



# CASE STUDY

## "CULINARY TOURISM"

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# "Kolomna Pastila" – the past and future of the famous Culinary tourism brand

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# Introduction

A small town Kolomna with its museum "Kolomna Pastila" lies outside the main tourist routes of Russia and can attract tourists' attention thanks to its unique and inimitable, warm atmosphere, prevailing at the museum and around it.

In the museum you will have the chance to hear intriguing romantic stories and enjoy the long-forgotten taste of the extraordinary delicacy. Museum has a stunning interactive and informative program that tells the story and technologies of production one of the most popular kinds of marshmallow sticks, known as Kolomna pastila. Moreover, visitors can taste it and immerse themselves in the atmosphere of the old Russia, to learn a lot, including great recipes. Then everybody can enjoy a guided tour that is very interesting for everybody including small children. It should be noted that the production of pastila is ecological as it is made of natural, environmentally clear products

In short, this Kolomna museum is a perfect example of how a place preserves old Russian traditions. In our opinion, it is one of the proofs why this place perfectly suits for culinary tourism and can attract tourist's attention.



# Our understanding of the

## «Culinary tourism»

Tourism and food are closely related. At times this relationship becomes stronger so that people visit a certain country or location driven by interest to its cuisine.

Culinary tourism is the kind of tourism which helps people to study the culture of a particular country or locality through its cuisine. People can get much information visiting places that serve original national or local dishes, where traditions of cooking, eating and table setting are strictly



followed. Visiting companies that manufacture food with the following tasting of produced dishes or drinks is also very popular among the tourists. Food festivals are gaining more popularity and bring more and more tourists to certain destinations.

One of the main features of culinary tourism is the development of respect to the national heritage. Our ancestors left us a great variety of national customs and traditions associated with food. They have absorbed the culture, history, landscape, climate, values and beliefs of the nation which greatly influenced the local flavors and specialties.

The popularity of the national cuisine to a large extent depends on our dedication to preserve national culinary traditions and heritage and our ability to promote their unique features, so that visitors could explore and enjoy places they visit, so to say ‘tasting them’.

# Culinary Tourism in Russia

Russia is a huge multinational country. Here you can find and explore a kaleidoscope of national and local cuisines, a variety of culinary traditions and habits. Each dish is unique and has its own history and traditions sometimes traditions go back to ancient times, and each place has its own “gastronomic flavor”, sometimes surrounded by secrets, myths and legends.

## Case problem

Unfortunately, over time, sometimes the original recipes are lost or forgotten, some ingredients are replaced, so the taste changes dramatically. People try it but don't understand why this particular dish was so liked and demanded in the past.

But sometimes lost flavors return. This is exactly what happened to the “hero” of our case study.

## Case object

"Kolomna pastila" explored and described in this case study means two objects:

1. Traditional Russian marshmallow type sweets, which original recipe was lost and then restored thanks to efforts of the two enthusiasts
2. A new type of a craft factory-museum that celebrates and promotes the lost and restored flavor of the traditional Russian culinary brand.

We believe that both, the product and the small museum located in the picturesque town of Kolomna near Moscow, have a great potential for the development of culinary tourism in Russia, which we tried to investigate in our case study

## **Case target**

**Why and how can the genuine Russian delicacy – “Kolomna pastila’ and a small museum dedicated to its once lost and then revived flavor be regarded as attractions to stimulate the development of the Culinary Tourism?**

### **Case issues to be explored:**

1. The history and special features of the product as the local heritage and attraction
2. Analysis of the current situation
3. Various ways of development of “Kolomna Pastila” museum and ways of growth.
4. People’s opinions
5. Ways to attract people’s attention to the problem of culinary tourism

# **“Kolomenskaya pastila” – traditional delicacy**

According to historic resources, pastila has been known since the XIV century and is allegedly invented by inhabitants of Kolomna. Over the centuries, Kolomna has been famous throughout Russia for its simple but splendid delicacy. In the eighteenth century, pastila was a “sweet emblem” of the town and by the nineteenth it was already one of the most famous Russian sweets. The first confectionary factory and shop were opened in Kolomna in 1735. After that the town has become famous and everyone went there to buy pastila. For century and a half the production flourished and enriched the town. There were three pastila factories in Kolomna in 1910s.



# The Recipe

People started producing pastila as a way to preserve apples, and in particular antonovsky apple, green and sour and widespread in Russia. Pastila was handmade, and the process took two days.

The base of the pastila was apple flesh, the second important component was honey or sugar (since the 19th century). The egg whites is the third (optional) component of the pastila and people began to use it in the XV century. Other ingredients may include nuts and various fruits like peach and apricots or berries, such as cherry, raspberry, cranberry, and mountain ash.

Firstly, apples were baked, then apple puree was whipped with other ingredients, and afterwards it was dried in the Russian oven because of its effect of gradually reduction heat, which ensures uniform drying. Next, the semi-prepared mixture was spread thinly on a cloth which was on a wooden frame. Several layers of pastila were layered on each other, and put in the Russian oven in wooden boxes for further drying.

Cooked in this way the finished product could be stored for years. Altogether there were about 50 different recipes of apple-flavored Kolomna pastila, and more variety, some of them are listed here.

**Apple quince, peach and apricot pastila** can be made from marc which is used in the cooking of a fruit jelly, but it can be cooked of fresh fruit. This marc is mixed with sugar and boiled to the consistency of the dough; it is spread in a form and has to be dried for at least 1 hour. It is useful to add ½ part of apple mash to the quince marc.

**Cherry pastila.** Cherries are put in a pot and covered with a layer of cherry leaves, before steamed in the warm oven. Then the substance is rubbed in a bowl, pressed through the canvas and mixed with sugar (1 ½ pounds per 1 pound of mixture) and boiled out. Also it is possible to boil cherries in its own juice, rub them through a fine sieve and mix with the equal amount of sugar, boil out, pour it into a shallow mold and cool. 3 hours later, sprinkle it with sugar and put in the oven. When pastila is ready remove it from the oven, cool and re-inserted into the oven. It is very important to reiterate it three times then remove from the molds and dust with sugar.

**Raspberry pastila.** Ripe berries are put in a pot and put in a hot oven. When the berries are steamed out, put them in a cup, pound the pestle and then strain through a fine sieve. Then mix it with a half of sugar, boil until it will be a thick jelly and then do all the process as it's written before. Also pastila can be cooked with other berries (for example, strawberry pastila can be prepared as an apple quince pastila).

**Pastila with pink petals.** 1 pound of rose petals is rubbed with 1 pound of sugar. At the same time, 5 cups of sugar and 3 ½ cups of water is boiled as a syrup, which is placed in the boiling mass and this mass has to be boiled to the consistency of thick jelly. Also you can (optionally) add juice of 3 lemons (for 1 pound of petals).

**Plum pastila.** The latest autumn plums are suitable for this recipe. It should be noted that a more ripe plum is leading to a sweeter pastila. Plums are put in a pot and put on a night in a hot oven for softening; during this process they will crack and release a portion of juice. In the morning put into a sieve and drain juice. The rest mass is rubbed to the mash. As apple pastila for 1 cup of mash (1 pound) it is used 1 ½ to ¾ of protein and sugar. The manual whipping continues for 2 hours. All other operations are performed in the same way as in the other recipes.

## How the Recipe Was Lost?

The 20th century with its turmoil was merciless to the main attraction of Kolomna – the factories were abandoned (the last one was closed just before the World War First in 1914) and gradually destroyed.

The famous Kolomna pastila was completely forgotten for nearly a hundred years. Although the word pastila was used for the sweet produced in the 20th century, but it was a substitute with a different taste and flavor.

## How It Was Revived?

Interestingly!

The revival of the authentic Kolomna pastila was connected to European Allround Speed Skating Championship held at Kolomna Ice Centre (one of the best in Europe) on 12-13 January 2008.

Two Kolomna ladies Natalia Nikitina and Elena Dmitrieva, both involved in staging the folklore part of the cultural program related to the Championship, were looking for inspiration in the historical novel “The Ice House” by the Russian writer Ivan Lazhechnikov, set in the 18th century in the time of the Empress Anna Ioanovna. In his book, Lazhechnikov who was born and spent his childhood in Kolomna, described how pastila was ordered by the Empress to be prepared for a masquerade ball.

Nikitina and Dmitrieva were inspired to track the old recipe and revive it to make a part of the folklore program during the Speed Skating Championship back in 2008.

They interviewed experts and Kolomna citizens, browsed old culinary books, turned to literary resources, researched libraries and archives, and finally their efforts were rewarded – the recipe was found in the 19th century archive, so they could bring back to life the famous Russian brand and give life to the «History of taste» project.

## What's Special in Kolomna Pastila?

- It is special to Russia – a genuine Russian culinary brand believed to be produced in Russia only
- More than that, it is produced in Kolomna only, in a small craft factory according to the original recipes
- Kolomna pastila is rich in fiber and pectin, low in calories, and is prepared exclusively from natural ingredients
- And it is made of the local apples and other local products

## “Kolomna Pastila” – Factory-Museum.

In 2010 Nikitina and Dmitrieva opened the Museum-Factory just around the corner from the Kolomna Kremlin.

8 confectioners started cooking the famous Kolomna pastila according to the original recipe and technology. According to the first customers' reviews, the product's taste and flavor were amazing, and quite different from the substitutes we used to call pastila before the “second birth” of once famous brand.

It was the first museum in Russia that restored the famous culinary brand and presented the flavor of the Russian traditional confectionery along with the opportunity to see the original production process of the spongy apple sweets, taste them as well as buy and bring home, and enjoy the interactive tour.



## House and Atmosphere



The museum was located in the restored old house that was built in the end of XVIII century and belonged to the Suranovs' family.

In addition to restoration of the interior, the houseware, the reconstruction of the way of life and activities of the past, the museum brings back the stories and legends of Kolomna and presents the atmosphere of traditional Russian tea parties and entertainments.

## Museum Garden



There is a wonderful orchard on the museum's territory. Tourists can spend time there with great pleasure, enjoy a walk and plunge into the atmosphere of its creation.

The orchard used to belong to the writer Ivan Lazhechnikov's family of rich merchants and was one of the biggest Kolomna gardens included nearly 180 apple-trees, plums and cedars.

This fascinating garden surrounded by acacia, lilac, roses and peonies was planted by Ivan Lazhechnikov's grandfather as a gift to his only daughter.

Today Kolomna Museum garden is well kept, and the harvests of apples are used in pastila production. The museum staff put a lot of time and efforts in search of rare species that used to be favorites as pastila fruit raw.

## Art School and Theatre

When in museum, visitors of all ages are welcomed to join the Art school sessions and exercise their creativity and learn some interesting craft skills in an engaging and fun manner. Regular performances at the museum theatre reflect local life and flavor and feature professional actors and amateurs.

### Programs and Performances All Year Round

“Kolomna Pastila” museum offers different programs and performances featuring Russian customs and traditions, including:

- Taste of History tea party dedicated to the history of Kolomna pastila as well as to customs and ways of everyday life in Kolomna of the 19<sup>th</sup> century – January – March
- Festive Christmas Tea Party, featuring traditions of Christmas celebrations in Kolomna – December & January
- Maslenitsa Carnival, presenting fun and delicious customs of seeing off winter in the ancient Kolomna – February
- Beautiful Easter tea party and stories about Easter traditions in Kolomna – April
- Cupids in Kolomna – performances dedicated to love, and the love stories connected with Kolomna, as well as symbolic language of love (flowers, fans, colors ) – May – August
- Gardens of Kolomna – Garden tours featuring different gardens in Kolomna and educating about gardening September – November

## "Antonovsky apples" Apple & Book Festival

“Kolomna Pastila” Museum from its very start was closely connected and intertwined with Russian classic literature. This tradition continues and is cherished.

One of the examples is the Apple and Book festival "Antonovsky apples", named after the novel by the famous Russian writer Ivan Bunin. Famous writers and poets, publishers and artists, musicians and chefs meet on the ancient square of Kolomna in front of the Museum. The initial idea of the festival was to search and further to restore the old recipes mentioned on the pages of literary works of the Russian classics.



However, eventually the festival has become bigger and now it includes literary and garden tours, theatre, music, ballet and folklore performances, a variety of craft trade fairs, and many, many other interesting initiatives.

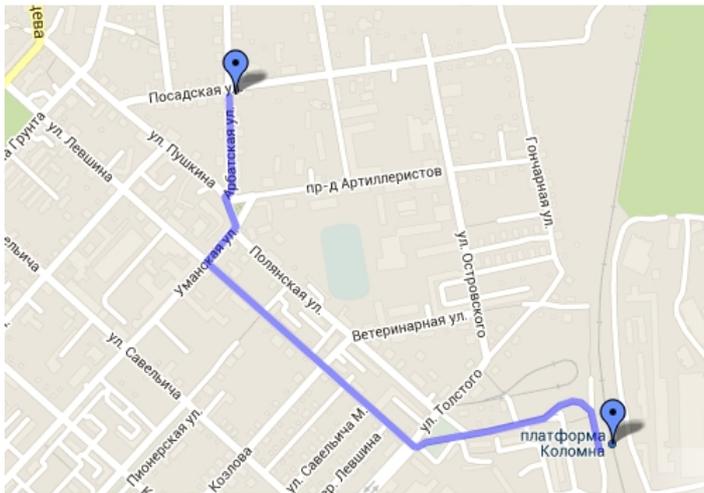


Along with professional actors, musicians and artists, Kolomna citizens play an important role in organization of the festival. Among the recent interesting projects is “The Signposts Stories of Kolomna” – a series of tours based on the life of the town and personal stories of the townspeople.

In 2012 the festival united several museums-estates: Yasnaya Polyana (s. [Appendix 4](#)), Mikhailovskoye (s. [Appendix 5](#)), Melikhovo (s. [Appendix 6](#)), Darovoye (s. [Appendix 7](#)) and Polenovo (s. [Appendix 8](#)), which are famous because of their owners: genius of the Russian Literature and Arts, Leo Tolstoy, Alexander Pushkin, Anton Chekhov, Fiodor Dostoevsky and Vasiliy Polenov. “Kolomna Pastila” Museum prepared delicious pastila, jams and cookies out of apples harvested in the

museum-estates' gardens, and each museum prepared literary, garden and culinary presentations and performances and activities.

## Attractions near museum



The factory- museum is located in the Kolomna historic centre. The address of the museum is *Russia, Kolomna, Posadskaya street, 13a*

You can find a variety of attractions near the museum, including the medieval Kolomna Kremlin, Novo Golutvinsky monastery - the largest on

the territory of modern Russia, the ancient wellspring of St, Nikolas on the bank of the picturesque river Oka, and the breathtaking views of the classic Russian scenery

## The Kolomna Kremlin



The Kremlin in Kolomna is one of the most powerful fortresses of Muscovy. It is important to mention that from March 25 to October 6, 2013 TV channel "Russia 1" and "Russian Geographical Society" conducted a Contest "Russia 10". **According to its results Kolomna Kremlin was the winner among the ten most outstanding monuments of culture and architecture of our country.**

It was built in 1525-1531 during the reign of Vasily III. Its construction was led by Italian architects who participated in the building of the walls and towers of the Moscow Kremlin. Before its reconstruction in 1531, the Kolomna Kremlin was made of wood. On its territory there are many Russian churches and monasteries: The Uspensky cathedral, the Voskresenky church, the Spassky monastery (14th century), and a number of others. Unfortunately, the fortress has only a few towers and a pair of fragments of walls. In spite of this fact, nowadays the Kremlin is startling in its majesty and power. The most interesting of the seven surviving towers are Marinkina and Kolomenskaya Tower. Marinkina Tower consists of eight floors and its facade is divided into twenty small faces. The tower seems to be perfectly round. Here was imprisoned Marina Mnishek, wife of the False Dmitry – one of three imposters who claimed during the Time of Troubles to be the youngest son of Ivan the Terrible (generally believed to be assassinated in Uglich) who was the Tsar of Russia from July 1605 until his death in May 1606.

The main temple of Kolomna Kremlin is the Cathedral of the Assumption ( XIV century). The belfry was built in the XVII century. It is considered to be the loudest



belfry tent type in our country. Near the bell tower you can see two churches Resurrection and Tikhvinskaya. Resurrection Church where Dmitry Donskoy married with Princess Evdokia in 1366 is one of the oldest buildings in the Kolomna Kremlin. The exhibition of ancient weapons and military equipment, themed exhibition, military games and rides are organized in the Kremlin. Here you can hold a sword in your hand and try on armor, shoot an arrow of a taut bow or old crossbow at a target. Here you can see the knights jousting, contesting fighters, wrestlers and shooters, ancient rituals, folk festivals and fairs.

## Ozerov's House

"Ozerov's House" was built in the classical style in VIII - XIX centuries. A famous architect Matvei Kazakov is the author of the project. He arrived in Kolomna in 1778 by the order of Empress Catherine II. The last owner of the house was Ozerov a merchant of the first guild who left a good memory for his generous charity.



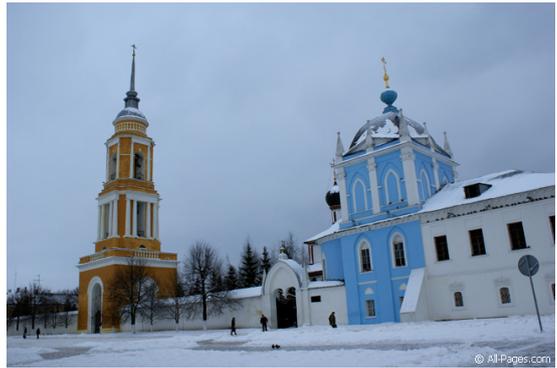
Exhibit work in the halls of the mansion began in 1980. The first exhibition was dedicated to the 600th anniversary of the Kulicovo Battle. More than 800 exhibitions of the best masters from Russia and foreign countries were organized during the years of active work.

Today the Cultural Center "Ozerov's House" has three exhibition halls for temporary exhibitions of paintings, sculpture and art photography. Its total area is 350 square meters.

In the Art Salon visitors can buy various gifts such as batik, painting, graphics, photographs, books about Kolomna and handicrafts. Besides, the main exhibition and concert hall have excellent acoustics.

## Novogolutvinsky Holy-Trinity Monastery

Novo Golutvinsky monastery is the largest monastery on the territory of modern Russia. This is the first monastery which was opened in the Moscow diocese Orthodox women's monastery. Now in the monastery live 90 novices and nuns. They are led by the abbess. This Monastery was founded in the XIX century on the territory of the former bishop's house. Trinity Cathedral built in 1705 and extensive white-stone house are the main buildings of the monastery of the XVII century. There you can find a guest house for pilgrims and a refectory. Visitors can also book some interesting guided tours. Nuns created the kennel "Convent" where rare breed dogs Buryat-Mongol and Central Asian Shepherd are diluted.



## Kolomna Museum of local lore



Kolomna museum was opened in 1934. It is situated in a complex of buildings of merchant's Kolchinskii manor in the Kolomna Kremlin.

The main collection of the museum includes more than 16,000 copies of exhibits. It includes household items, furniture, works of art, documentary and photographic materials of the local history.

The exhibition consists of three divisions where tourists can find samples of pottery, stone tools, and a unit of production and paintings of famous artists such as Aivazovsky, Lancer, and Vasnetsov etc. There are also stuffed birds, animals and everything that is associated with the plant and animal life. In addition, everyone can visit tours, exhibitions, lectures, and presentations dedicated to the famous novelist of the 19th century I.I. Lazhechnikov.

## It is interesting to know that...

- “Kolomna Pastila” museum’s regular services range from a tour with tasting pastila and a cup of tea (9, 31\$ / pers.) to the theatrical performance "Secrets of the Kolomna tenements or forgotten things" (31,043\$ / person.).
- The museum offers a special kind of the pale-green pastila «Sobriety» believed to help fighting heavy alcohol drinking. What particular recipe is used to achieve such effect is a well-kept secret. Perhaps the point is to replace alcohol by pastila?
- The profession and the attire of the Kolomna pastiler maker is called “pastilnitsa”
- Kolomna pastila was much liked by many Famous Russians. It seems there was a secret link between the delicacy and celebrated Russian writers: Leo Tolstoy, Fiodor Dostoevsky, Anton Chekhov.
- The recipe of pastila found in the handwritten cookbook which belonged to Leo Tolstoy’s spouse, the Countess Sophia Tolstaya is used now at the Kolomenskaya Pastila Factory Museum.
- And, believe it or not, but Kolomna simple apple sweet was delivered regularly to the royal table. It especially delighted Catherine the Great. The Empress’ passion was commemorated by her portrait on the beautiful boxes for exclusive pastila.
- The meseum hosts "A Society of Enthusiasts of Strolling and a shop that offers almost everything you need for a promenade: an umbrella, a notebook, a compass, an insect net, a cycling cap, a bottle of cider, and necessary things.
- Numerous successes have helped “Kolomna Pastila” factory-museum to be granted with European Museum of the Year Award.

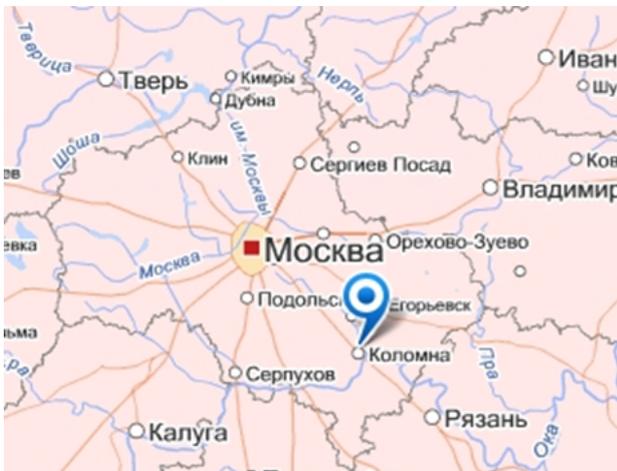
# Success Factors and Potential for Growth

- ✓ The Museum “Kolomna Pastila” was founded by creative and enterprising people who value and preserve Russian traditions and culinary culture.
- ✓ It’s a worthy cause admired and supported by many people within and beyond the local community.
- ✓ The enterprise is dedicated to restoration and promotion of the culinary brand and emphasizes the Russian culinary traditions and culture.
- ✓ It offers a variety of products and programs that tell inspiring stories and inspire customers.
- ✓ Visitors appreciate the quality and uniqueness of the brand.
- ✓ Both the museum and the product have gained popularity which growing. To get there and taste or buy pastila, you need to book a tour in few months advance.
- ✓ The museum plays a significant role in the development of culinary tourism in Kolomna, And what is more, it is obvious that there is interest and demand on behalf of many types of visitors.
- ✓ In July 2013 pastila from Kolomna was presented during the art program and degustation at Pushkin House in London. A very special Russian culinary brand has started its journey around the world.

We hope that Kolomna pastila will once again become “the sweet emblem” of the town bringing here more visitors and prosperity. Is there a potential for a small town of Kolomna that lies outside the main tourist routes, and for the small craft factory museum "Kolomna Pastila" with its inimitable, warm atmosphere to grow into culinary tourism centre? Perhaps...

We explored and analyzed more factors that can affect the growth. Let us present some of our findings.

## Location



The town of Kolomna is located 100 km to the east of Moscow. It's quite easy to get there from Moscow or another nearby town. The most comfortable way is to get to Kolomna by train and walk from the station to the museum. Direct bus from Moscow is an option, but there is a risk to be blocked in traffic jam.

## Accommodation

Every tourist can stay in Kolomna for a longer time and enjoy the quite and peace, the rich history and numerous landmarks of the over 800-year town. The main hotels in the town are as follows.:



### 1. Kolomna Hotel

*Soviet Square, 2, Kolomna, Russia*

The hotel offers a gym, a billiard room and a terrace. It is located in the heart of Kolomna town. Rooms are individually decorated with carpeted and every room includes a TV, wardrobe and a private bathroom with. The hotel's restaurant serves a range of Russian, European and Japanese cuisine. Kolomna Kremlin is in a 10-minute walk from the hotel. Walk to Memorial Park City takes 3 minutes and to the skating center - 15 minutes. The hotel offers free private parking. The distance from Domodedovo International Airport is 97 km away and the train station of Kolomna can be reached in 10 minutes.



### 2. 40th Meridian Arbat

*Hay Lane, 12, Kolomna, Russia*

The hotel "40th Meridian Arbat" is located next to the Moskva River in the historic center of Kolomna. It features an indoor pool and spacious rooms with free Wi-Fi. Rooms at the "40th Meridian Arbat" are with carpeted floors and wooden furniture. Each room has a minibar and a TV. The restaurant at the "40th Meridian Arbat" serves a menu of local and international cuisine. This hotel is located less than in 2 kilometers from the railway station of Kolomna. It offers free parking on the territory.



### 3. 40th Meridian Kolomna Yacht Club

*Shore Street, 48, Kolomna, Russia*

This hotel or yacht club is located on the bank of the Oka River in Kolomna. The hotel has an indoor pool, a spa and a gym. It has free Wi-Fi and private parking. Every room in the hotel and yacht club has a TV, work desk and mini-bar. Some rooms have a spacious living room with a sofa. Guests can enjoy regional cuisine at the hotel's restaurant. The hotel "40th Meridian" also has a lush garden with a covered terrace with the picturesque view of the river.

## Economy

Kolomna is an industrial town. There are 2,200 enterprises and organizations in the town and its surroundings. The enterprises of the town produce diesel engines, locomotives TEP70 (Kuibyshev's Kolomna Diesel Locomotive Plant), metal and woodworking machines, prefabricated concrete structures and components (Kolomna's Heavy Machine Tool Plant (JSC "KZTS"), cement (cement plant Shchurovsky) ropes (of "rope"), paint for facades (LLC «Kolomna paints", LLC "Polifan-L"), agricultural machinery (JSC "Kolnag").



Kolomna food industry is represented by "Kolomnahlebprom", JSC "Kolomna cold storage", JSC "Kolomchanochka" (pasta and confectionery) etc.

In sphere of the consumer market there are more than 500 trade enterprises (Trade network of CJSC «food», «Diksi», etc.), more than 60 enterprises of public catering, and more than 600 enterprises of the retail network and 5 markets.

The banking system of Kolomna includes several representative offices of the banks. The most famous is Srednerussky Bank of Sberbank of Russia

Some modern commercial estate objects have been built in recent years in Kolomna( the shopping centers "Rio" and "Kado", floating hotel "40th Meridian Arbat", Business Center "Admiral" etc.)

The museum is situated in the Suranovs' old house that was built in the end of XVIII century. A famous family of merchants lived there.



The museum organises regular excursions. Visitors have a unique opportunity to learn the history of the pastila manufacture, the technology of its production in Kolomna. They also can taste different varieties of Russian folk delicacy.

It should be noted that this museum plays a huge role in the development of culinary tourism in the region, thanks to the uniqueness of Russian traditions represented for the tourists. What is more, cooking pastila according to the traditional Russian technologies is interesting for many types of visitors.

# Our Survey

We did a survey among the visitors of the museum belonging to different social and age groups.

## Age

Less than 18	18-40	40-60	More than 60
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## 1. Occupation

Student	Worker	Pensioner
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## 2. How often do you visit this place?

For the first time	Sometimes	Often
--------------------	-----------	-------

## 3. How did you learn about this place?

From newspapers	TV	Internet	Acquaintances advised	Other
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## 4. Do you like the taste of pastila?

Yes	No
-----	----

## 5. Has anyone of your friends been there before?

Yes	No
-----	----

## 6. Will you recommend this place for your friends?

Yes	No
-----	----

## 7. Would you take there your children?

Yes	No
-----	----

## 8. If they were there, did they like it?

Yes	No
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## 9. Has this place got any disadvantages?

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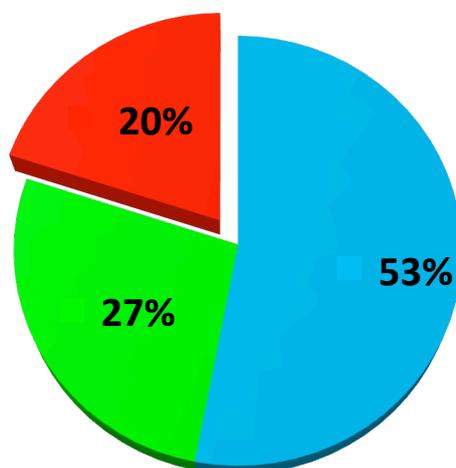
## 10. Do you want to return there?

Yes	No
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## Most significant results of the survey

### How did you learn about this place?

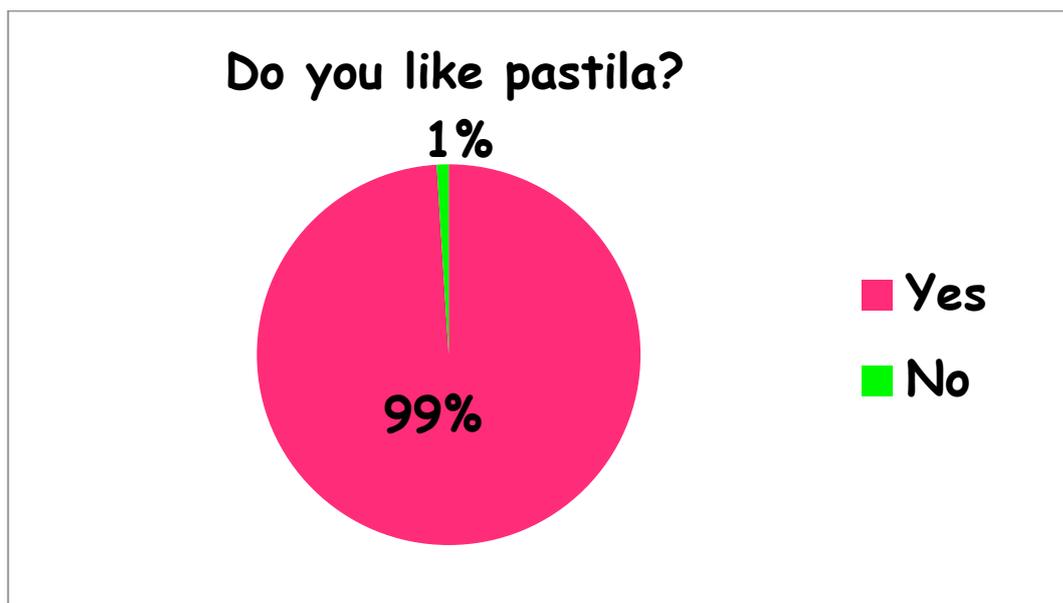
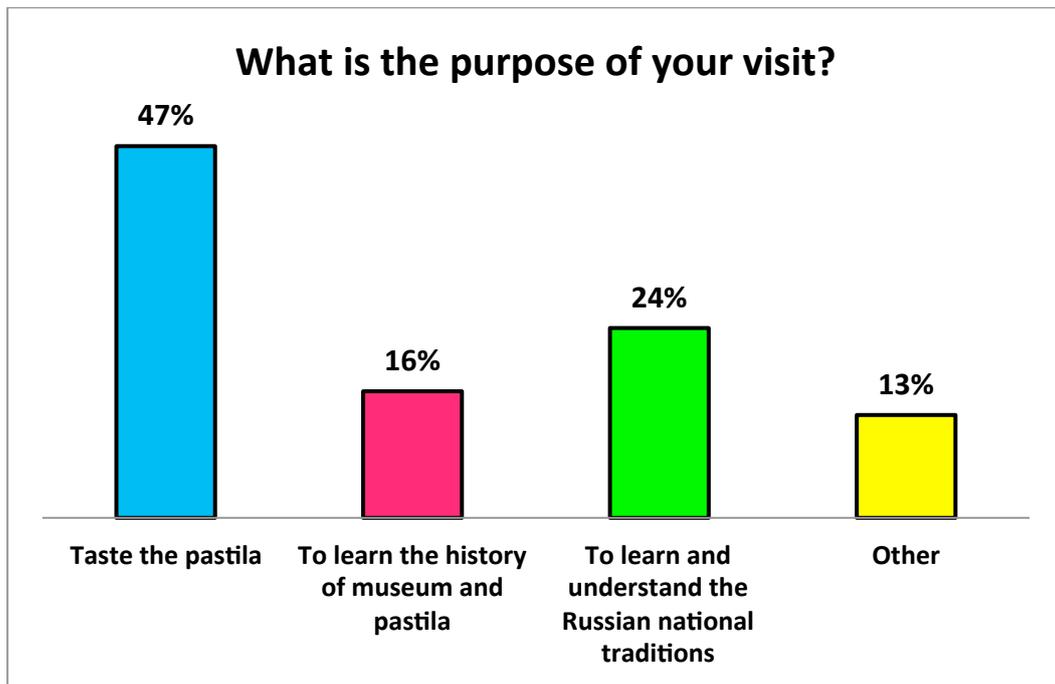
■ Internet   ■ Acquaintances advised   ■ Other



As it turned out, in the choice of places of interest we often trust the Internet. Most of the respondents learned about the museum "Kolomna Pastila" browsing the Internet. Only 20% of surveyed learned about it with the help of their friends.

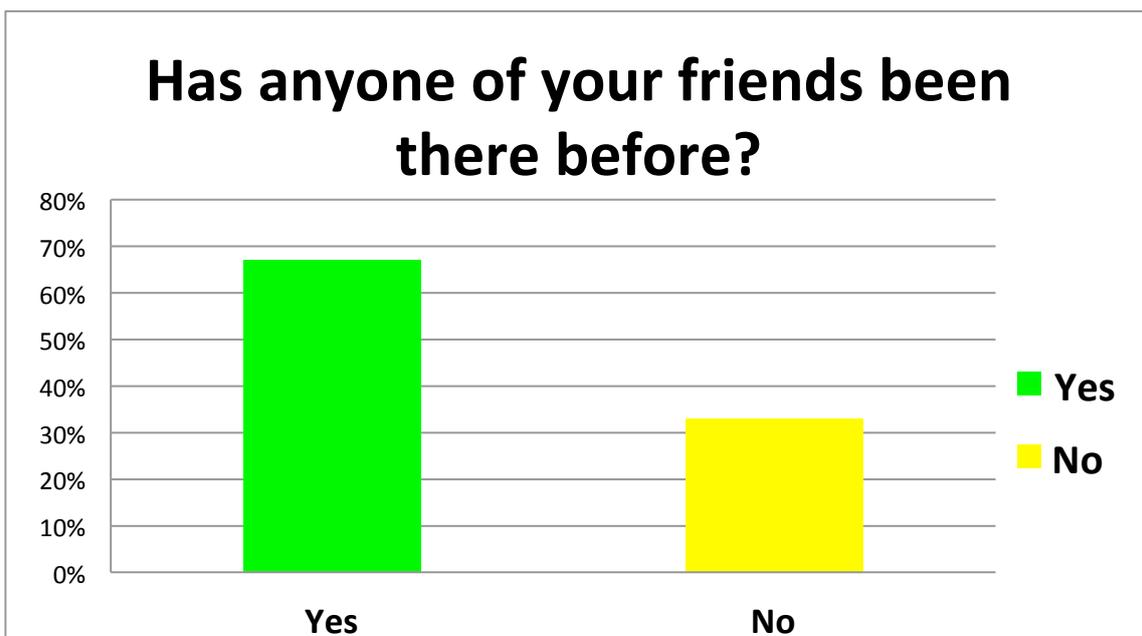
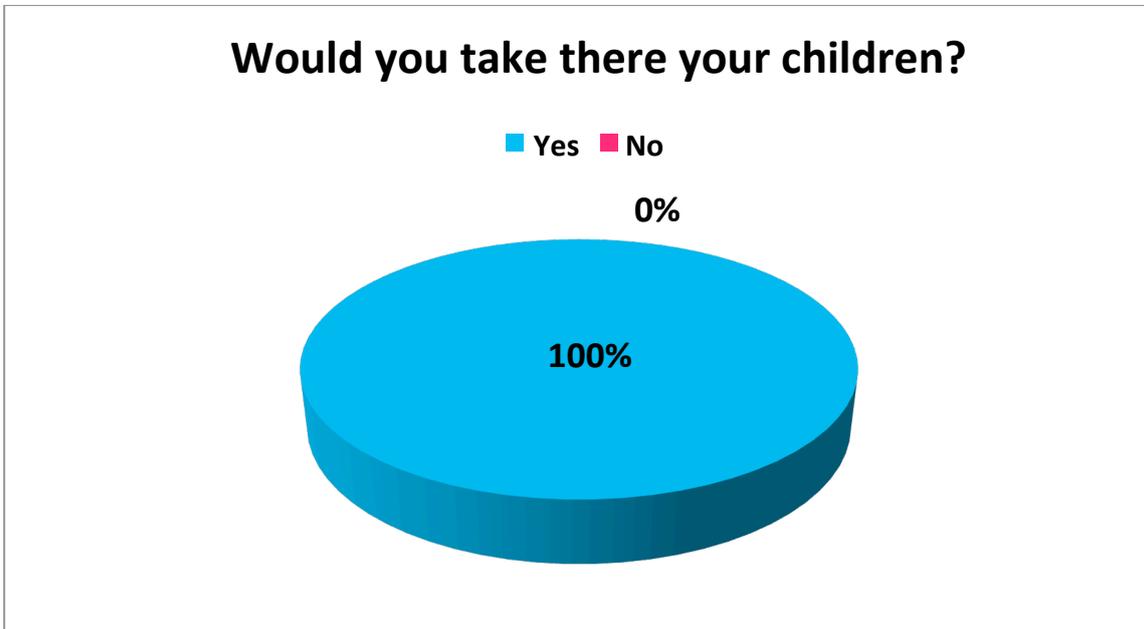
By the way, more than a third of people said that they came there because of the proximity of the Museum to their city. Almost everybody was either natives of Kolomna and Moscow or the Moscow region residents.

This diagram shows us the purpose of the stay of tourists in the museum and its surroundings.

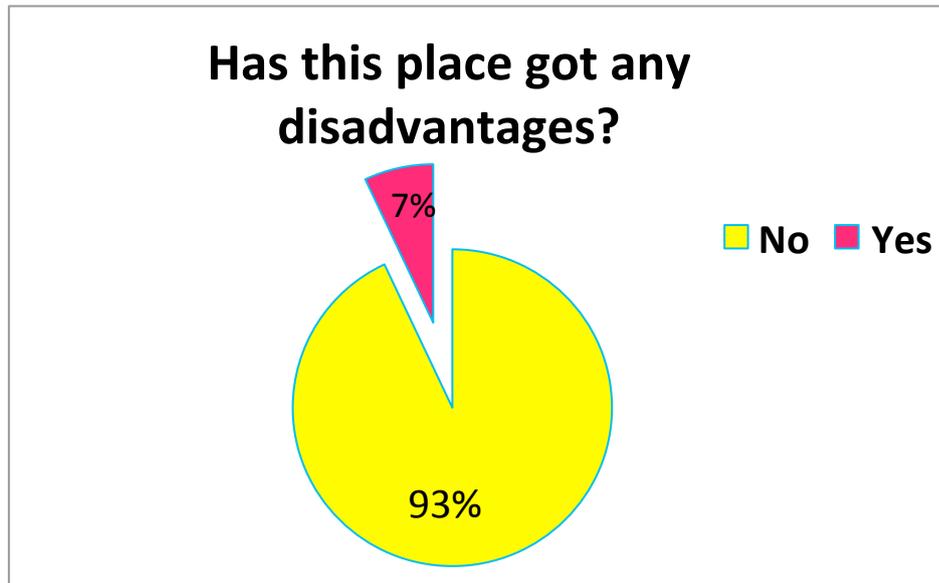


According to the statistics, 99% of people liked the taste of Kolomna pastila, but even those who did not like bought it as a souvenir.

As we can see from this statistics, culinary tourism has a good potential here. More than 65% of respondents answered that they had already been there earlier. And also a great number of people pointed that this place is ideally suited for the family excursions even with small children, thanks to the fascinating and informative excursion program.



Undoubtedly, one of the most important questions was: What problems can you note? The majority of respondents answered that this place has no essential shortcomings.



## Poll among the pupils of our school who have visited the excursion

We did a survey among 20 classmates who also visited the museum which showed that 3 of them had already heard about the museum before, 19 classmates liked the taste of Kolomna pastila and everybody was delighted with the excursion.



1. Did you hear about this place before?

Yes	No
-----	----

2. Did you learn there something new?

Yes	No
-----	----

3. Did you like the taste of Kolomna pastila?

Yes	No
-----	----

4. What problems of this region can you call?

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5. Would you like to return there?

Yes	No
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It is important to mention that the average visitor of the museum "Kolomna pastila" is the Muscovite or the inhabitant of the Moscow region. Therefore we consider that the museum has weak marketing strategy on promotion of their project in the

international tourism market. The museum has all necessary qualities and characteristics to have a lot of visitors, besides near it there are various monuments of architecture which also would be interesting for tourists but unfortunately, this place isn't as known as it would be desirable. Having worked over it, it is possible to make the museum "Kolomna Pastila" one of the most known among culinary places of Russia.

Moreover, we found a lot of enthusiastic reviews of visitors who was impressed by excursion and left their comments in the Internet blog. There are some of them.

*“Excellent idea for tourism development - literally out of the blue people created object of pilgrimage of city visitors. But as a whole it is very worthy - pastila tasting, an ancient atmosphere and dresses of employees of the museum. I recommend it especially for tourists with children.”*

*Visitor from Moscow, Russia*

*“We were in Kolomna at the excursion in December with whole family (two children, me and husband). We ordered the excursion especially through the tourist agency because of convenience of transport and organization, because of the small age of children. The excursion and especially pastila tasting were very amazing for us. We certainly bought a lot of pastila. Our relatives and friends asked us to buy it for them too. As for the price, it is too expensive, but it’s really tasty, qualitative and harmless.”*

*Visitor from Moscow, Russia*

*“We ordered this excursion in advance from Moscow for a certain time because of a big number of wishing people. Everything is so unusual, interesting and informative.*

*At first we were taken to the garden and the gardener told us everything about apples: how to make a big crop, how to store till the spring, what grades are suitable for different aims, etc. But the most interesting thing was the house. The remarkable hostess of the house met us and told everything about production of the pastila. It was a fascinating theatrical action! It was very interesting both to children and adults. It is possible to try to make some processes yourself. At the museum there is a small shop where we could buy a fruit candy of different types in beautiful boxes. Also it is possible to visit this museum with tea drinking.”*

*Visitor from Moscow Russia*

# SWOT analysis

We analyzed all information and with the help of SWOT-analysis, we concluded that the museum "Kolomna pastila" is really a promising place for the development of culinary tourism.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• Profitable location</li><li>• Rich cultural heritage</li><li>• Interesting cultural and entertainment program for tourists</li><li>• Expanding of Russian folk traditions</li><li>• Further development of culinary tourism in this region</li><li>• an informative web site on the internet</li></ul>	<ul style="list-style-type: none"><li>• Booming prices</li><li>• Weak marketing strategy</li><li>• Growing problems of big cities(pollution, traffic jams)</li><li>• Name not familiar outside the Moscow region and Russia</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• Revival of cultural traditions of Russia</li><li>• The opportunity to spend leisure time with the family and friends</li><li>• Drawing attention to the historic site</li><li>• Attracting new consumers from the other countries</li></ul>	<ul style="list-style-type: none"><li>• The threat of losing the uniqueness of the place</li><li>• Entering a market with stronger competitors</li></ul>

# Recommendations

Our recommendation concern possibilities of development culinary tourism through marketing and promotion of the product and the museum “Kolomna Pastila”

- 1. Emphasize the uniqueness of the product and its exciting story.**
- 2. Develop wide-scale advertising campaign for domestic and international tourists.**
- 3. Include the nearby attractions into the information and promotion pack of “Kolomna Pastila” brand.**
- 4. Bring the product "Kolomna pastila" to the international market and carry out its sales outside the museum.**
- 5. Develop souvenir business related to the brand to diversify the product through merchandising.**

# Conclusion

Taking all factors into account, we came to the conclusion that culinary tourism in Kolomna is still on the very early stage of development but it certainly has all possibilities for further development. Despite some disadvantages, the number of those who wish to visit this unique museum is not decreasing. Also, there are a lot of interesting places not far from here, besides the main "pearl" of the region - the museum "Kolomna Pastila." Because of this, the potential for development the culinary tourism here increases.

We believe that Kolomna has all the opportunities to become one of the most famous culinary centres in Russia. Also, we hope that after reading the materials of our case-study, you will be eager to visit this wonderful place, too.



**Welcome to Kolomna!**

## Sources of information:

1. <http://www.museum.ru/M809>
2. <http://www.tripadvisor.ru>
3. [http://10russia.ru/object\\_61](http://10russia.ru/object_61)
4. <http://bdmag.narod.ru/theme/october08.htm>
5. <http://ru.wikipedia.org/wiki>
6. <http://www.mosgid.ru/moskovskaya/kolomna>
7. <http://www.rgo.ru/2010/12/>
8. <http://kolomnapastila.ru/>
9. <http://www.booking.com>
10. <http://alyeparusa.ru/kolomna-fabric>
11. <http://1164.ru.all.biz/>

# Teacher's notes

## Instructions for teachers

Writing case studies is useful for students from different countries as they have an opportunity to learn the distinguishing features of other nations and cultures. Moreover, they can be used in class. Students also have a unique chance to share their experience, ideas and discoveries with children from other countries during annual conferences.

## Aims and objectives

- ✓ To study the potential of a small Russian museum "Kolomna pastila" as a tourist attraction
- ✓ To investigate trends for the development of “culinary tourism” in this region
- ✓ To raise interest in Russian culture through its national food
- ✓ To provide additional study material for students and teachers involved in GTTP

## Methodologies

While working on this case study it is important that students should:

- ✓ Broaden their knowledge of the Russian culture in general and culinary tourism in particular
- ✓ Realize historical changes in Russia that have influenced our culture
- ✓ Learn to analyze the information by discussing the case study
- ✓ Share the results of their case study with their classmates and work out their own recommendations of maintaining further “culinary tourism” in Kolomna
- ✓ Compare the issues investigated with those existing in their country
- ✓ Write projects or essays based on this material
- ✓ Give presentations in their school\college\university to share this information

## **Classroom activities**

The classroom activities can contribute to the development of such skills as:

- ✓ Communication on the topic
- ✓ Analyzing the material
- ✓ Critical thinking
- ✓ Problem solving
- ✓ Making comparisons
- ✓ Project work
- ✓ Making speeches and presentations using the visuals

### **Assessment Questionnaire**

- 1. Name historic events connected with the museum «Kolomna pastila»**
- 2. What other interesting places can be visited near the museum?**
- 3. What are your recommendations for developing “Culinary tourism” in this region?**
- 4. What are benefits of tourism development for the local population?**
- 5. What other kinds of tourism can be developed in Kolomna?**
- 6. What is the role of local government and people in maintaining Russian culinary traditions?**
- 7. Can you compare this place with any place in your country? What are differences and similarities?**

# Appendix 1

## **The excursion organized for students of our school in September 2013**

### *The plan of our excursion*

- 08.30 – Departure from Moscow
- Halt to rest in Bronnitsi; self-examination of Cathedral of Archangel Michael and the necropolis of the Decembrists - Pushin and Fonvizin
- 11.00 – Departure
- 12.00 – Arrival to Kolomna
- 12.00 – Sightseeing bus tour with a visit to the Old Golutvin monastery and Troitsky cathedral in Shurovo.
- 12.30 – Visit to the territory of Kolomna Kremlin;  

Visiting the monument to Dmitry Donskoy, Cyril and Methodius (see Appendix 2), the territory of New Golutvin monastery and temple of the monastery of female Brusensky
- 14.00 – Excursion to the museum of "Kolomenskaya pastila" with tasting handmade pastila
- 15.00 – Lunch in the cafe
- 16.00 – Visit to the shop of Beekeeping Kolomna plant "Golden Beehive" (see Appendix 3)
- 17.30 – Departure to Moscow
- 19.30 – Approximate time of arrival

## Appendix 2

1. Moskvoretsko-Oka plain - slightly undulating terrain in the south-western suburbs is situated south of the Klin-Dmitrov Ridge on the right bank of the Moscow River. The main type of relief of the area is undulating plains. However, there are areas with an expressed hilly terrain.
2. Cyril and Methodius - brothers from Salonica (Thessaloniki), the creators of the Slavic alphabet, the Church Slavonic language and preachers of Christianity.
3. Processing of bee products. Production, sale of products of restorative action. Honey, balms, mead, honey brew. "Myodi Kolomenskiye"™ combines proprietary recipes of ecologically pure honey in compositions with bee products, medicinal plants, honeyBeekeeping Kolomna plant produces 14 kinds of honey, 15 types of natural honey tasting, 5 types of honey balms. All production of plant does not contain artificial preservatives or colorings.
4. Yasnaya Polyana - a manor in Shchekinsky district of the Tula region (14 km south-west of Tula), founded in the XVII century and belonged to the genus Kartsev first, then to Wolkonskys and Tolstoy. Lev Tolstoy was born on August 28, 1828 there and lived, worked (at Yasnaya Polyana, he wrote "War and Peace" and "Anna Karenina", etc.), here he was buried.
5. Mikhailovsky - Memorial Museum which is devoted to Alexander Pushkin and situated in the Pskov region. Full name - State Memorial History and Literature and Natural Landscape Museum-Reserve of Pushkin «Mikhailovsky».
6. Melihovo (State Literary-Memorial Museum of Anton Chekhov) - one of Chekhov's major museums in Russia.
7. Darovoe - homestead in which great Russian writer Fyodor Dostoyevsky spent his childhood.
8. Polenovo - State Memorial, Historical, Art and Natural museum of Vasily Polenov.

# *Photo album*







