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FILM TOURISM IN RUSSIA (BASED ON THE CASE OF «THE BROTHER»)

Кинотуризм в России (на примере фильма «Брат»)

Film tourism is a specialized form of tourism where visitors explore the places having become popular due to their featuring in movies and TV series. This sort of tourism is an excellent marketing tool. It also creates opportunities for the development of the tourism industry by conducting the tours of filming locations or cinema museums. It attracts the cinema fans who want to experience the real places they saw on the screen. Moreover, there has been launched a project called «Cinema map of Russia» [1] recently. It marks the locations where various films were shot. Currently, the map includes 2,800 different filming sites from about 1,000 different movies. Tourist routes to the places where famous Russian films were shot are popular in Russia. For example, tour operators often offer the routes based on such movies as «The Master and Margarita», «Major Grom», «Ivan Vasilievich: Back to the Future», «The Brother» and others. Tourists can follow the path of heroes, explore provincial towns and cultural attractions. Moreover, there is a Museum of the Russian TV series [2] in St. Petersburg, where guests can get acquainted with the current scenery, see the camera equipment and watch the exhibition.

In this article, the concept of film tourism will be considered basing on the case of «The Brother». The main purpose of this work is to show how some non-traditional forms of tourism have been developing in modern Russia, and how this contributes to the growth of domestic tourism as well as to the formation of the cultural landscape of Russian cities in the context of the international sanctions.

«The Brother» by Alexei Balabanov, tells the story of a young man named Danila Bagrov coming to St. Petersburg to start a new life. The movie captures the essence of the city in the 1990s and shapes a vision of post-Soviet Russia. Saint Petersburg, with its atmospheric locations shown in the film, attracts the tourists that eager to experience the vibe of the time period. In St. Petersburg, the tours of the filming locations of «The Brother» have become a real business. Companies and private guides offer such tours, organizing car trips to the film's key locations. For instance, the services like ExtraGuide arrange tours for small groups, visiting streets and buildings where the movie's iconic scenes were shot [3]. The tour includes the places like the Ligovka district,

Vitebsky railway station, St. Isaac's Cathedral, the Trinity Bridge, the music store Danila used to visit in search of his favorite records by 'Nautilus Pompilius', and other spots that convey the unique aesthetics of the 1990s. A half of the film was shot on Vasilyevsky Island, located in the Neva Delta. Some locations have changed slightly over time, but most remain unchanged.

One of the unique aspects of film tours based on this movie is the guides' effort not only to show the filming locations but also to reveal the features of the filmmaking process. The guides typically share the context of the movie's creation with visitors, tell them about the history of post-perestroika Saint Petersburg, and uncover some director's tricks. The tours are often accompanied by the soundtrack of the movie, allowing tourists to more deeply immerse in the atmosphere and create a sense of presence. The tours of the film's shooting locations allow tourists to see Saint Petersburg as a city with a rich cultural and historical heritage. Additionally, this type of tourism contributes to the regional economy creating the demand for various services.

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THE INFLUENCE OF LANGUAGE AND COMMUNICATION STYLES ON INTERNATIONAL BUSINESS NEGOTIATIONS

Влияние языка и стилей общения на международные деловые переговоры

The influence of communication styles and language on international business negotiations is examined in this article. Its aim is to draw attention to the ways in which these factors affect comprehension, fostering relationships, and the results of negotiations. By examining the role of language and communication in different countries, we can better understand how to navigate cultural differences and enhance the effectiveness of business interactions in a global setting.