

Travel & Tourism Global Partnership
Travel & Tourism Educational Programme, Russia

Yelagin Island

SUSTAINABLE TOURISM

Students Ekaterina KASPEROVICH
Natalia PROKOPENKO

Teacher Frida Naumovna ZAYTSEVA

School 61

St. Petersburg
Russia
November 2003

ACKNOWLEDGEMENTS

This case study is the result of several months' research. To obtain information about Yelagin Island, we have contacted travel companies and visited Yelagin Island to talk to the staff several. Therefore, we would like to thank all the companies who have answered our questions. We would also like to thank the staff of Yelagin Island who made this research possible:

- Tatyana Alexandrovna YERSHOVA, director of the Yelagin Palace
- Ludmila Yurievna SOKOLSKAYA advertising manager of CPKO
- Anatoly Rikhardovich MERZ the gardener

Further we also want to thank:

- Rachel SHACKLETON, director of TTEP in Russia
- Tatiana Alexandrovna MUCHNICK, TTEP consultant
- Tatyana Alexandrovna KAZEEVA, School 61, Headmistress

CONTENTS

ACKNOWLEDGEMENTS	2
CONTENTS	3
AIMS AND OBJECTIVES	4
AIMS	4
OBJECTIVES	4
INTRODUCTION	5
ST. PETERSBURG GENERAL INFORMATION	5
YELAGIN ISLAND – BRIEF OUTLINE	8
HISTORY	8
THE YELAGIN PALACE	10
THE PAVILIONS	12
THE PARK	14
CURRENT SITUATION	15
PLAN OF YELAGIN ISLAND	15
WHAT TO SEE AND TO DO IN THE PARK	16
CHALLENGES	17
SWOT	19
PROFESSIONALS’ OPINIONS	20
TRAVEL AGENTS	20
YELAGIN ISLAND EXPERTS	21
CUSTOMER SURVEY	22
SUSTAINABILITY	23
CONCLUSION	24
APPENDIX	25
GENERAL INFORMATION	25
STATISTICAL DATA	26
TRAVEL AGENCIES	27
WORKING WITH YELAGIN ISLAND	27
CPKO STAFF	28
CUSTOMER SURVEY RESULTS	29
SOURCES OF INFORMATION	34

AIMS AND OBJECTIVES

AIMS

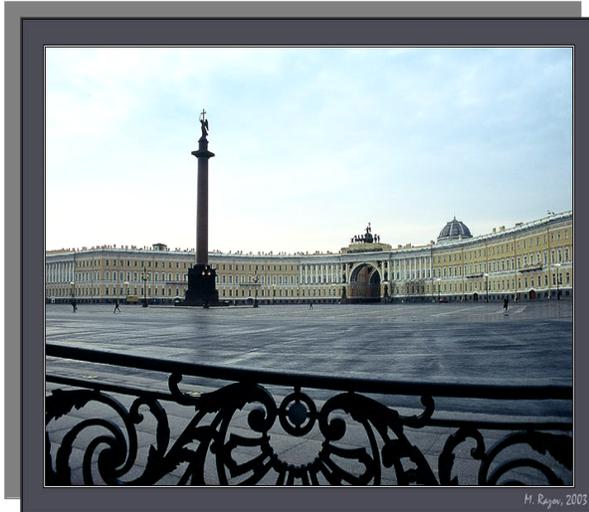
- to enable students to learn about one of the most interesting and picturesque islands of St. Petersburg and possibilities it can provide as a tourist attraction
- to evaluate business opportunities Yelagin Island could support and to inform the professional community about them

OBJECTIVES

- to carry out a detailed research of Yelagin Island
- to evaluate the environmental situation in the park and consider possible consequences of the mass events.
- to define problems which prevent Yelagin Island from developing as a tourist destination

INTRODUCTION

ST. PETERSBURG GENERAL INFORMATION



St. Petersburg, the second largest city in Russia, is well known all over the world for its magnificent architectural monuments and fascinating history.

The city on the Neva's riversides is the largest center of global and Russian culture. Over 80% of the XVIII-XIX centuries' monuments are original. According to the statistics, St. Petersburg enjoys the eighth position in the list of the most popular and attractive cities of the world, since the city is created by the genius of the best architects and builders.

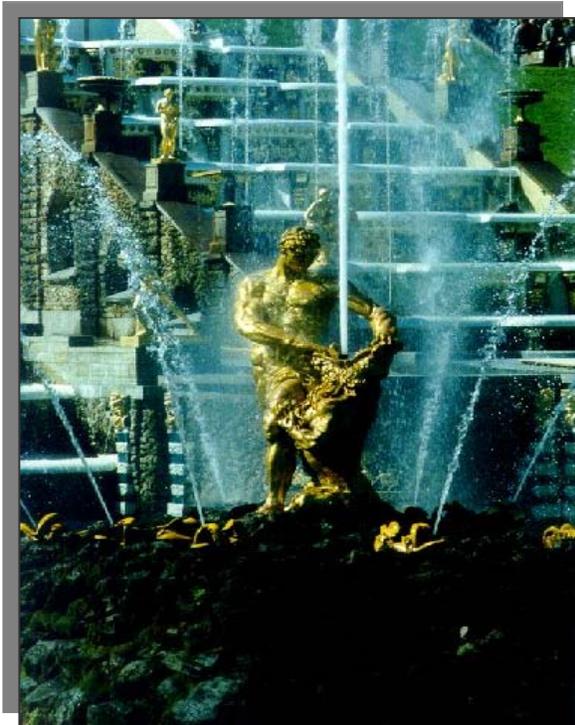
This year the city celebrated its ter-centenary. Founded in 1703 by Peter-the-Great, St. Petersburg was supposed to become "the window to Europe", and even its foreign name emphasizes the close relationships between Russia and Europe.

From 1703 to August 1914 the city bore its present name, then it was renamed Petrograd, and in January of 1924 - Leningrad. In September 1991 after a city-wide referendum, St. Petersburg regained its historical name.

In 1712 the capital of Russia was transferred to St. Petersburg from Moscow and it remained here till 1918.

Despite the destruction of the city during 900-day siege in the World War II, it soon restored its splendor and nowadays is one of the most popular tourist destinations in Russia visited by more than 3,000,000 people each year.





Visitors are attracted by the most famous and well advertised museums such as the Hermitage, Cathrine's Palace in Pushkin and Grand Palace and fountains in Peterhof.

However, there are a lot of sights, which have not been explored by tourists, because these places need to be promoted and sustained.

In the beginning it is important to mention that St. Petersburg was developed under the thoroughly elaborated plan, which was finalized in 1712. The broad Neva River, numerous rivers and channels became organic parts of the plan and determined the scale and direction for city's main thoroughfares.

Peter-the-Great saw St. Petersburg as the "Venice of the North". So the peculiarity of

the city is that it was built on more than 100 original and artificial isles. However, because of the cold damp climate of St. Petersburg many of them were destroyed by frequent floods. So nowadays there are only 42 islands remaining.

The most famous is Zayachi (Hare) Island where the St. Peter and Paul Fortress was built by Russians to protect the newly recovered lands in 1703 during the Northern war (1700-1721) against Sweden.



The largest island, Vasiliyevsky, is the place where the city started. In the 18th and 19th centuries it used to be the business center of St. Petersburg. Even nowadays one can see the buildings of the former Stock Exchange and the former ware-houses on the Spit of Vasiliyevsky Island.

The smaller islands are separated into three groups. The central group, which is to the right across the Neva, consists of Admiralty Island, Isle of New Admiralty, Isle of New Holland, Spassky, Matisov, Kolomensky, Kazansky islands, and many others. The second group lying to the left is known as the Petrograd Side. The third and the smallest group of islands is called Kirov Islands and includes Stone

Island, Krestovsky Island and **Yelagin Island**, which in the 19th century became one of the most attractive and popular royal residences of St. Petersburg.

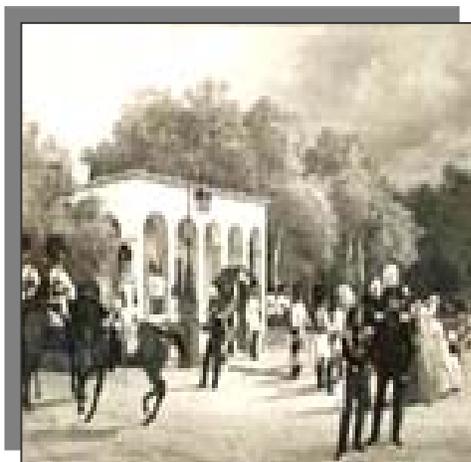


In this case study we are going to consider the opportunities of Yelagin Island as a tourist attraction.



YELAGIN ISLAND – BRIEF OUTLINE

HISTORY



The history of Yelagin Island starts back in 1703 and its first owner was Count Shafirov who was given this island as a bonus for excellent diplomatic work by Peter the Great. He also used to be one of the councilors and the closest friends of the tsar.

However, Shafirov most of his life lived abroad, that's why when he was the owner of Yelagin Island (at that time Mishin Island) it wasn't developed and only one palace with 5 rooms was situated on its territory.

Later on, in 1777, the island was given to Yelagin, a well-known director of court music and theatre during the reign of Catherine II. He turned this place into a magnificent park with a beautiful palace named after him.

In 1816-1826, after the death of Yelagin, his island became the summer residence of Maria Feodorovna, mother of Tsar Alexander I who invited the unknown then architect Karl Rossi to design a new palace for his mother. The most famous landscape designers such as Bush and Buk used to work on the reconstruction of orangeries, so Yelagin Park was turned into an English landscape park, known all over the world. Some years later different pavilions such as the stables and kitchen pavilion were added. In summer, Yelagin Island was the most famous place among the Russian aristocracy, where the Royal family held brilliant balls.



- 1918 The Yelagin Palace was nationalized and used as a museum. Excursions were organized in both the palace and the park.
- 1929 The museum was closed and many of its collections were transferred to other museums.

1930 - Yelagin Island was used as the
 1941 Central Park of Culture and Relaxation named after Kirov (a prominent communist party authority). People would come here for organized leisure activities - communist holidays, rallies and other mass events. As everything was free of charge, the Central Park of Culture and Relaxation was visited by thousands of people.



Of course, after such events the unique flora and fauna of the Island was destroyed. There appeared a lot of wooden kiosks to sell ice-cream, beer and snacks. They spoil the harmonious ensemble of the island.

- 1941 - during the 900-day siege in the World War II the Yelagin Palace was
- 1944 ruined, the pavilions and the park were badly damaged.
- 1945 - The first period of reconstruction on Yelagin Island: restoration of the
- 1961 Yelagin Palace and its interiors. The palace was turned into a one-day vacation home. Gala-rooms were opened for exhibition.
- 1961 - The second period of reconstruction on Yelagin Island, cleaning the
- 1969 territory of the island from wooden kiosks, restoration of the pavilions.
- 1983 - Restoration of the granite embankment of the Sea-spit and the interiors of
- 1984 gala-rooms and rooms in the first and second floors of the palace.
- 1987 The Yelagin Palace got the status of a museum.



THE YELAGIN PALACE

The genius architect Karl Rossi designed the elegant palace on the bank of the Neva river with a beautiful slope decorated by marble vases and cast-iron flower baskets. The main façade faces the Shrovetide Meadow. On the marble staircase leading to the entrance there are two bronze lions. Both facades are decorated by Corinthian columns.



On the ground floor of the palace there were gala-rooms richly decorated with plaster work, pictures, sculptures, vases, clocks, furniture, bronze chandeliers and porcelain. The most famous was the oval sitting room.

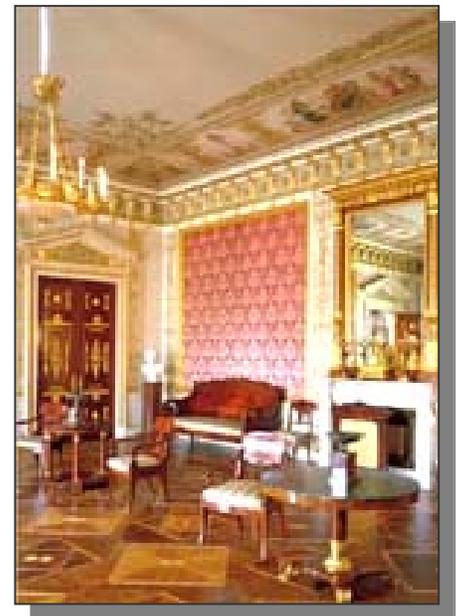
The first floor was occupied by living rooms for the royal family. And on the second floor was the royal chapel named after St. Nicholas famous for its light iconstand made of gilded wood.



The rich interior of the palace could rank with the most outstanding royal estates such as Tsarskoe Selo, Peterhof and Pavlovsk.

From 1918 till 1929 the palace was used as a museum and its collection was increased by many valuable objects brought from the nationalized houses on Stone and Krestovsky Islands.

In 1929 the museum was closed. Most of its collections were sold in the country and abroad. The building was occupied by a Scientific Research Institute of the Academy of Sciences.



During the World War II, the beautiful interiors of the palace were ruined, never the less, after the war the ground floor was restored and in 1961 the Yelagin Palace started to function as a vocation home. However, gala-rooms were used as exhibition premises.

In 1987 it was given the status of a museum of Russian decorative applied art and interiors of the 19th century.



THE PAVILIONS

THE ORANGERY



The building was designed in the 18th century along the northern border of the Private Garden. At the beginning of the 19th century K. Rossi redesigned the building, made it symmetrical with richly decorated facades. In the central hall of the Orangerie there was a collection of rare plants. In the eastern part of the building there were living rooms for the heir of the throne and in the western one there were beautifully decorated and furnished living rooms for the grand dukes.

The facade is decorated with cast-iron herms (sculptor Pimenov).



THE PAVILION WITH A FLAG

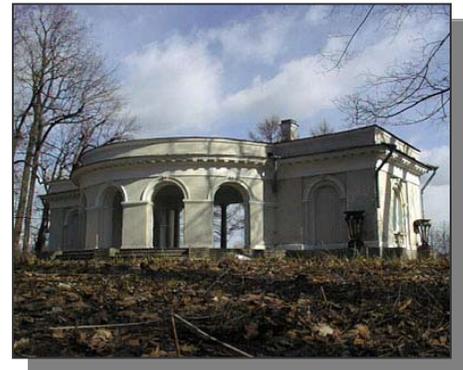


This pavilion is situated on the eastern spit of the island where the Neva splits into two arms. The Pavilion with a Flag reminds us of an ancient temple. When the royal family stayed on the island the royal standard or St. Andrew's flag was raised over it. The slope to the river is decorated by an elegant iron railing. There were also cast-iron chairs and benches. This pavilion, situated in the most picturesque part of the park can be seen from different sides when approaching the island.

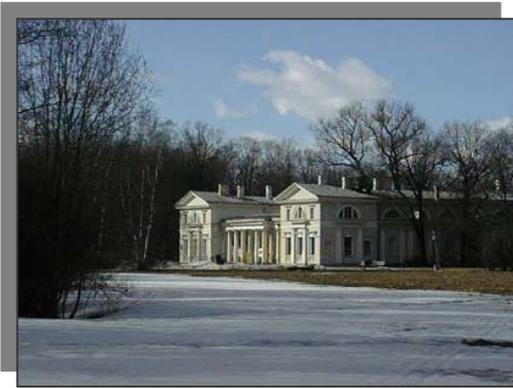
THE MUSIC PAVILION

It is situated on the Neva embankment. From here one can have the best view of the Old English Landscape Park. The pavilion consists of two symmetrical rooms with an elegant open semi-rotunda in the center. The colonnade is made of marble.

In the 19th century the richly decorated pavilion was used as a concert-hall.



THE STABLES

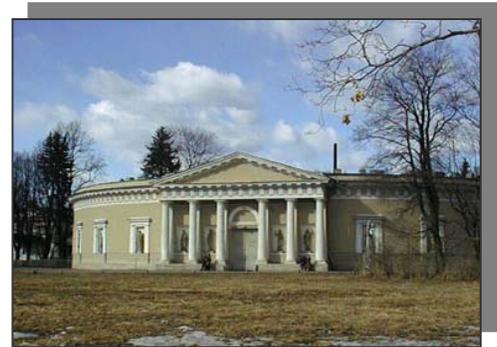


The Stables are a two-storey building which consists of two symmetrical wings. The central part was used to accommodate the people who accompanied the royal family. On the 1st floor there were rooms for officers, chamber-maids and grooms. The semi-circular wings were used as the stables and for storing hay, straw and grain for horses.

The building was designed by Rossi in classical style its main facade facing the Shrovetide Meadow.

THE KITCHENS

The two-storied semi-circular building is situated along the northern border of the Shrovetide Meadow and also faces the Orangery. The eastern facade was decorated with a classical portico with vases, and on the southern one there are 14 sculptures of ancient gods and heroes (sculptor Pimenov). In order to save the inhabitants of the palace from kitchen odours, Rossi created a windowless facade with all the windows facing the court yard. The Kitchens were designed in such a way that they are protected from sunlight to keep the food. Decorated by sculptures and plaster work the building looked like a garden pavilion.



THE PARK



The park of Yelagin Island is a unique masterpiece of landscape architecture of the early 19th century. Created by Karl Rossi and Joseph Bush the park which occupies the whole island is not only surrounded by the 2 arms of the Neva River but also has an outlet to the Gulf of Finland. Artificial ponds which take up 1/5 of the park were dug to protect this low island from floods. At the same time the earth from the bottom of the ponds was used to raise the marshy banks of the island. For the same reason the island was surrounded by an earthen dam on which there was a wide road for carriages and a narrow walking path. Along the road there were planted Siberian larches and silver ash-trees.

The park has a shape of a leaf as if floating towards the Gulf of Finland. Its territory is 237.2 acres (96 hectares). There are 9 ponds. The southern part of the island is occupied by the Old English park, southern-west-the New English landscape park. The middle part of the Island is called the Thicket. The territory around the palace is a Private Garden and the picturesque field is called Shrovetide meadow and the narrow part of the island-the Sea Spit.



As the most attention was given to the palace there were no trees or bushes planted on the Shrovetide Meadow. It was left as an English lawn covered with green grass. On both sides of the meadow there were built different kinds of pavilions such as, the Orangery, the Stables, the Kitchens, the Music pavilion, the pavilion with the Flag stylized as garden pavilions of the park. The trees with big crowns planted behind the field made it look like a big stage under open sky. And, in fact, the meadow was used not only for celebrating Shrovetide but also for other parties given by the royal family. Having preserved the old trees Rossi and Bush included them in their new landscapes. The leaves and crowns of the new trees emphasized the landscape design. They formed a certain picture and different impression in each season.



CURRENT SITUATION

PLAN OF YELAGIN ISLAND



I	English Landscape park	11.	Fun rides
II	Old English park	12.	Boat station
III	Thicket	13.	Horse riding club
IV	Private garden	14.	First aid station
V	Western spit	15.	Restaurant and pool club
VI	Shrovetide meadow	16.	Open air theatre
1.	Yelagin Palace	17.	Children section
2.	Kitchen pavilion	18.	Water stage
3.	Stables	19.	Pier
4.	Music pavilion	20.	Catamaran rental
5.	Orangery	21.	Tennis court
6.	Pavilion with a flag	22.	Green beach
7.	Big Square	23.	Cafe
8.	First Yelagin bridge	24.	Cafe
9.	Second Yelagin bridge	25.	Cafe
10.	Third Yelagin bridge		

WHAT TO SEE AND TO DO IN THE PARK

Cultural Activities

The Yelagin palace possesses 13,000 exhibits and offers a great variety of themed excursions for different age groups, such as :

1. "The Gala-amphilade of the Yelagin Palace"
2. "At the Emperess Maria Feodorovna" (the tradition of balls in the Yelagin Palace in the 19th century)
3. "Emperess Maria Feodorovna and her palace on Yelagin Island"
4. "Antique Statues in the Yelagin Palace"
5. "The Park on Yelagin Island" (in summer only)
6. "Palace and Park Ensemble on Yelagin Island" (in summer only)

The palace is also used for chamber concerts and is rented out for various events like business conventions, wedding receptions, seminars, etc. Besides, both the palace and the pavilions situated in the park, house different temporary exhibitions (e.g., contemporary art exhibitions or exhibition of Russian samovars).

Sport Activities

On the territory of Yelagin Island, people can do various sports such as skating, skiing, sledging in winter time, and lawn tennis, rowing, jogging, horse-back riding in summer time. There is no lack of sport facilities with equipment rental. Besides, there is a figure skating school and a health club, which offers a great variety of sport activities like general fitness, volleyball and table tennis for people of all ages all year round.

Mass Events

The CPKO offers different kinds of mass events (app. 7 a month) such as carnivals and festivals all year round. Beer festivals and rock concerts, which take place on Yelagin Island, attract a lot of young people.

CHALLENGES

The first problem of Yelagin Island is the product, which it can offer to foreign tourists. As most of the pavilions and the palace need restoration, Yelagin Island cannot compete with such famous places as Peterhof, Pushkin or Pavlovsk. Besides, Yelagin Palace doesn't have either professional guides working with foreign tourists or guide courses in foreign languages. According to our survey, nine tourist companies out of ten would like Yelagin Palace to have such courses in order to train professional guides. Moreover, all the materials about the park, palace and pavilions, even the web site, are in Russian only.

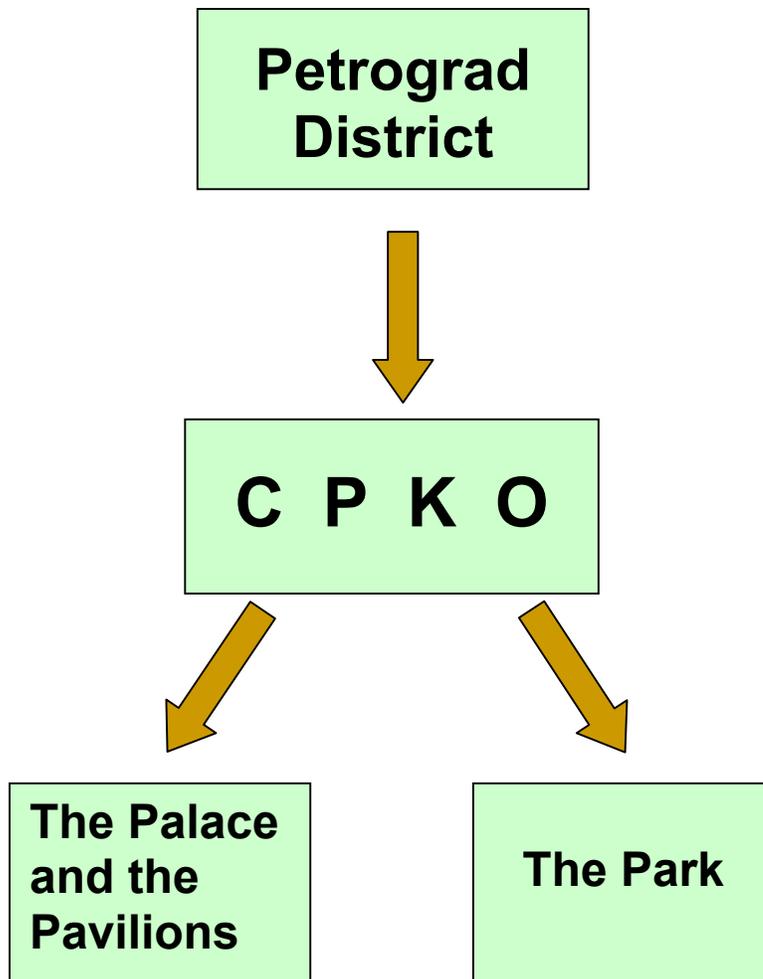
But not only foreign tourists have little interest in the island and its magnificent architectural ensemble. Because of the insufficient promotion local citizens and domestic tourists know almost nothing about the palace, pavilions, and events, which are held in the park. The recently organized department of advertising and information consists of four people only. It is not enough to promote Yelagin Island properly. Also they have to cope with ten years gap in the promotion of this place and the staff of the department has to start from scratch.

As for sport activities, though their range is wide this sector of the island economy could bring more profit if it had newer equipment and the facilities (including locker rooms, shower rooms and parking lots) were in a better condition.

As have been mentioned in History of Yelagin Island chapter, nowadays the island is occupied by the Central Park of Culture and Relaxation (CPKO), which is a state enterprise under the administration of the Petrograd district. Opened in 1930, the CPKO still aims at organising mass entertainment such as festivals, holidays, activities all year round, which doesn't correspond to its historical heritage.

Most of the events spoil the unique flora and fauna of the park, bring a lot of noise threatening animals and birds, and result in vandalism and pollution. If it goes on like that it is likely that the rare fauna and flora of the island and one of the most unique architectural ensembles in the St. Petersburg region will not be possible to preserve and therefore lost for the future generations.

The staff of the CPKO (the department responsible for sustaining the park) tries its best to preserve the rare flora and fauna. They believe it can be the main attraction for visitors. With so many visitors attending the events, preservation is very difficult if not impossible.



Unfortunately, the Petrograd district by which festivals, rock concerts, carnivals and parades are financed is greatly interested in these events, as the profit goes back to the district. Little attention has been paid to tourism development, because the island hasn't got the status of the park-and-palace ensemble and, consequently, is not financed in this way, but as separate entities. The profit from all the numerous events goes back to the Petrograd district and they decide how much money the CPKO should spend on management, advertisement, restoration, gardening, etc.

SWOT

The following table presents the results of SWOT analysis of Yelagin Island as a tourist attraction, its strengths, weaknesses, opportunities, and threats, which were described in previous chapters in more detail.

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> – Rich cultural and historical heritage – Diverse flora and fauna – Excellent specialists (gardeners, restorers, administrators, etc.) – Historical buildings ready to house exhibitions, concerts and other cultural events – Existing health, sport, and educational facilities – A wide choice of tours, targeted at various audiences – Long working hours 	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> – Poor physical state of most facilities (unattractive entrance, dilapidated facades) – Lack of multi-lingual staff and materials – Lack of promotion (Internet, mass media, bill boards) – Lack of visitor information (no park maps or signs)
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> – Economic growth in Russia (people have more money to spend on leisure) – Large amount of potential visitors, living in the adjacent residential areas – Great demand for sport facilities – Interest to Russian culture, soared after the tercentennial anniversary – Good accessibility, especially in summer time 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> – High level of competition (popular tourist attractions, fitness and health clubs, parks and gardens) – Bad image of the island as a place of low-rank organized leisure activities – Legal status, preventing from independent business activity – Damage done to flora and fauna during mass events

PROFESSIONALS' OPINIONS

TRAVEL AGENTS

Having carried out a thorough research we have found 12 companies in St. Petersburg organizing excursions to the palace and the park, which take place in early autumn and late spring for groups of local school-children. However, those agencies do not have their own specialists to guide tourists around the museum and the island.

The museum and the park provide the groups and individuals with the guides who are only four; it means the island can't receive many groups.

Many companies are ready to organize excursions to Yelagin Island but they would like:

- to have more information: booklets, leaflets, guide-books, post-cards, etc.;
- to have licensed guides speaking foreign languages;
- to be able to train their guides to provide tourists with all the necessary information in the park and the museum;
- the park to have proper parking lots and signs.

YELAGIN ISLAND EXPERTS

There are 280 people who work in the CPKO (see Appendix). We have talked to many of them and here are three of the most interesting opinions:

Tatyana Aleksandrovna Yershova-the director of the Yelagin Palace:

"The Palace has a lot of different exhibitions to offer to visitors. What's more, we would like to have St. Nicholas Chapel on the second floor restored. However, it is an expensive project and we haven't got the finances for it yet. I firmly believe that if the island gets the status of the "Park and Palace Ensemble", we would be able to realize all our plans and attract Russian and foreign tourists."

Anatoliy Rikhardovich Merz-the gardener:

"The fauna and flora of the park is unique. Some of the trees were planted by the members of the royal family. Unfortunately, after so called "holidays" the park is in terrible mess, because people leave a lot of litter, climb the trees, frighten birds and animals. A few years ago, the skating rink spoilt the roots of three 300-year-old oak trees, and they were lost.

I would like the CPKO to become a sanctuary and be visited by those who can appreciate its landscape beauty."

Ludmila Yuryevna Sokolskaya-the advertising manager of the CPKO:

"I have been in this post only for a short time and I had to start the advertising campaign from nothing. It is difficult to promote Yelagin Island because of the long time image of the island as the CPKO."

CUSTOMER SURVEY

To understand the ways Yelagin Island should further develop, it is necessary to study its current and potential clients.

According to our survey, Yelagin Island is visited mostly by local citizens; people from other parts of Russia and foreigners have no previous knowledge of Yelagin Island.

The majority of visitors are people over 45. They come to the island in summer or autumn to take a peaceful walk, but not when mass events are held because they do not like noisy crowds. The same age group visits the palace. They think it needs restoration (especially the facade).

The group aged 25-40 is more interested in the island as the CPKO, because they are attracted by a great number of sport facilities, which can be visited with the family. As for the mass events, this age group is not interested in them, because they are regarded as unsafe, noisy and generally not attractive.

The third group – teenagers - associate Yelagin Island with mass entertainment and have no idea either about its cultural and historical significance or its flora and fauna. They come to the island during the events in large groups just to have fun, but are not interested in the theme of the event, leaving behind a lot of litter and beer bottles.

All the people who have been to the island state that the facilities for tourists are very poor. There are no proper toilets, very few cafes; the only restaurant is very expensive. For those who come to have a walk there are no signs or map, that's why it is easy to get lost. Although there are 2 metro-stations nearby, there is no parking area. This is very inconvenient for those who are driving, or coming by coach as a group.

SUSTAINABILITY

Yelagin Island better known as the CPKO can be developed as a great attraction for different kinds of tourists. Its magnificent architecture of the 18th - 19th centuries and historical background will attract those who are interested in Russian history – reign of tsars Nicolas I and Alexander I. It is also possible to see the basements of some pavilions where the first Russian masons used to hold their meetings.

Yelagin Island is an ideal place for Ecological tourism because of its unique flora and fauna. There are more than 98 species of birds and 39 species of rare herbs. In the park one can see trees which are over 200 years old, some of them are said to be planted by the members of the royal family.

Many pavilions of the ensemble can house different exhibitions or can be turned into restaurants or hotels for tourists where the guests will be able to enjoy the great interiors of the 18th - 19th centuries. However most of the pavilions such as the Stables, the Orangery, and the palace need substantial restoration and therefore a large amount of money to install communications, plumbing, electricity, etc.

Due to the location of the Island it can be included in different boat trips for both domestic and foreign tourists. Besides, the CPKO offers a great variety of facilities such as different sports clubs, health clubs, etc.

Because of the wrong image of the CPKO coming from the thirties, these opportunities have not been developed. Nowadays the main aim of the CPKO is to organize mass events which bring revenues but prevents the Island from sustaining and developing as a tourist attraction.

CONCLUSION

We have studied various aspects of problems, which prevent Yelagin Island from sustaining both the park and the palace and developing it as a tourist attraction. As we can see now, the island seems to be an interesting tourist attraction but a lot of work should be done to conserve and develop it and to attract not only local citizens but also visitors from other parts of Russia and foreign countries.

Therefore several questions arise for discussion:

- ❖ How can these problems be solved?
- ❖ What are the business opportunities of the Island?

APPENDIX

GENERAL INFORMATION

Mailing address

4, Yelagin Island, St. Petersburg 197110 Russia

Public Transport

Metro stations: "Krestovsky Island", "Chornaya Rechka", "Staraya Derevnnya" -7 RUB

Buses: 32, 93 - 6 RUB

Trams: 2, 21, 48 -6 RUB

Mini-buses (private): 93, 206, 210, 132, 133, 222, 308, 690- 10-14 RUB

Working Hours

Park

6.00-23.00 (summer)

6.00-22.00 (winter)

Museums

Wednesday-Sunday 10.00-18.00

The cashier's office 10.00-17.00

Entrance Fee to the Park

Weekdays

Free

Days off and holidays

- grown-ups 15 RUB

- students/soldiers 10 RUB

- schoolchildren 5 RUB

Free of charge

- children under 7 years old

- retired people

- invalids

- families with more than 3 children

- participants of combats

- survivors of the siege of Leningrad

- museum workers

- victims of Chernobyl catastrophe

STATISTICAL DATA

Summer – Autumn 2002

Month	Number of events	Number of visitors			Entrance fee, RUB			Revenue, RUB
		School Children	Students	Grown-ups	School Children	Students	Grown-ups	
June	7	81,444	12,821	23,033	5	7	10	858,466
July	6	3,613	3,142	14,399	5	7	10	152,323
August	8	8,474	5,488	31,220	5	7	10	394,372
September	8	9,416	7,320	11,635	5	10	15	530,585
October	5	2,460	1,360	5,478	5	10	15	108,770
November	8	2,170	1,056	4,039	5	10	15	81,995
December	4	1,296	822	2,071	5	10	15	45,765

Summer - Autumn 2003

Month	Number of events	Number of visitors			Entrance fee, RUB			Revenue, RUB
		School Children	Students	Grown-ups	School Children	Students	Grown-ups	
June	10	9,374	10,250	25,004	5	10	15	650,820
July	7	6,794	7,991	25,814	5	10	15	1,235,385
August	7	4,343	4,479	11,343	5	10	15	261,835
September	8	8,924	7,234	17,408	5	10	15	378,080
October	7	5,265	3,985	12,330	5	10	15	251,155
November	N/a	N/a	N/a	N/a	5	10	15	N/a

TRAVEL AGENCIES WORKING WITH YELAGIN ISLAND

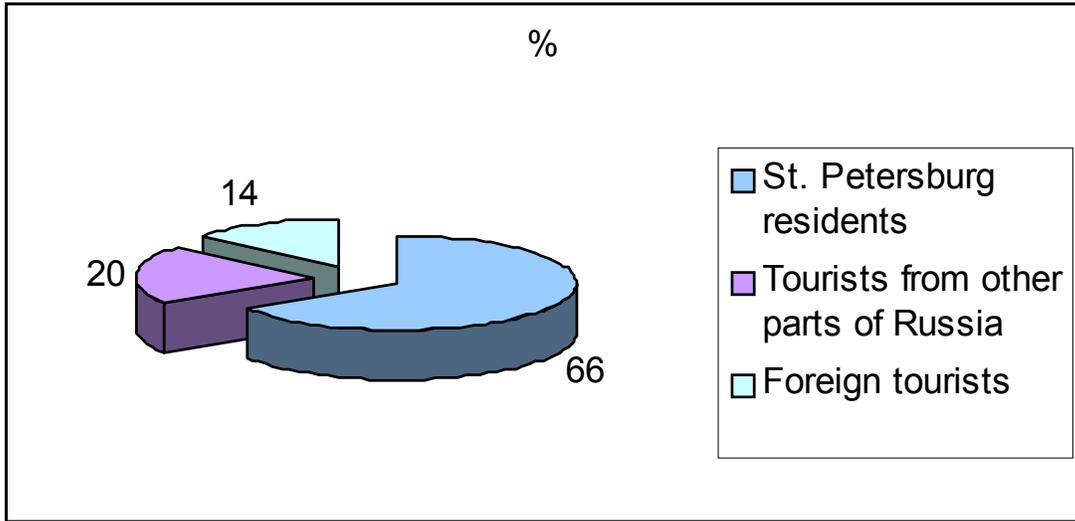
Company	Telephone	E-mail
ATM	311-79-07	
Lenotur	273-43-18	lenotur@mail.ru
Light	231-64-45	
Mir	325-71-22	mirts@spb.cityline.ru
Efgar	310-04-29	
Nevsky Seasons	222-86-08	nevskys@spb.ns.ru
RVS	110-29-92	
Modern	542-70-15	modern@mail.ru
Prestige	542-94-20	oopprestige@peterlink.ru
Tetra-Spb	118-21-50	
VT-service	314-40-64	
Business Petersburg	275-73-16	bptravel@pterlink.ru

CPKO STAFF

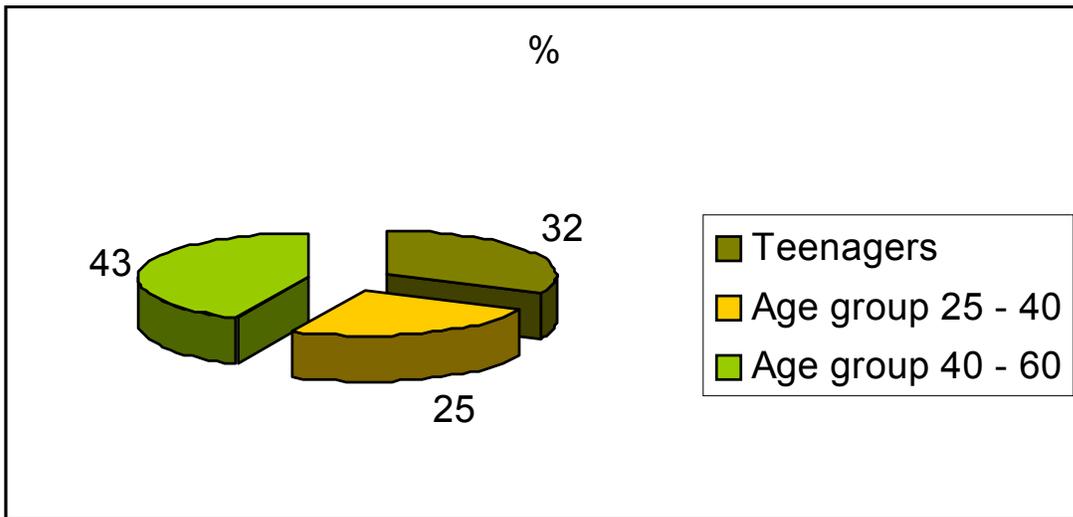
Name of the department	Number of people
Administration	7
Planning department	3
Personnel department	2
Accounts department	17
Office	3
First aid	3
Department of advertisement and information	4
Engineering services	36
Department of culture programs	15
Design department	5
Sport's department	14
Yelagin palace	51
Restoration department	4
Gardening department	57
Security department	34
Department of attractions	25

CUSTOMER SURVEY RESULTS

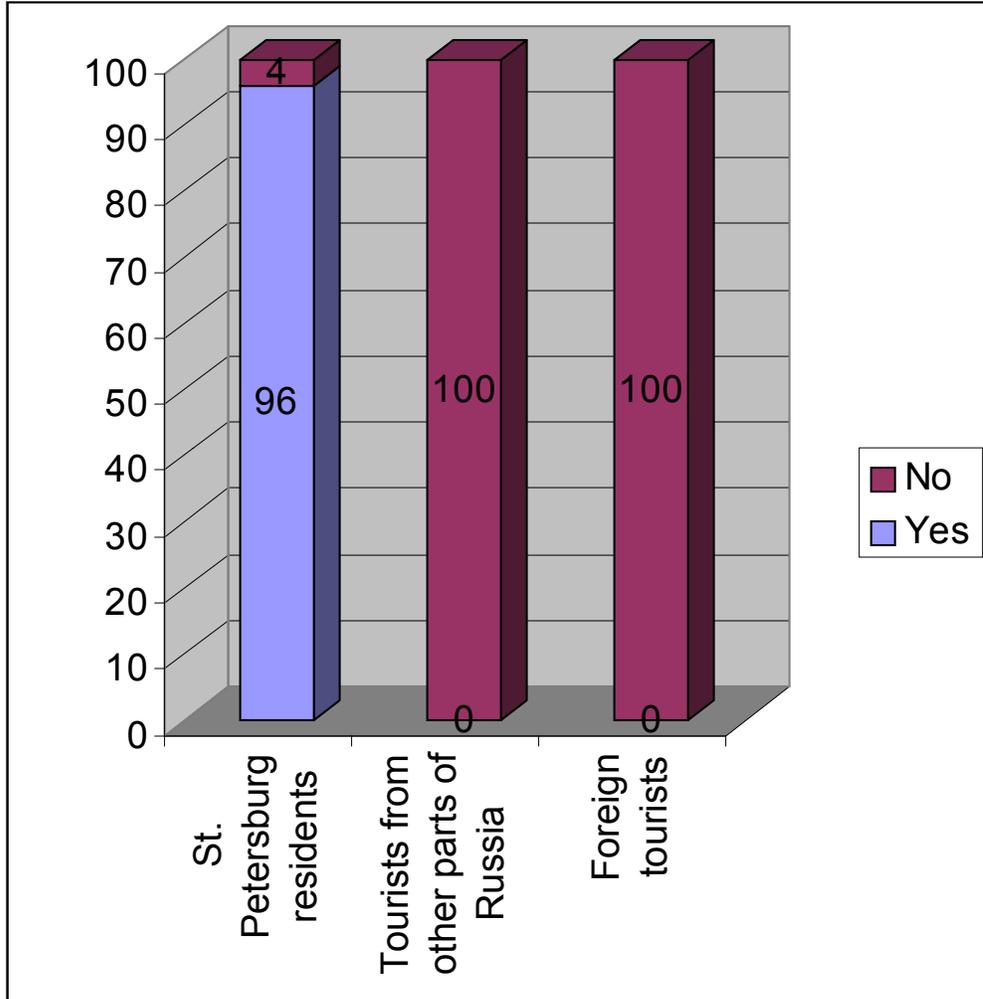
SURVEY PARTICIPANTS - RESIDENCE



LOCAL SURVEY PARTICIPANTS – AGE GROUPS

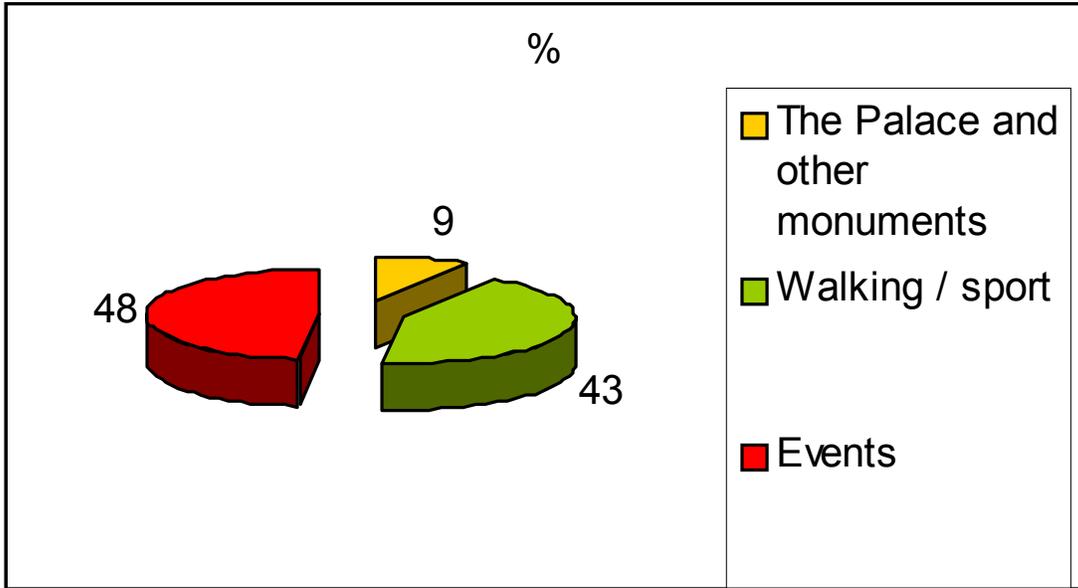


DID YOU KNOW ANYTHING ABOUT YELAGIN ISLAND PRIOR TO THE VISIT?

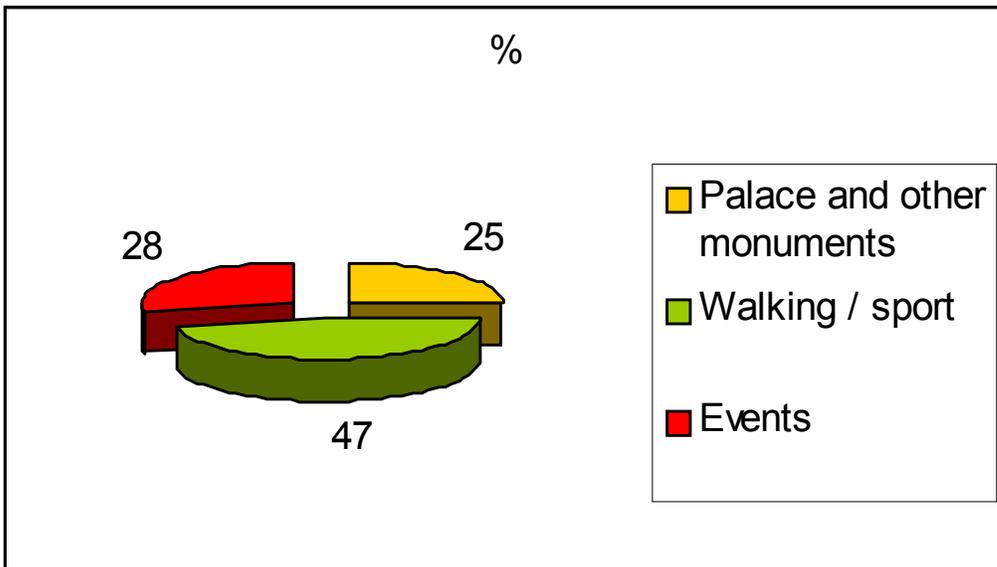


PURPOSE OF VISIT

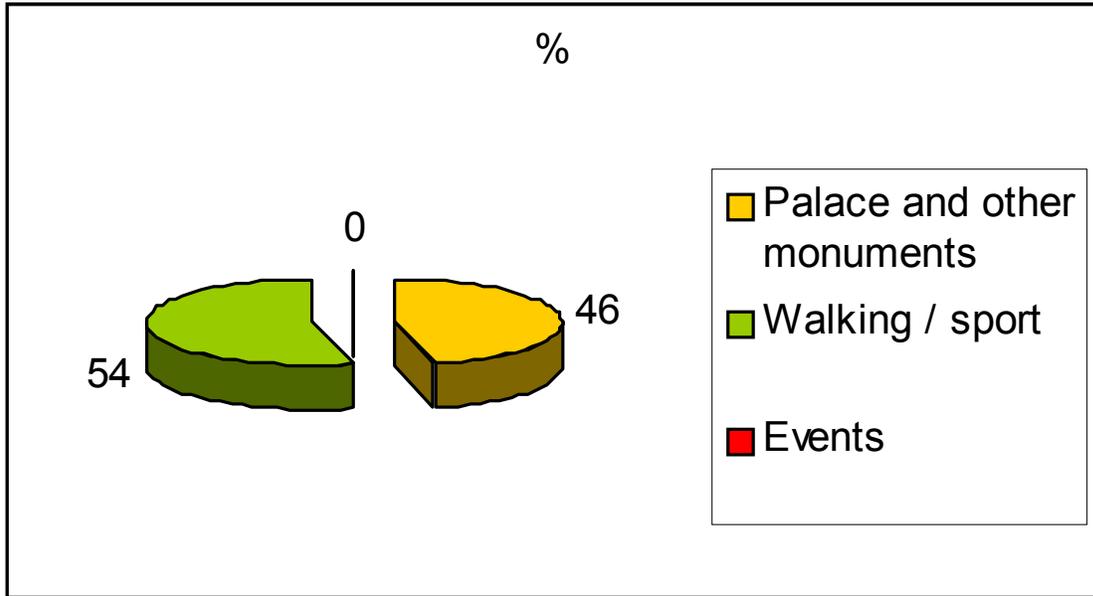
1. Teenagers



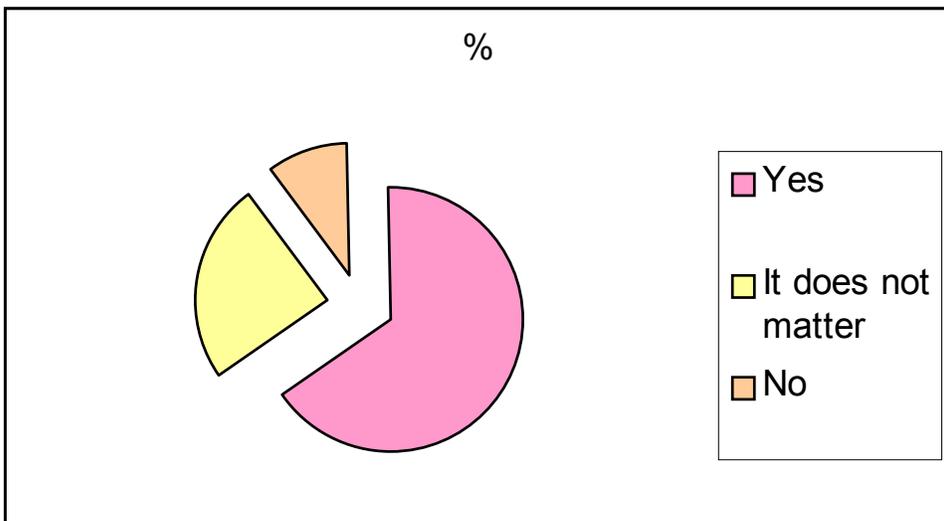
2. Ages 25 - 40



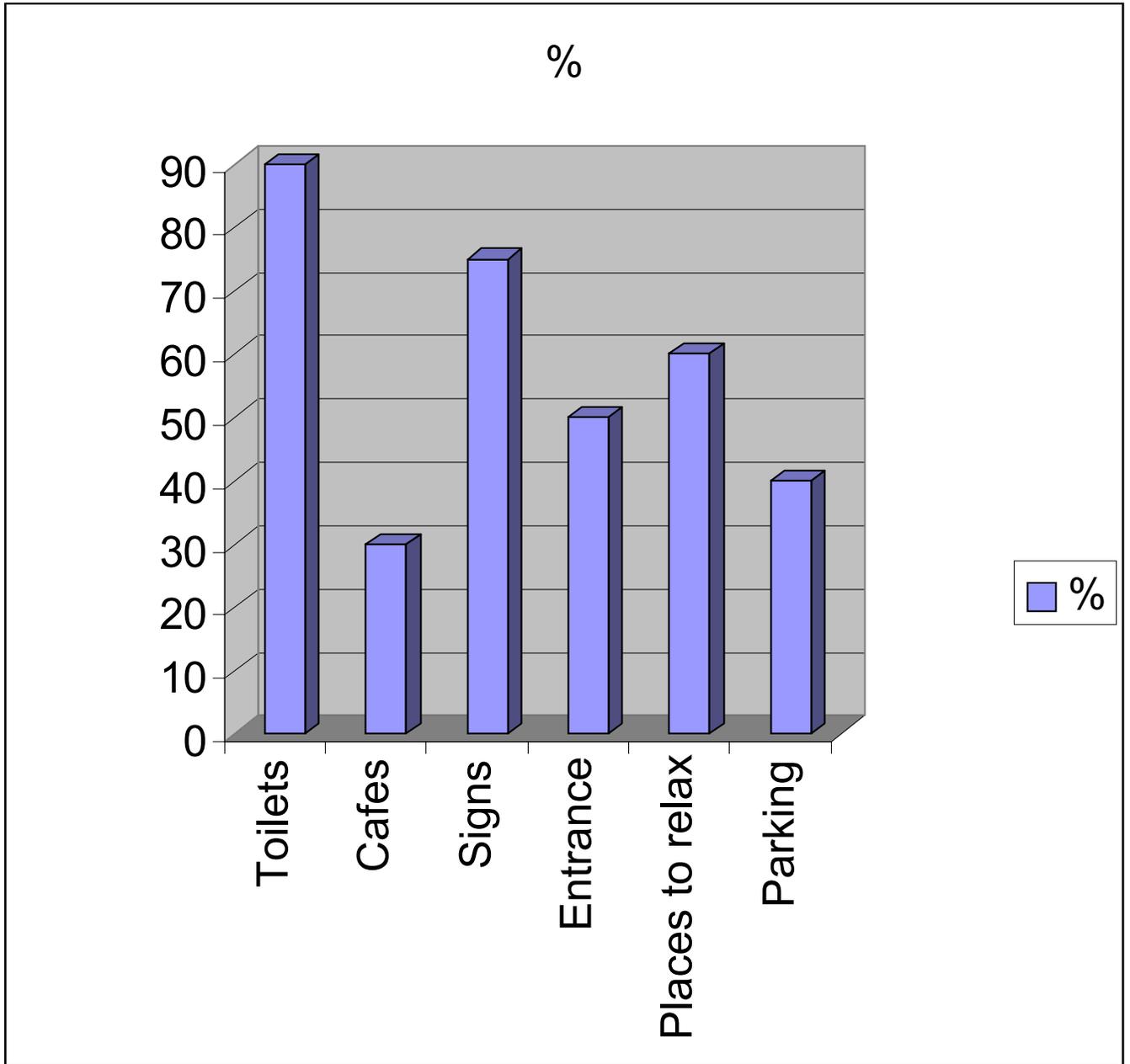
3. Ages 45 - 60



WOULD YOU LIKE YELAGIN ISLAND TO OBTAIN A NEW STATUS?



WHAT FACILITIES WOULD YOU LIKE TO BE IMPROVED?



SOURCES OF INFORMATION

1. D.I.Nemchinova. Park and Palace Ensemble of Yelagin Island. St. Petersburg, 2000.
2. www.elaginpark.spb.ru
3. www.enlight.spb.ru/camera
4. Interviews
5. Customer survey