

After McDonald's left Russia, the business switched to a new brand, «Vkusno i Tochka». Due to the absence of the need to pay commissions for the brand, the new business structure showed a sharp increase in profits in the first year of operation. The absence of franchise fees and royalties significantly reduced operating costs, making the company more profitable despite the changes in branding and marketing strategy. This success illustrates that while McDonald's global system is highly reliant on real estate, alternative strategies can still thrive in specific contexts. The rapid adaptation in Russia highlights how even without the golden arches, customer loyalty to the familiar menu and locations remains strong, underscoring the importance of brand recognition over operational structure.

In summary, McDonald's profitability is a tale of two strategies: globally, the company thrives through its real estate-focused franchise model, which ensures stable, long-term income. In exceptional markets like Russia, a direct ownership model has proven to be agile and profitable when necessary. This dual success underscores that while business models are important, brand strength and customer loyalty remain the bedrock of McDonald's enduring success. Whether through rental income or food sales, McDonald's continues to adapt, ensuring its place as the leader in the fast-food industry.

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NEW TRENDS IN SCIENTIFIC TOURISM IN RUSSIA

Новые тенденции в научном туризме в России

The purpose of the study is to describe the concept of scientific tourism and to assess the prospects for the development of scientific tourism in Russia.

Scientific tourism is a type of travelling aiming to participate in scientific programs. These programs can include monitoring animal migrations and population changes, participating in archaeological excavations, and other activities. According to the experts of the Russian Geographical Society (RGO) [1], scientific tourism can be divided into two main categories: expedition scientific tourism and independent research. Expedition scientific tourism involves working as a part of a scientific expedition (for example, in archaeological excavations). Independent research involves groups of enthusiasts going to understudied areas to conduct their own research, filming their findings, and then sharing them with the public. There is an increasing interest in scientific tourism in Russia, as it not only helps spread knowledge but also draws attention to scientific research in various fields.

The Russian government supports initiatives aimed at developing science and education. It creates new research centers, organizes exhibitions and conferences that attract tourists from all over the world. Several scientific tourism programs have been implemented in educational institutions throughout Russia. These programs are available to the participants in the «More than a trip» project and other students. Under this program, they will have the opportunity to visit unique scientific facilities in the country [2]. The popular science tourism program developed on behalf of the President, aims to promote science in an entertaining way. Traveling to the areas where scientific and technological projects are located can be combined with other forms of tourism. This year, 10 regions in the country have joined the program, offering 50 research and education facilities for visitors. It is planned to significantly expand the list of locations by 2025, with up to 200 facilities in 40 different regions of Russia.

The main internet resource where one can find information about scientific travel programs is the official website «Nauka.rf» of Decade of Science and Technology in Russia [3]. This website provides information about the latest news in science, as well as initiatives and projects taking place in Russia. Additionally, Russia hosts annual scientific festivals such as «Science 0+» and «Science Night», which attract a wide audience and help to promote science.

Despite the positive trends in scientific tourism in Russia, there are still several challenges that need to be addressed. One of the main challenges is the lack of information about available research programs for tourists. To address this problem, it is essential to develop effective marketing campaigns to promote scientific tourism and make it more accessible to a wider range of people, including young individuals. Another challenge is ensuring the availability of scientific facilities to various categories of tourists. This includes creating special programs and events that are both interesting and educational, as well as ensuring that these facilities are equipped to cater to different needs and interests.

Given Russia's rich scientific heritage and government support, scientific tourism has the potential to become an important component of the country's tourism industry. By focusing on science, infrastructure development, and creating programs that are tailored to the needs of tourists, we can foster the growth of this sector.

References

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