- Krasnodar: 49
- Temryuk district: 32
- Tuapse district: 23
- Novorossiysk district: 21
- Others: 91
The distribution of classified accommodation facilities in districts of Sochi

- Adler district: 39%
- Lazarevskaya district: 27%
- Hosta district: 19%
- Central district: 15%
The distribution of classified accommodation facilities in Sochi by categories

- 1 star: 190
- 2 stars: 144
- 3 stars: 167
- 4 stars: 51
- 5 stars: 22
- No stars: 51
- Mini-hotel: 377
Safety and control

- large-scale development of modern systems of prevention of emergency situations;
- expansion of staff and equipment of rescue services
- improve the monitoring network of hazardous natural processes and phenomena
- special functioning of police as a tourist police
Tourism market changes according to new geopolitical and geo-economic conditions in Russia and in the world

Integration of the Crimea

Economic sanctions of the West
The Kerch strait
Мост через Керченский пролив

Технические параметры объекта

- Расчетная скорость движения, км/ч: 60
- Длина моста, км: 35
- Мощность транспортного перехода: 74 варианта
- Конструкция транспортного перехода: 90
- Объем проекта: 300 тонн
- Рассчитанный срок службы моста: 100 лет

Мост не создает препятствий для движения судов, обходит зоны вулканической активности, обходит крепость Керчь. Фундамент моста рассчитан на землетрясение магнитудой 9,0.

Источник: «Стройгазмонтаж», «Институт Гипростроймост - Санкт-Петербург»

Карты: opensstreetmap.org
Thank you for your attention!