Development of tourism in regions and the cities of Russia has gained universal mass character. Both municipal authorities and governing bodies, higher education institutions, various areas experts - historians, philosophers, culturologists, marketing specialists, economists, managers, as well as public organizations and associations, businessmen and locals are engaged and involved in tourism programs development both state, and regional. However many regions lag behind on indicators of an entrance tourist stream. There are a lot of reasons for that: insufficient financing of the tourism sphere and development level of public and private partnership, bad infrastructure, lack of serious projects on tourism and initiatives of their development and qualified personnel of the tourism sphere and its management. In such situation regions are forced to attract tourists with unusual, interesting, unique tours. This article shows what kinds of tourism are actual for Ivanovo region.

There are some actually factors which attract tourists to any region. The first is availability of natural and climatic conditions, sea, mountains, forests, lakes and an opportunity to breath the fresh air, to swim, to have a sun baths and so on. There are no such excellent conditions in Ivanovo region. The second is that tourists are attracted by historical and cultural heritage – ancient temples and monasteries, perfectly remained Kremlin walls, cathedrals, churches and other monuments of architecture, history and culture. And though a huge number of various museums, monuments and other historical and cultural sights, the Ivanovo region loses to the neighboring areas, such as Vladimir and Yaroslavl.

Historical building in the regional center has remained very badly, ancient and modern buildings stand alternately. There are waste grounds on the place of the demolished buildings in the downtown strike. Similar situation is in other cities of the region, with rare exception.
The following factor of tourists involvement is event tourism which is developed insufficiently in the Ivanovo region. At the same time importance of such type of tourism is admitted by all participants of tourism development in region because during these event actions activity of all participants at the tourist market is stirred up. An active interaction of locals and tourists, contact of various cultures, revival of traditions, customs, development of folk art is observed.

The main centers of event tourism in the neighboring regions are Suzdal, Murom, Kostroma and Yaroslavl. Besides the events devoted to the main national holidays, such as New year, Christmas, Maslenitsa, the 8 th of March and so forth there are also others interesting, attracting events, e.g. goose fights in Suzdal, a shish kebab Festival in Vladimir, Day of family, love and fidelity in Murom, etc. There are not enough events attracting tourists in Ivanovo city. And, as a result, event tourism isn't developed at all. The main events in the region are the International Film Festival “Mirror”, the All-Russian festival of decorative art "A scrappy mosaic of Russia", the International fashion festival "Pleos on Volga, Linen palette", Festival of historical reconstruction "Gyrfalcon", Open international Volga festival competition of performers of the Russian and Gipsy romance "Romance autumn voice".

Recently the new local events which are taking place in the Ivanovo region, attracting both tourists from the neighboring regions, and own inhabitants began to appear e.g. the Holiday of the Russian valenok in Navoloki town (the Kineshma district), the Open Festival "Ivanovskiy kapystnik" in of Krutovo (Ivanovo district), "Yuzhskaya cranberry" (Yuzha district) that shows interest in event tourism. But it also isn't enough.

В последнее время стали появляться новые локальные события, проходящие в Ивановском крае, привлекающие как туристов из соседних регионов, так и собственных жителей, например, Праздник русского валенка в г. Наволоки Кинешемского района, Открытый Фестиваль «Ивановский капустник» в д. Крутово Ивановского района, «Южская клюковка» в Южском районе, что свидетельствует об интересе к событийному туризму. Но и этого мало.

Respectively event tourism and development of a tourist's product it is current event directed to tourists involvement to the region which has such advantages as:
helps to solve a problem with demand seasonality, tourists’ staying time in the region will increase because the action long, reflects the interests of different target audiences, doesn't demand existence of natural climatic resources in the territory. The tourist's product is high unforgettable points for tourists, and for experts of the tourist sphere is the relevant area of work.

Important factor of tourists involvement to the region are traditional national crafts, an opportunity to participate in any master classes in production something by their own hands. In many regions of Russia national crafts became a basis for creation of the large-scale tourist projects directed to acquaintance of tourists to life and traditions of the people. For example, one of the next to the Ivanovo region the Nizhny Novgorod Region suggests tourists to visit "The Nizhny Novgorod Golden Ring of national crafts" (acquaintance with painting on a tree – khokhlomskoy, semenovsky, gorodetsky, polkhov-maydansky, with matreshka semenovsky and polkhov-maydansky (the Russian symbol), with a stone and a bone woodcarving, with golden embroidery; novinsky and fedoseevsky wooden toy, etc.). And there is a lot of such examples, they are "Patterns of the Russian cities" (the Vologda lace, products from crystal and glass, rod network, scrappy sewing, wooden toys, weaving, an embroidery, etc.), "A bright ring of the Urals" (potter's and stone-cutting craft) and other. The Ivanovo region can rely on the tourist's product devoted to traditional national art crafts which are presented by a varnish miniature of Palekh and Kholuy, jewelry art, linen jacquard weaving, as well as an original Ivanovo embroidery. Traditional national art crafts of the Ivanovo region, having gained development, will give not only economic effect and tourists involvement, but also will help to create appeal of the region, will increase its recognition.

There is no profile tourism in the Ivanovo region and tour operators are engaged in many tourist fields. Creation in the city of a selfie tourist's route became one of the last initiatives. It is a number of the images and installations entered in the urban environment. Photo tourism is very popular between the most mobile part of the population, between the youth. And, in spite of the fact that tourism first of all performs such functions as preservation of cultural heritage and historical values, formation of people various nationalities people mutual interest, tolerance and respect
maintenance between them, the interethnic and international relations stabilization, for many tourists tourism is a way to raise "status" in their social medium. Such tourists have received the name "showcase" because they prefer to have an opportunity to post on the social network a selfie with a historical or art object but not to receive new knowledge and emotions.

At the same time and so-called "prepared" (those which have certain notions of an art object) and "spontaneous" (those which in a random way are involved in an information field of an art object) tourists also wish to take a selfie in the beautiful place. Within creation of a selfie tourist's route in Ivanovo there were such art objects as sculptures "Hand" and "Zipper", benches "Swans", "Butterfly", "Heart", "Three maidens", "The girl with a distaff", an art object of "LOVE", etc.

Another relevant type of a tourist's product for youth is the tourist's product quest. The tourist's product quest is a kind of the travel organization with use of location-based systems. The tourist's product quest assumes solving of puzzles, secrets and search of hints directly on city streets. For participation it is enough to download a special application from the tourist company on the mobile phone. In Ivanovo it is just planned to create a similar tourist's product. But now it is possible to say that the tourist's product quest can have prospect because Ivanovo has the destiny, the history, the memory which are the spiritual territory capital, form a unique image of the city and give it special mystery. The tourist's product quest across Ivanovo city can be connected with the famous patrons, women, revolutionaries, etc., which were famous in the city.

One more relevant direction of tourism development in Ivanovo region is "red" tourism and respectively "red" tourist's routes and tourist's products are considered. It is told about development of the cross-cultural relations of Russia and China much. Russia attracts tourists from China with rich history, unique natural and cultural objects and beauty of boundless open spaces. Besides, Russia became favorable to the Chinese tourists, thanks to change in the exchange rate of ruble in relation to Yuan [3, p. 568]. The developed cultural ties between Russia and China are very strong. For strengthening of mutual understanding and friendship of two people, increase in level of the Chinese-Russian partnership of strategic interaction, deepening of cooperation
in the sphere of tourism of two countries 2012 was determined as a year of Russian and Chinese tourism, and in 2013 was a year of Chinese and Russian tourism. The Government of the Russian Federation tries to maintain the interest of the Chinese tourists and to make their stay in our country the most comfortable.

The communistic past of two countries – Russia and China, namely visit of the sign places connected with communism origin and development, life of ideological leaders is the base of "red" tourism. "Red tourism" and "red routes" actively accustom and are in demand in the tourist market. Large number of the Chinese tourists, coming to Russia, wants to see the well-known places connected with the communistic period of Russian history. The "red" route includes Moscow, St. Petersburg, Kazan, Ulyanovsk, Samara, Yekaterinburg, Perm.

"Red tourism" - the relevant direction for Ivanovo region too as and is a new phenomenon in the Russian tourist market and now there is no a real competition in this segment. Government institutions, the regional authorities, subjects of tourist activity are interested in its development. "Red tourism" will allow to attract not only the Chinese tourists, but also all interested with history of Russia. Within development of "red tourism" it is possible to organize tours for several days in the cities of Ivanovo region as well as the neighboring regions. "Red tourism" will allow to attract not only the Chinese tourists, but also all interested in Russian history.

Gastronomic tourism has recently appeared in Russia as a perspective direction of tourism development. It was spoken about at the end of the 90th of the 20th century and it was determined as intelligent research studying of culinary traditions of culture other than the culture of the tourist, by participation in preparation, preparation, the presentations and tastings of dishes of the ethnic cuisine, and gastronomic features are considered as an ultimate goal, and as motive of a travel [2, p. 114].

Today gastronomic tourism became one of the most high-growth innovative spheres of tourism. The target audience of food tours includes: the tourists wishing to be acquainted with the country through her ethnic cuisine; gourmet-tourists [6, p. 598].

"Gourmet" is a person with high requirements to food and distinguished taste using a culinary tour for training and obtaining professional skills (cooks, the somme-
lier, the barista, tasters, restaurateurs). But nowadays a gourmet – there is another explanation that is ‘gourmet’ is the person who just likes to eat well and tasty, traveling for the purpose of this tourist direction studying [6, p. 598].

The most popular directions of gastronomic tourism are such countries as France, Italy, Spain, Germany as the cookery in them occupies one of the central places as in local culture, traditions and in a life style, as well as in a territorial brand of these countries.

There is special interest to gastronomic tourism in Russia now. В России в настоящее время прослеживается рост интереса к гастрономическому туризму. Many regions organize gastronomic fairs, festivals, but so far they aren't so popular as the shortage of experience in formation and advance of food tours as tours with elements of a gastronomy began to be created in the country only in the last 5–6 years is noticeable. Development of gastronomic tourism is very relevant for Russia, its territory is historically inhabited by hundreds of ethnos differing from each other including a gastronomy.

The set of factors, such as contributes to the development of gastronomic tourism in Russia: – growth of number of initiators of holding actions with the purpose to draw attention of the population to the enterprise (territory), an event and so forth – growth of interest at the population in culinary art (popularity of television culinary programs and a show around the world); – acquisition of world fame by chefs of the best restaurants, against the background of restaurant business sphere fashion (visit of a fashionable institution of food is a maintenance of image and status in society); – availability and habitualness of restaurants visit to the most of the population tempted in food problems.

Gastronomic festivals are the event actions attracting tourists during off-season that allows businessmen to get profit during "a low season" that are infrastructure facilities don't stand idle – their operation becomes economically favorable, and load of tourist infrastructure becomes more equal. Gastronomic festivals allow to support and advance specific features of the region, the food connected with production (cultivation), historically developed traditions of food that allows to keep regional identity of the territory and increases her tourist appeal [6, p. 599].
It is possible to mark up such gastronomic actions in the Ivanovo region as the Festival of the Russian tea of Lezhnevo, the Folklore and gastronomic cuisine festival of Rebrovo of Yuzhsky District, a harvest Holiday "Day of onions in Lukhe", the Parsky fair and the Parsky Kalatch festival of the village of Parskoye of Rodnikovsky district, the Folklore holiday "Sveklovitsa" in Kokhma, the national cuisines festival in Ivanovo. It is necessary to develop gastronomic tourism and in the regional center.

Today it is possible to speak about new economy, about the economy of impressions because it is closely connected with gastronomic tourism.

Gastronomic tourism contributes to the social and economic development of regions, including creation of additional job places, to preservation or opening of some exquisite products manufacturing as well as their realization, helps to brand regions and attract tourist streams.

The last several years have started talking about a possibility of development of industrial tourism in the Ivanovo region. However in practice almost only representative of this field is the SUN INBEV Company whose brewery became "business card" of the Ivanovo region food industry. Tours are held here since 2009, survey has included all main operating divisions of the plant. The regional and city authorities consider the possibilities to organize tourist's routes and on other enterprises, for example, to involve the areas of the NIM former factory is an interesting complex of an industrial city architecture, and now the modern city quarter of "NIMLOFT".

The last relevant direction of tourism development in the Ivanovo region which it would be noted is rural tourism. Many tourists want to leave the city and to plunge into the quiet silent atmosphere for a while.

The rural areas allow tourists to enjoy a rural landscape that is exotic for the city dweller. Clean air and the nature promote good rest and an opportunity to restore the health. Besides, development of rural tourism promotes creation of favorable social conditions in agriculture (first of all employment of local population), increases the efficiency of the main production (at the expense of capital "modulation") and, at last, provides the optimum competitive environment in the tourist market (on the basis of game development industrial production for sports hunting, fish breeding and
fishery, horse breeding and horse tourism). Rural tourism rather profitable direction giving to citizens the chance of alternative rest" [4, p. 257].

Development of rural tourism goes along with development of guest business in the village in the Ivanovo region. The organization of small guest houses on the basis of households is perspective and necessary in this case, considering that it is impossible to find worthy placement in rural areas often. Guest houses provide various services to guests (accommodation, food, entertainments), have deep traditions of hospitality, local customs, the service culture, consider specifics of the region and rural areas in which they are located [1, p. 145].

Thus, event tourism, cultural tourism which is closely connected with studying of traditional national crafts, photo tourism, quest tourism, "red" tourism, gastronomic tourism, industrial tourism and rural tourism belong to the main relevant directions of tourism development in the Ivanovo region. – fig. 1

![Diagram of Actual kinds of tourism in Ivanovo region](image)

**Figure 1 – Actual kinds of tourism in Ivanovo region**

Tourism is closely connected with social and economic development of regions now and can play a role of the leading economic cluster in structure of depressive region’s economy. [5, p. 68]. The Ivanovo region can develop one, two, three and more types of tourism in the territory. It is possible and it is necessary to combine traditional tourist's routes of informative character with the new interesting unique tourist's directions and also to create unique image of the region in the internal and international tourist markets. Уже существующие и вновь создаваемые турпродукты должны стать частью креативного бренда Ивановской области, в процессе про-
Движения которого необходимо активно использовать дестинационный маркетинг. Already existing and newly created tourist's products have to become a part of a creative brand of the Ivanovo region and it is necessary to use destination marketing actively in the course of its advance.

**Literature**


