

THE IMPACT OF TOURISM ON THE TOWN OF MYSHKIN

Влияние туризма на город Мышкин

The purpose of this article is to identify how tourism has affected the town of Myshkin.

The town of Myshkin is the administrative centre of the Myshkinsky District of Yaroslavl Oblast. It was first mentioned in the XV century as the village of Myshkino. In 1777–1927, it was the town of Myshkin, later the village and working settlement Myshkino; since 1991, it has been the town of Myshkin again. Over the past 20 years, tiny and provincial Myshkin has become a famous Russian tourist town, which is part of the Golden Ring of Russia.

The development of tourism in the small town began in 2001, when the ‘Myshkin Tourism Centre’ was established [1]. It was engaged in creating a network of tourist infrastructure, in particular, attractions to show to tourists. ‘Myshkinskiy Tourism Centre’ is a commercial organisation, it does not receive funding from the budget of all levels, it is on full self-sufficiency. All buildings (tourist objects to be created) belong to the Centre on the rights of economic management and are reflected on its independent balance sheet.

The functions of the ‘Myshkin Tourism Centre’ are as follows: meeting the needs of citizens in tourist services; creation and involvement of new objects and services in tourism; formation of modern tourist infrastructure; promotion of the tourist potential of the municipal district; implementation of advertising and publishing activities; sale of souvenirs; organisation and participation in conferences, seminars, exhibitions held in the field of tourism; information and consulting services.

From 2001 to 2018, more than 14 tourist objects were transferred to the ‘Myshkin Tourism Centre’, including: the cruise pier and the Museum ‘Russian Felt Boots’, the workshop ‘Flax Seed Transformation’, the mill and the Miller's House, the Felting Shop, the tourist-educational complex ‘Myshkiny Palaty’, the Picture Gallery, the House of Family Traditions, the House Museum ‘Folk Calendar’, the Museum ‘Small Town in the Great War’, the 60th Anniversary of Victory Memorial.

In connection with the expansion of the network of show objects, consistent increase in tourist flow, as well as to qualitatively meet the needs of tourists, the Tourism Centre has expanded its staffing structure: from 3 people in 2001 to 64 full-time employees to date. In 2018, the open office of the Tourist Information Centre of Myshkin town started to function.

Over the years of its existence, the Myshkin Tourism Centre has established close ties with representatives of the tourism industry of the Myshkin region, established reliable

partnership relations with more than 400 travel agencies and ship companies from different cities of the country. Due to the growing tourist attractiveness of Myshkin, 10 hotels and guest houses, 9 restaurants and cafes were opened in the town.

In conclusion, tourism is the main direction in the development of Myshkin, thanks to which the town has become a tourist brand. Today there are about 25 tourists and excursionists for every resident of Myshkin. The tourist flow to the town has grown almost 5 times: from 22,900 people in 2001 to 112,400 people in 2019.

Reference

1. *Чистякова, С.В.* Как увеличить туристический поток в малые города? Маленький Мышкин в большом туризме / С.В. Чистякова // smarteka.com. – URL: <https://smarteka.com/practices/malen-kij-myskin-v-bol-som-turizme> (дата обращения: 28.10.2024).

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GLOBALIZATION IN THE GLOBAL ECONOMY

Глобализация в мировой экономике

The pace of development of the global economy is very high today. The processes of globalization and integration are connected with its development. It is also influenced by the fact that we live in a post-industrial society, where technology is improving every day. Each country plays its own role in the global economy. Everyone's economic policy is different, but there are modern trends that are inherent in most countries of the world.

Scientific and technological progress is one of the trends. The essence lies in the development of technology. The application of theory in practice. The use of alternative resources; the development of new ways of using resources so that, with the same use of resources, the volume of products increases; improvement of product quality, thanks to new scientific and technical developments.

Globalization. It contributes to the transformation of national economies into open ones, during which a single market is created. All firms and TNK companies are an example of active globalization. They are not only engaged in exports, but also produce their products on the territory of other countries. So the cost of products is reduced, which affects the increase in demand. Globalization contributes to the development of developing countries. They take the main transformations and methods from developed countries. Thus, it can be concluded that cooperation with global companies is necessary for them.