

## Conceptual Study on Tourist Attraction of Brand Cities: Antalya and St. Petersburg Cases\*\*

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### Abstract

Determination of the contributions of the cities, which have become a brand by providing an added value to the national economy, to the tourism sector is of socio-economic importance. This study, prepared from this point of view, takes Antalya as a city of sea/shore and St. Petersburg as a city of culture. Document analysis was performed taking into account the number of tourists coming to these brand cities, the purpose for visiting the cities, the number of overnight stays and the tourism income parameters of those cities. For this, document analysis method was used, which is one of the qualitative research methods and aims to analyze written materials with information about the subject. However, contribution of brand cities to tourism is analyzed from secondary data, and information is given also on the current status of the tourism market. Information on the cities were obtained through screening the statistics of the 2019 January-December term of the Ministry of Culture and Tourism of Turkey, St. Petersburg City Administration, Antalya Provincial Culture and Tourism Directorate and Association of Turkish Travel Agencies (TÜRSAB). In the light of this information, the distinguishing features of these cities, which are prominent in tourist attraction, were determined. It was seen that most of the tourists visiting Antalya come for marine / coastal tourism while tourists visiting St. Petersburg come for business and culture tourism especially from China, Germany and Finland. The importance of city branding was tried to be emphasized for two important cities of Turkey and Russia.

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## **INTRODUCTION**

Today, tourism is one of the fastest growing service sectors. Through the development of transportation and communication facilities, borders between countries have disappeared. Thanks to the increase in income levels of people and the convenience of living in the Internet age, the number of people who want to travel the world is increasing. Due to the increasing competition in the tourism market, it has become imperative for countries to constantly renew themselves and to brand the cities. “Becoming a brand” since the early years of the XXI century has been a distinctive factor not only for physical products bought off the shelves, but also for many things that are abstract. For this purpose, countries have turned towards some studies and investments in order to realize the city brand positioning after the 1990s.

The brand acts as an important tool to achieve competitive advantage. Competitive advantage will increase accordingly by creating a catchy brand name (Erdil & Uzun, 2010, p.122). Branding is a holistic development that affects the entire structure of the city. Branding the city not only adds new features but also creates awareness and desired connotations in people (Rainisto, 2003). The most concrete indicator that a city is a brand is the attraction of the city from outside investors and visitors. In order to increase the attractiveness of the city, promotion should be made by emphasizing a prominent symbol, feature or element (Torlak, 2015, p.61). Tourist attraction analysis of brand cities is presented in this study within the framework of Antalya and St. Petersburg. The tourist attraction of a Turkish and Russian city was examined comparatively for the first time. Both brand cities' contributions to tourism and their current status were analyzed by interpreting the information obtained from secondary data. At the end of the study, the importance of being a brand city has been tried to emphasize through two major tourist cities of Turkey and Russia.

### **Conceptual Framework of the Study**

#### **The Concept of Brand City**

According to Perry and Winstom (2003, p.11), the concept of brand is based on the earliest times when trade started in history. Depending on the development of the trade, due to the qualifications of some products, it has become obligatory to present them with some signs in order to easily distinguish the products that people want to reach, from their equivalents. Symbols were used due to the low number of literate people. Paintings dating back to 5000 B.C. on the walls of the Lascaux cave in southern France are considered to be the first brand traces in history. The word “brand” in English language comes from the verb “brandr” that stands for stamping and harming with fire (Gumus & Sarac, 2013, p.4). According to Greenberg (2008, p.9), while the concept of branding previously had a definition for companies and products on a global scale, it has evolved into a concept that shapes urban reality over time. The word “city” comes from the words “civilisation”, “civitatis” in the western languages (Kilicbay, 2000, p.41). Cities are considered to be the important living space of a nation, where there are networks of different structures and cultural characteristics emerge (Law, 2002, p.2).

The concept of “brand city” is defined in the literature as the process of providing superior competitive advantage, with aspects such as lifestyle, city quality, business opportunities and prestige besides subjects such as historical, cultural and social trade, taking into account the characteristics of the city (Gokaliler, 2017, p.327). According to Braun (2008), the concept of brand city is used in the same sense as the brand city such as place branding, place

marketing and place sale. One of the most important studies that rank cities is the “TheAnholt-GfKRooper City Brands Index™” developed by the strategist Simon Anholt, based on a literature review for branding of cities (Yılmaz et al., 2013, p.70). According to the hexagon determined by Anholt (2006) in the branding process, the international status and stance of a city that determines the brand value is considered the most important issues. The geographical location of the cities, the potential of being a global brand, the value of attraction in the eyes of the people, the local people and the infrastructure are evaluated within the scope of the mentioned hexagon. The concepts and techniques of branding have been evaluated by Kavaratsiz and Ashwort (2005) for many cities in Europe. It is suggested in this study how product branding can be transformed into city branding as a useful image creation strategy, with an emphasis on marketing theory and its implementation. Qingsheng and Ying (2009) have made many suggestions in their study regarding the brand positioning of exemplary cities. In this context, eight cities selected from the Yangtze River Delta were analyzed comparatively in terms of brand positioning. According to Morgan and Pritchard (2004, p.65), it is necessary to create physical and emotional awareness within the scope of efforts to give the city superiority and privilege. As an example of this situation, for those who visited India that has been able to establish an emotional connection with people with its unique exoticism and different culture, the claim that they will “never be the same again and will change” after the visit is remarkable. The distinctive features that a city should have in the branding process should be determined and some studies should be done on them. In this context, even the behaviors and beliefs of local people living in the city are important (Ozdemir & Karaca, 2009, p.116). According to Parkerson and Saundera (2005, p.9), increasing the attractiveness of people to the city and encouraging investment in the city are among the aims of branding a city (Tayebi, 2006). And according to Hanna and Rowley (2008, p.61), the interest of people in different cultures and the increasing strength of international media, the decrease in international travel costs, the increase in consumers' power of spending and the similarity of services provided to each other are among the conditions that require the branding of cities. The international branding of cities is primarily based on economic reasons. According to Paul Darel (2004, p.575), it has become the universal economic development strategy of the cities, making circulating capital such as transportation, tourism, cultural events and fixed capital investments attractive with an international identity. According to Herget, Petru and Abraham (2015, p.120), global competition and recent developments indicate that being a successful city brand should not be limited to communication and marketing, but also studies on urban planning, culture, trade and investment should be done at the same time. In this context, we can define the concept of brand city as a collection of values consisting of a mixed structure that combines the social, economic, political and cultural assets of the city.

### **The Importance of Being a “Brand City” in Tourism**

Each city has a brand value in its core. Because they become prominent with their distinctive features and differences. In contrast, not all brand cities are of the same value. At this point, it is also important what the image created by brand cities on people is. One of the main elements of the brand city process is the image works of the city (Isik & Erdem, 2015, p.27). Brand image is a synthesis of one's impression, emotion, thought, belief and connotation about the brand. In other words, how it is perceived compared to competing brands reveals the value of the brand (Yalcinkaya, 2006, p.7). The impression the consumer gets from different sources related to a brand plays a determining role in the formation of the brand image (Akkaya, 1999, p.101). The integration of mainly controllable perceptions such as the strengths and weaknesses of the brand as well as its positive and negative points constitute the brand image (Perry & Wisnom, 2003, p.15). According to Abraham (2004, pp.472-473), many different factors

play a role in the branding process of cities and in determining a city image. The population density and characteristics of the city, its location, historical and cultural structure, economic structure, employment rate, owned local institutions, crime rate and its place in the media are among them. Both countries and cities pay attention to marketing efforts while acquiring a positive image. If there is a negative image, it is aimed to turn it into a positive image through advertising. Advertising is a powerful factor in the creation of the emotional bond between the city and people (Aktuglu, 2018, p.160). When we look at the brand cities, we see that their history and cultural heritage as well as their natural resources have priority among the reasons of preferring them. Although the reasons of preferring cities are different, certain attraction elements are effective in the formation of the brand city image. These include culture, history, art, social environment, entertainment and recreation, natural resources, and general infrastructure (Beerli & Martin, 2004, p.659). People determine the destinations they will travel, taking into account these factors. It is obvious that the city branding contributes to the country an added value in economic, social, cultural and artistic sense besides the contribution in the field of tourism. Therefore, it can be said that the potential of a strong brand city to attract people and investments is high.

The perception of the icons related to the values of the object, person, institution or country in a short or long term expresses the image (Gultekin, 2005, p.127). The image of the brand emerges as a result of the joining of the brand's weaknesses and strengths, positive and negative points in the mind in relation to the experiences gained directly or indirectly with the brand (Perry & Wisnom, 2004, pp.15-16). According to Anholt (2006: 18), both rational and emotional effects can be mentioned about brand images of countries and cities. As Kavaratzis and Ashworth (2005) stated, people often compare cities according to their image. As a matter of fact, Paris is a brand city with the image of "romance" while Milan represents "fashion", New York "energy", Tokyo "modernity", Barcelona "culture" and Rio "fun". Thus, the role of the images drawn for the acceptance of these cities as brands appears. According to a study by Anholt (2006), Prague is known more than the Czech Republic and has a positive image, indicating that the city stands out with a stronger brand value than the country. The value of the city image, which is one of the most important factors that tourists pay attention when visiting a place, comes to the fore in this sense.

Cities with touristic potential are engaged in image and promotional activities to increase tourist attraction. Economic development and support of the city takes place through local people, operators and investors. Trying to direct international even national capital to the city has turned into an additional economic strategy (Paul, 2004, p.575). When looking at the social cohesion of the city visitors and the city people, it is observed that the visitors adapt to the cities where their mother tongue is spoken and similar culture is shared. A campaign should be planned according to the image type of the city in the image management process. If the image of the city is mixed and inconsistent, the factors causing perception at both ends of the mind of the target audience should be investigated, and positioning of the message that will end the complex perception should be done. Only after that can the desired image be built on the target audience. Cities with a positive image need campaigns to support this image, and those with a negative image need a campaign to change and improve it (Sahin, 2010, pp.35-42).

### **The Method of the Study**

The statistical data on Antalya and St. Petersburg were obtained through screening the statistics of the 2019 January-December term of the Ministry of Culture and Tourism of Turkey, St. Petersburg City Administration, Antalya Provincial Culture and Tourism Directorate and Association of Turkish Travel Agencies (TÜRSAB). The

information obtained from the secondary data regarding the image perceptions of both cities, their contributions to tourism and tourist attractions were analyzed. Document analysis method, one of the qualitative research methods, was used for this. In this context, document analysis was performed taking into account the number of tourists coming to these brand cities, the purpose for visiting the cities, the number of overnight stays and the tourism income parameters of those cities in the data review process.

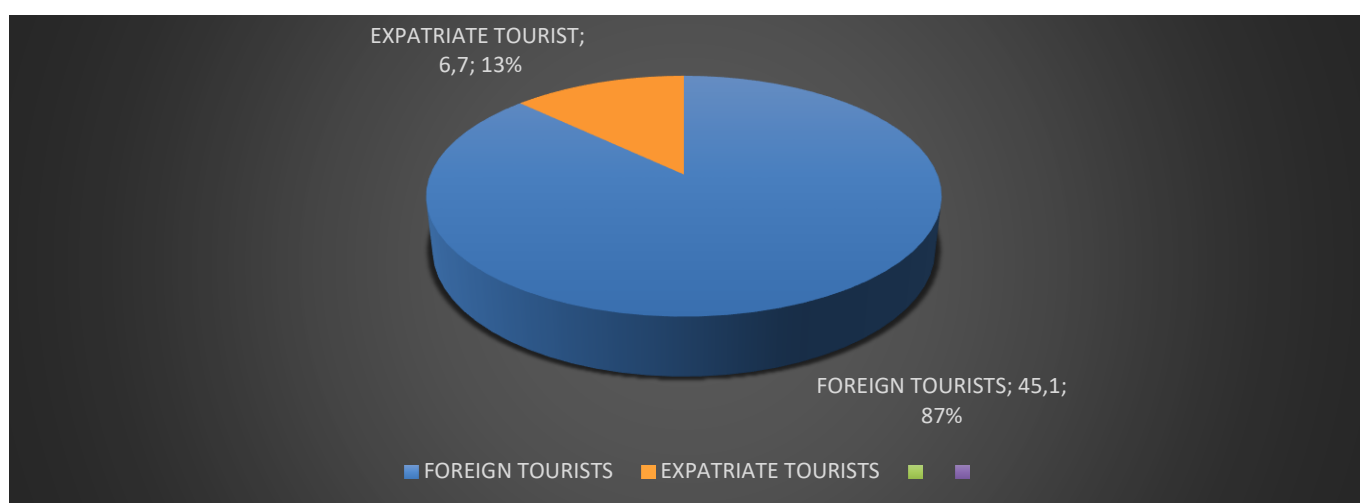
### “ANTALYA” As a Brand City And Its Tourist Attraction in Tourism

Antalya is as old as the history of humanity and has hosted various civilizations almost every era. Due to the archaeological, cultural and natural-geographical resources of the city, the differentiating power of the region is better understood. Depending on this, the idea of branding Antalya has emerged. The first studies for branding of cities were started in 2003 for Istanbul, Antalya and Konya (<https://www.akademikkaynak.com/marka-kent-ornegi-antalya.html>). A protocol was signed between Antalya Metropolitan Municipality and Antalya Chamber of Commerce and Industry (ATSO) on 29 August 2007 to carry out branding works of the city. Based on the agreement between Antalya Metropolitan Municipality and Antalya Chamber of Commerce and Industry, Antalya's branding strategy has been issued (Biskin, 2013, p.75).

Antalya, the tourism capital of Turkey, has become one of the cities known throughout the world. Throughout its history, it has carried the heritage of culture, art, architecture and mythology to the present day, and has almost served as a cultural bridge. Today, it is seen that Antalya is a brand city thanks to the positive image of the city and effective brand city promotion projects.

All-time records were broken in the number of tourists and income in 2019 and the best performance of the last three years was observed at the facility occupancy rates based on the data of the Ministry of Culture and Tourism of Turkey, Turkish Statistical Institute, Ministry of Interior and the Directorate General of Security. Totally 51.7 million tourists visited the city.

**Table 1:** Number of tourists visiting Turkey in 2019

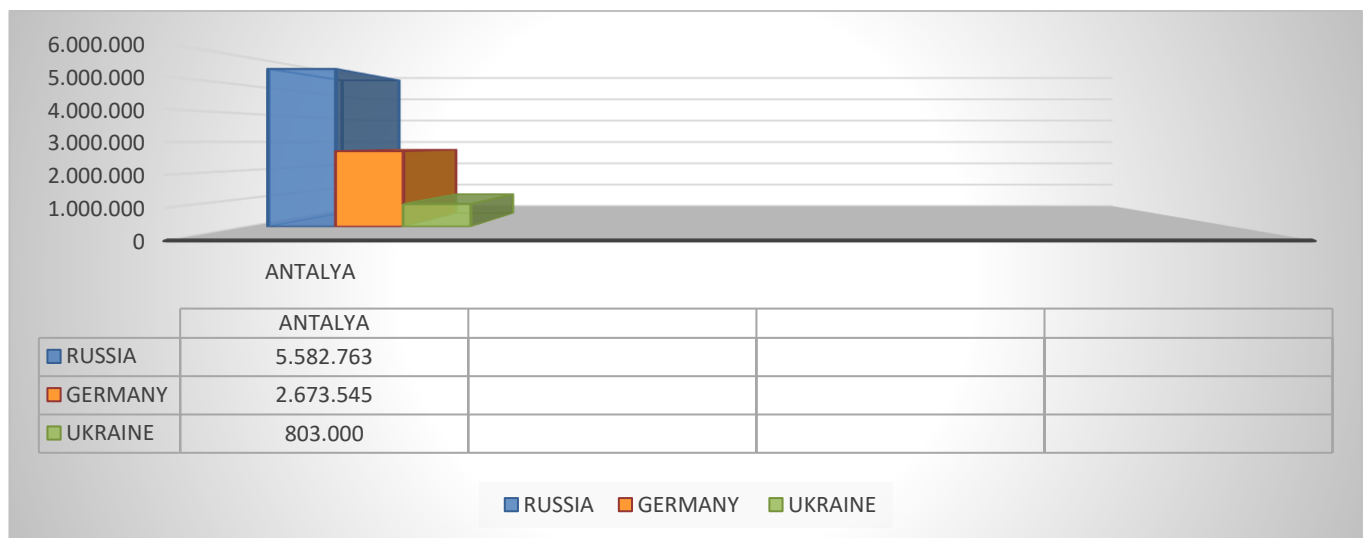


The rate in the table indicates an increase of 12.2% compared to the same period of the previous year (<https://yigm.ktb.gov.tr/TR-9851/turizm-istatistikleri.html>). Turkey's total tourism revenue in 2019 was 34.5 billion dollars. (<https://www.turizmajansi.com/haber/iste-turkiye-nin-2019-turist-sayisi-ve-turizm-geliri-h35213>).

In June, when the season density was the highest, 5,318,984 visitors came, the rate of change is 18.5% compared to the same period of the previous year. The number of tourists residing abroad is 650.997. The rate of change is 11.11% compared to the same period of the previous year. Accordingly, the total number of tourists in June 2019 is 5,969,981. In general, the top three countries sending the most tourists to Turkey in 2019 are Russia (7,017,657), Germany (5,027,472) and Bulgaria (2,713,464). The border gates that tourists enter are Istanbul with a rate of 33.08% (14,906,663) and secondly, Antalya with a slight difference of 32.51% (14,650,481). Edirne is the third with a rate of 9.65% (4,348,565). Accordingly, it is understood that Antalya is a touristic attraction center on a global scale. Transportation is via 76.67% airway, 20.28% highway and 2.99% seaway respectively. According to the accommodation statistics data of the Ministry of Culture and Tourism, the highest number of overnight stays in Antalya in 2019 are Russian tourists with 31.1 million (<https://yigm.ktb.gov.tr/TR-249702/sinir-istatistikleri.html>).

Antalya ranks first among the cities with the most overnight stays, with 82.6 million foreigners and 11.5 million domestic tourists. Accordingly, it is seen that Antalya is “the city with the most overnight stay” with a total number of 94.1 million (domestic + foreign) visitors. In the January-December period of 2019, Antalya broke the record for its history and hosted 15,644,108 tourists for the first time (<https://www.turizmajansi.com/haber/iste-turkiye-nin-2019-turist-sayisi-ve-turizm-geliri-h35213>). Most tourists came to Antalya in 2019 from the Russian Federation (5,582,763), Germany (2,673,545) and Ukraine (803,000). Based on these data, it can be said that Antalya has preserved its place in the tourist attraction ranking in the country by far. At this point, it is necessary to look a little more detailed at what are the attractive factors in Antalya's tourist attraction.

**Table 2:** The top 3 countries in the number of tourists of 2019



In order for a region to become a touristic destination and develop in terms of tourism, it must have a number of features. These features can be expressed as a synthesis of a number of products and services including mainly touristic attractions, image, transportation, accommodation, food and beverage, and the presence of recreational facilities such as parks, museums, archaeological site, etc. (Ilban, 2007, pp.6-7). Turkey's best-known destinations for international tourism market stand out with their specific geographical, cultural potentials, etc., their unique physical characteristics and unique values they offer. Antalya is a city where people show great interest not only with the “sea-sand-sun” trilogy but also with other tourism types. Thus, the city has become an attractive holiday destination especially for visitors from cold regions. Due to its natural and cultural attractions, Antalya offers a

favorable environment to many tourism types, especially coastal tourism (cultural tourism, congress tourism, winter tourism, cave tourism, golf tourism, yacht tourism, tableland tourism, camping and caravan tourism, faith tourism, sports tourism, etc.). The Mediterranean climate and beaches along the long coastline (Patara, Cleopatra, Lara, Konyaalti, Kemer, Incekum, Kaputas, Kundu, Phaselis etc.) are the main factors that are effective in the development of tourism in the city. Around three hundred days of sunshine and high temperature averages extend the coastal tourism season in Antalya (Isik & Zogal, 2017, p.73). In addition to these, Antalya's local culture, museums and archaeological sites, the favorable structure of the Taurus Mountains in terms of tableland tourism, Saklikent and Tahtali ski centers are important in terms of showing diversity in tourism in Antalya. With its waterfalls, natural beaches, rich historical artifacts and fairs, Antalya is a tourism paradise in all four seasons. Antalya, besides its existing natural, historical and cultural assets, is also known for its festivals (Atak, 2009, p.124). Based on Antalya Provincial Culture and Tourism Directorate data (<https://antalya.ktb.gov.tr/TR-68175/festivalleretkinlikler.html>), National Folk Dance Festival, Dagbeli (Cubukbeli) Festival and Traditional Dosemealti Pomegranate Festival are the annual festivals held in Antalya. In addition, international festivals are organized to make Antalya a world city. 14<sup>th</sup> International Antalya Sand Sculpture Festival, International Piano Festival, Antalya International Film Festival, International Antalya Guitar Festival (Antalya Center) and International Tourism and Art Festival (Alanya) are among these. On the other hand, Antalya has a rich transportation network in terms of highways, seaways and air transportation. This causes more tourists and tourism businesses to show interest in Antalya. Both the architecture and the names of the hotels in Antalya are shaped according to Russian tourists mainly. For example, since the word “palace” (сара́й) in Russian means “barn, basement”, it is observed that the word “palace” in English is used instead (Özen, 2009, pp.134-135).

Based on the 2019 facility statistics data of the Ministry of Culture and Tourism (<https://antalya.ktb.gov.tr/TR-67733/mavi-bayrak.html>), Antalya is in the first place with 241 facilities with operation certification in terms of providing environmentally friendly accommodation facilities. Antalya is in the first place in the world with 201 beaches having blue flag. Implementing the policy of attracting qualified tourists to Antalya through the “direct tourism move” on air transport has an important role. One of the steps taken for the development of tourism between Russia and Turkey on this issue is the signing of the “2018-2019 Tourism Action Plan”. The Turkey-Russia Hospitality Forum was held in the Belek tourism center in Serik District of Antalya. The developed political and commercial relations between the two countries affect tourism movements positively in this context. It can be said that the close relations between the two countries play an important role in Russian tourists preferring Antalya primarily.

### **“ST. PETERSBURG” As a Brand City and Its Tourists Attraction in Tourism**

The city was founded in 1703 by Petro I. The city was called “Petrograd” from 1914 to 1924 and “Leningrad” from January 1924 to September 1991. It is known as “Saint Petersburg” since September 1991. St. Petersburg is one of the leading tourist destinations in Europe in terms of tourist attraction with its historical and cultural heritage in the first place. There are 7783 national cultural heritage locations in the city. Because of this feature, UNESCO has accepted ST. Petersburg as a historical center and included it in the world heritage list. According to Valery Gordin (2011, p.17), the advantages that are effective in making St. Petersburg a tourism brand are: One of the biggest historical centers in Europe. It has a unique nature feature like “White Nights”. It has managed to preserve many

important architectural structures that are present since the time of being the capital in the Tsarist Russian era. It has very rich art collections. It has a world famous symphony, opera and art choreography.

In addition to being the cultural capital of Russia, St. Petersburg is also known as the major economic and scientific center of the country. The world-famous Hermitage museum, St. Isaac's Cathedral, Petro and Pavel Castle, Peterhof Palace, Aleksandr Nevskiy Monastery, Bridge of Change, Strelka Vasilyevskiy Island and Aleksandr Column are among the most preferred places for tourists. ([http://www.visit-petersburg.ru/media/uploads/5-day-ru-assambleya\\_new.pdf](http://www.visit-petersburg.ru/media/uploads/5-day-ru-assambleya_new.pdf)). Tourist attraction of St. Petersburg can primarily be associated with its rich historical and architectural heritage. As a historical center, there are many monuments in St. Petersburg included in the Unesco World Heritage List. As part of the event tourism, “White Nights” in May-July and the celebration of the founding day of the city on May 27, “Scarlet Sails”, the traditional festival of alumni at the end of June have an important place in the city's tourist attraction. ([https://www.gov.spb.ru/gov/otrasl/c\\_tourism/statistic/](https://www.gov.spb.ru/gov/otrasl/c_tourism/statistic/))

According to the World Tourism Organization (UNWTO) data (<https://www.eunwto.org/doi/pdf/10.18111/9789284421152>), The Russian Federation ranks 16<sup>th</sup> in the world and 9<sup>th</sup> in Europe in terms of tourist attraction. It hosted 62 million tourists in the January-December period of 2019. 56.5 million of them are foreign tourists while 5.5 million are foreign residents. The countries that sending the most tourists are China (1,493,237), Germany (522,164) and South Korea (413,351) respectively (<https://www.rzd-partner.ru/logistics/comments/v-2019-godu-v-rossiyu-priekhalo-na-20-5-bolshe-inostrannykh-turistov/>). In the autumn of 2019, the 23<sup>rd</sup> General Assembly Meeting of World Tourism Organization was held in St. Petersburg with the participation of representatives of 156 country. The tourism development strategies of the Russian Federation that will be valid until 2035 were adopted on September 20, 2019, under the leadership of President Medvedev. The Ministry of Economy and the Federal Agency of the Ministry of Tourism of the Russian Federation took part in the preparation of these strategies. Moscow and St. Petersburg are the two most important tourism destinations in Russia. These two cities, which are the center of tourist attraction, have a 70% share in the national tourism market.

According to the tourism development strategies in the published document ([https://www.mkrf.ru/documents/ob\\_utverzhenii\\_administrativno355002/?sphrase\\_id=2736033](https://www.mkrf.ru/documents/ob_utverzhenii_administrativno355002/?sphrase_id=2736033)), it is estimated that the number of tourists who will visit the Russian Federation will double. According to the current data of the country's gross domestic product, it is predicted that the tourism increase rate, which is 3.8%, will increase to 6% in 2035 and according to the data of UNWTO, the Russian Federation will be in the top 10 in the world ranking. According to Sergey Lavrov, Foreign Minister, visa issues for foreigners are seen as one of the biggest obstacles to traveling to the country. However, thanks to the on line visa application, this problem is now resolved.

According to the 2019 domestic tourism data, Moscow ranks first (25.5) and ST. Petersburg second (25.2) in the list of cities that host the most foreign tourists (<https://rustur.ru/nacionalnyj-rejting-vezdnogo-turizma-2019>). Accordingly, it has been observed that in the January-June period of 2019, there was a 15% increase in foreign tourists in St. Petersburg, which is the important tourism destination of the Russian Federation. In addition, St. Petersburg (as in 2015, 2016, 2017) was awarded the title of the best city in Europe in 2019. Due to the festivals held in 2018, more than 2 million tourists visited the city. Considering this data, the number of events was increased in 2019 and 14 additional events were held. According to 2018 data, the number of tourists visiting Petersburg is 8.2 million. Of these, 3.9 million are foreign tourists and 4.3 million are Russian tourists. In 2018, Italians are ranked

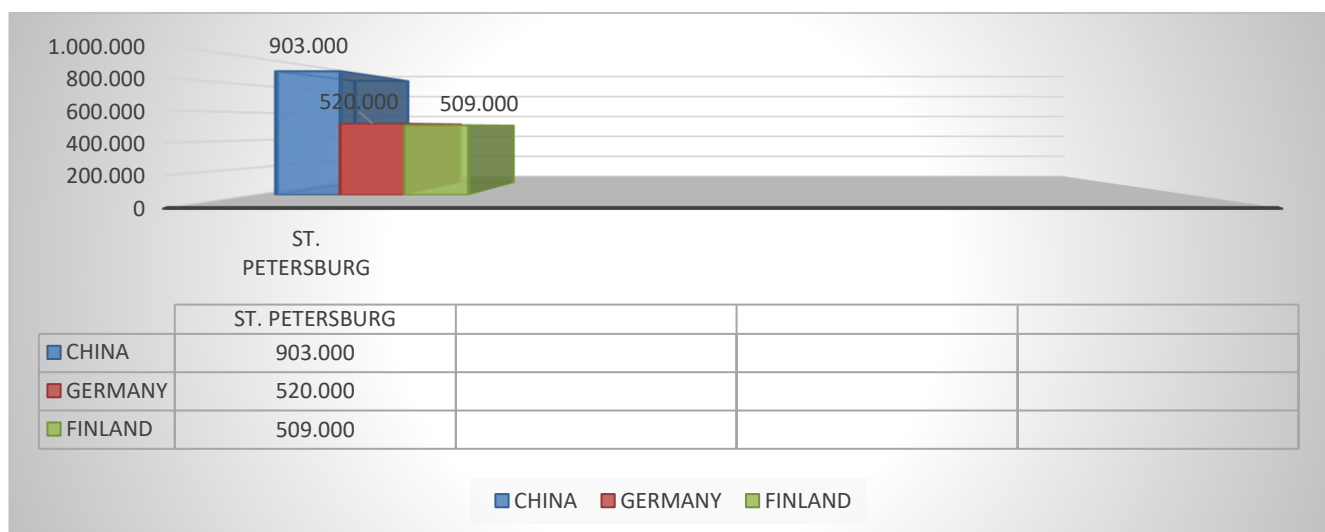


first, Germans are second and Chinese are third among foreign tourists ([https://www.gov.spb.ru/gov/otrasl/c\\_tourism/statistic/](https://www.gov.spb.ru/gov/otrasl/c_tourism/statistic/)). Compared to the statistics of 2017, it is seen that there is an increase of 9.3% in 2018. The factor that increases the tourist attraction of St. Petersburg is that the city has been nominated for the 2018 Champions League final. Since UEFA draws are an event that is broadcast live and watched across Europe, it is an important advertisement for candidate cities. Because of this positive effect, St. Petersburg hosted more than 1 million football fans in 2018 ([https://www.gov.spb.ru/gov/otrasl/c\\_tourism/statistic/](https://www.gov.spb.ru/gov/otrasl/c_tourism/statistic/)). In an interview in June 2019, Aleksandr Beglov, governor of St. Petersburg drew attention to the development in tourism with the following words: “Tourism is very important to us. We estimate that 10% more tourists will visit the city this year. The most important factor in the development of tourism is hospitality, transportation opportunities to the city and the budget allocated to tourism” (<https://tass.ru/obschestvo/6591171>).

According to the tourism statistics of the January-June period of 2019 on the official site of the St. Petersburg Administration ([https://www.gov.spb.ru/gov/otrasl/c\\_tourism/statistic/](https://www.gov.spb.ru/gov/otrasl/c_tourism/statistic/)), the number of Italian tourists who preferred St. Petersburg for holidays increased by 58% compared to the previous year and reached 30,000. With an increase of 39%, 44,000 French tourists preferred St. Petersburg in the first six months. The market share of Germans who went to St. Petersburg for holidays increased by 31% from 39,000 to 50,000 in the same period. Thus, in the distribution of foreign tourists coming to St. Petersburg in the first six months of 2019, the Germans ranked first, the French ranked second and the Italians ranked third (<https://rg.ru/2019/08/14/reg-szfo/v-sankt-peterburge-italianskih-turistov-stalo-vdvoe-bolshe.html>).

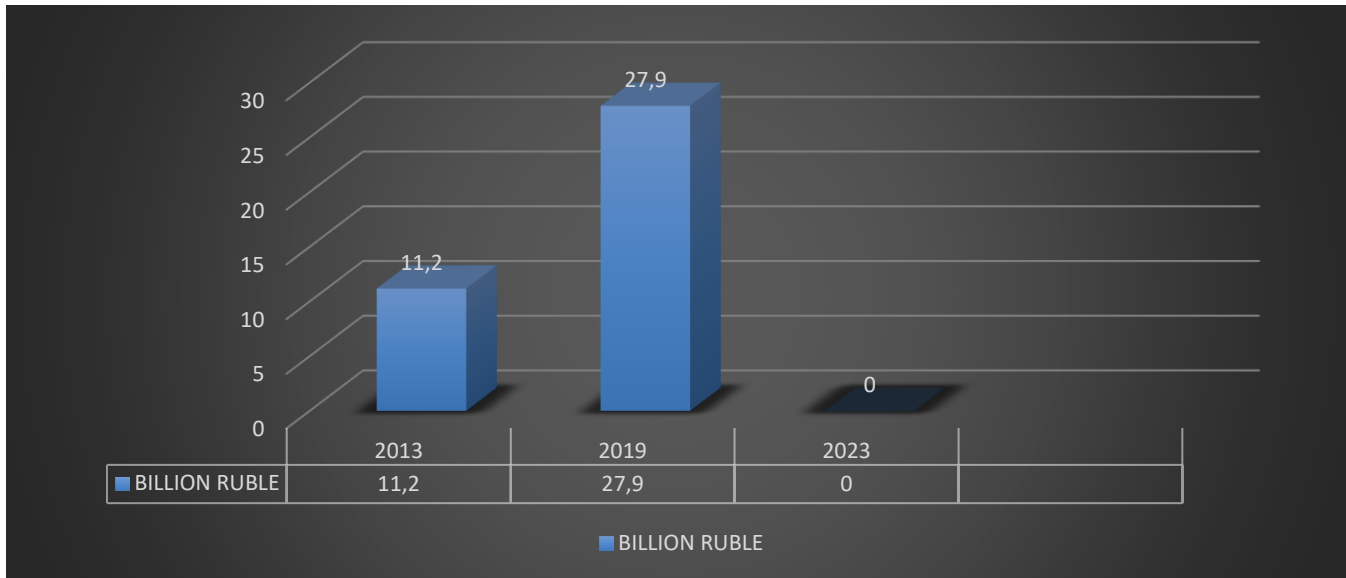
Based on the overall sum of 2019 (January-December) statistics, St. Petersburg has managed to attract a record number of tourists with 10.4 million (domestic + foreign) by breaking new ground in its history. Accordingly, in the ranking of foreign tourists visiting St. Petersburg, China is the first (956,800) with 9.2%, Germany is the second (520,000) with 5% and Finland is the third (509,600) with 4.9% ([https://yandex.ru/turbo/s/78.ru/news/2020-03-31/kitai\\_lidriuet\\_po\\_chislu\\_turistov\\_posetivshih\\_peterburg\\_v\\_2019\\_god?utm\\_source=yxnews&utm\\_medium=mobile](https://yandex.ru/turbo/s/78.ru/news/2020-03-31/kitai_lidriuet_po_chislu_turistov_posetivshih_peterburg_v_2019_god?utm_source=yxnews&utm_medium=mobile)).

**Table 3:** The top 3 countries in the number of tourists visiting St. Petersburg in 2019



The total income of St. Petersburg gained from tourism in 2019 is average 27.5 billion rubles. According to Aleksandr Beglov, governor of St. Petersburg, it is aimed to increase tourism income to 35 billion rubles by 2023 (<http://pitert.ru/news/peterburg-sobiraetsya-zar>).

**Table 4:** Tourism income change and target of St. Petersburg



Average length of stay of tourists in St. Petersburg varies from 3 to 5 nights ([https://www.gov.spb.ru/gov/otrasl/c\\_tourism/statistic/](https://www.gov.spb.ru/gov/otrasl/c_tourism/statistic/)). According to Yevgeniy Pankevic, Chairman of the Tourism Development Committee, an increase of 26.8% was observed compared to 2018. While stating that they are pleased with this situation, he noted the increase observed in the autumn-winter season thanks to the online visa (<https://news.ru/society/sankt-peterburg-v-2019-godu-prinyal-bolee-9-mln-turistov-vpervye-v-istorii/>). According to Nana Gviciy, President of the Tourism Committee, the number of foreign tourists coming to St. Petersburg with an electronic visa has increased one and a half times in three years to 6 million. Considering the negative consequences of this dynamic, economists consider the economic return of mass tourism to be deceiving, and its benefit for citizens suspected. Prof. Dr. Valeriy Gordin of the Faculty of Economics, St. Petersburg University, states that marketers say that 15 million people visited St. Petersburg in 2018, but 8.2 million tourists visited based on official statistics ([https://www.rbc.ru/spb\\_sz/30/07/2019/5d400d369a794703fc45aa10](https://www.rbc.ru/spb_sz/30/07/2019/5d400d369a794703fc45aa10)). According to Gordin, there are changes in figures due to calculation methods. Because the government only takes care of tourists staying in hotels and hostels. It seems that they have ignored those who stay with their relatives or rented apartments through online sites such as AirBNB, Couchsurfing offering accommodation options for tourists. In this context, it seems extremely difficult to calculate the actual number of tourists. However, there is a seasonal tourism in St. Petersburg. It is the high season that continues from April to September. What is important here is that to provide tourist attraction in the low season. In this regard, in addition to diversifying the types of tourism, some other applications can be performed. Cultural, sportive and business activities can be organized by giving importance to sustaining the activities in times of low season in the city. Education tourism can also be developed. In addition, winter schools can be opened and conferences can be organized. On the other hand, alternative tourism types such as health tourism, industrial tourism, cinema tourism and music tourism can be developed. In this way, fans of opera artists can come to classical music concerts and so that contribute to tourism

([https://www.rbc.ru/spb\\_sz/30/07/2019/5d400d369a794703fc45aa10](https://www.rbc.ru/spb_sz/30/07/2019/5d400d369a794703fc45aa10)). According to the strategy information published under the leadership of President Dmitry Medvedev (2019), studies are conducted in the Russian Federation on the development of different types of tourism such as tourism for children, cultural-enlightenment tourism, ski tourism, cruise tourism, ecological tourism and business tourism ([https://www.mkrf.ru/documents/ob\\_utverzhenii\\_administrativno355002/?sphrase\\_id=2736033](https://www.mkrf.ru/documents/ob_utverzhenii_administrativno355002/?sphrase_id=2736033)).

In the capitals of Italy and Germany, remarkable advertising campaigns were carried out in 2018 for local people that also various privileges will await them besides the historical and cultural richness of the city if they visit St. Petersburg. Thus, the effect of the advertisement campaign organized by the tourism development committee can be seen in the increase of the number of foreign tourists coming from Italy and Germany in 2019 ([https://spb.aif.ru/city/event/peterburg\\_vse\\_chashche\\_stali\\_poseshchat\\_turisty\\_iz\\_italii](https://spb.aif.ru/city/event/peterburg_vse_chashche_stali_poseshchat_turisty_iz_italii)). It is necessary to touch on the role of social media at this point, which are in front of advertising and promotion activities in today's globalizing conditions, where technology has advanced greatly. It is considered that especially Instagram application has become a strong factor in the creation of the emotional bond between the city and the human. Ergun and Bayrak and Doğan (2019) have revealed that Instagram, which is an important marketing channel for tourism marketing, has a positive effect.

The good advertising work that explains the city's historical and cultural richness to the Europeans, being a city of museums and the identifying the city with the world-famous Russian writer Dostoevsky are among the factors affecting the tourist attraction of St. Petersburg. In this sense, in Russia, which is an important destination for literary tourists, writers have always played an important role in the spiritual, intellectual and political lives of the readers. Particularly, it is interesting for those who visit the city to feel the protagonists of the works of the most important writers and poets of XIX. and XX. Century Russian literature in the streets of Petersburg. There are hundreds of literary venues in the city where the houses of names such as Lermontov, Gogol, Ahmatova, Brodskiy, Blok are located. In addition, there are literary monuments dedicated to many authors who have made their mark with their artistic activities throughout XVIII., XIX. and XX. Centuries. Museums of names such as Nekrasov, Pushkin, Dostoevsky, and Nabokov are of great interest (<https://d-neva.ru/tury-v-sankt-peterburg/ekskursii-v-sankt-peterburge/literaturnye-mesta-peterburga/>).

Compared to other countries, Russia has more literary museums. Thanks to the literary tours organized, tourists get to know more about Moscow of Bulgakov and Yesenin, the mansions of Tolstoy and St. Petersburg of Raskolnikov, the protagonist of "Crime and Punishment". Tsarskoe Selo near St. Petersburg is one of Russia's most famous attractions. Famous Russian historian and writer Karamzin carried out his studies on his work titled "History of the Russian State" in Tsarskoe Selo. Day-trips here have become part of the St. Petersburg tour route. Dostoevsky, one of the most important writers of Russian and world literature, also rented more than twenty houses in Petersburg (Ozkul, Demirer & Ipar, 2012, pp.13-14). The city is a magical city, identified with Dostoevsky, perceived by his readers in his novels. This city, where the changes in Russia are read, where the old and the new live side by side, largely owes the formation of its image to Dostoevsky (Isen, 2013: p.25). St. Petersburg, including the places where the houses he wrote "Karamazov Brothers" and "Crime and Punishment" are located can be visited through the "Crime and Punishment Walking Tour" prepared by travel agencies in order to benefit from the fame of the books. The "Alexander Pushkin Museum", where Pushkin resided before he died as a result of a duel in 1837, is the largest

and most visited literary museum in St. Petersburg (Ozkul, Demirer & Ipar, 2012, pp.13-14). The Copper Horseman Monument, which symbolizes Pushkin's work "Copper Horseman", Queen of Hearts House where the long story Queen of Hearts was wrote and Gogol's "Neva Street" are among the places worth seeing within the scope of the literary tours. The "Historical Literature Cafe" on Neva Street still maintains its old spirit. Antique green lamps with small sculptures, windows with hanging magnificent heavy curtains and glasses used by aristocrats attract attention inside. The land that Katerina II gifted to Derjavin, one of the enlightening writers of the XVIII. Century, now serves as the "Authors' Bookstore" on Neva Street. Here, writers meet and literature nights and new books introduction days are organized (<https://www.s7.ru/ru/travelguides/russia/saint-petersburg/routes/literaturniy-marshrut-po-peterburgu/>).

### **Conclusion and Recommendations**

Tourist attraction of brand cities was investigated for Antalya and Petersburg in this study. The importance of being a brand city in tourist attraction including Antalya's "sea/coastal tourism" and St. Petersburg's "business and cultural tourism" is tried to be emphasized in this study. As a result of the literature review, it was determined that the tourist attraction of the mentioned two brand cities has not been handled comparatively before, and such a study regarded as necessary for this. Document analysis method was used for data analysis. Accordingly, document analysis was carried out by taking into consideration the parameters such as the number of tourists hosted by the cities, the reasons of the tourists visiting the cities, the number of accommodation in the cities and the tourism revenues of the cities.

The brand value of a city has been associated with a considerable amount of visitors from outside in the study by Rainisto (2003) and Torlak (2015). In official statistics of the Ministry of Culture and Tourism, it was seen that Antalya was ranked first in the list of most overnigheted cities with 82.6 foreigners and 11.5 million local tourists in 2019. According to the studies, having unique geographical and cultural potential, ranking first in the world with 201 beaches with blue flag, having a lot of sunny days, hosting great events, festivals and fairs, having alternative transportation facilities and having a good hinterland, carrying out successful international promotion campaigns and the implementation of qualified tourist attraction policy through a direct tourism move are among the factors affecting the tourist attraction of the brand city Antalya. In addition to these, the signing the "2018-2019 Tourism Action Plan" between Turkey and Russia realization of the Turkey-Russia Hospitality Forum in the Belek Tourism Center in Serik District of Antalya have been considered important steps to strengthen political and commercial relations between the two countries.

The findings of this study support the issue of how product branding can be transformed into city branding as a useful image creation strategy proposed in the study by Kavaratsiz and Ashwort (2005). Because especially for Russians, it was determined that the most important feature that transforms Antalya into a brand city is to offer hotel service with an all-inclusive concept.

It was observed that St. Petersburg managed to attract a record number of tourists with 10.4 million (domestic + foreign) in 2019. Based on the findings of the study, the good preparation of the advertisement that tells to the Europeans about the historical and cultural richness of the city, the fact that St. Petersburg has more museums compared to other countries and identifying the city with the world-famous Russian writer Dostoevsky are the factors affecting the tourist attraction of the brand city Petersburg. The findings of this study support the conclusion that both

rational and emotional effects are important in the brand images of countries and cities, which were revealed in the study of Anholt (2006). Because, as in the example of Prague-Czech Republic stated in Anholt's study (2006), it was seen that the city name stands out of the country due to the famous "White Nights" of St. Petersburg. It is concluded that the "White Nights" show itself as a separate brand for the brand city St. Petersburg. The findings of this study support the conclusion that the historical and cultural heritage and natural resources owned are primarily important and among the reasons of preferring the brand cities, which was emphasized in the study of Beerli and Martin (2004). It is understood that the historical and cultural heritage of St. Petersburg has a decisive role in its branding process. People pay attention to the high number of attractions of the city while determining the destination they will travel to. Indeed, St. Petersburg is far ahead of Antalya in terms of qualified tourists. St. Petersburg is a city with a high intellectual level compared to Antalya in terms of its architectural characteristics and Russia's window opening to Europe. In addition, the findings of this study confirm the principle of identifying the distinctive features that a city should have during the branding process and some studies should be conducted on them, as emphasized by Ozdemir and Karaca (2009). It was observed that travel agencies in St. Petersburg organized a "Crime and Punishment Walking Tour" by taking advantage of Dostoevsky's recognition in the world literature and increased the tourist attraction of the city in this context. In contrast, the findings of the study differed from the study results of Hanna and Rowley (2008). In that study, the conditions that require the branding of cities include the increase of the power of international media, the decrease in international travel costs and the increase of spending power of the consumers. However, according to the findings of this study, social media is considered to be one of the most important factors of tourist attraction in today's globalizing conditions. In another study with a different view, Aktuglu (2018) argued that advertising was a powerful factor for the creation of the emotional bond between city and people. However, the power of social media, especially Instagram, stands out among all advertising and promotion activities in the 21<sup>st</sup> century. In this context, our study supports the result that Ergun and Bayrak and Doğan (2019) have revealed that Instagram, which is an important marketing channel for tourism marketing, has a positive effect. Another important issue for the tourist attraction of the cities is the economic factors. In today's world, where the pace of daily life becomes more intense and stress increases, people see tourism mainly as a reason for rest. At this point, the findings of our study support the conclusion that being a successful brand city requires much more than communication and marketing as mentioned in the study of Herget, Petru and Abraham (2015). Another finding of the study is the effect of the advertising campaign organized by the tourism development committee on the increase of the number of foreign tourists coming from Italy and Germany in 2019. The effect of noteworthy advertising campaigns carried out in 2018 in Rome and Berlin that highlight not only the historical and cultural richness of the city, but also various privileges awaiting people if they visit St. Petersburg, was observed. It was found out in this study that Antalya is far ahead of St. Petersburg both in terms of providing tourism opportunities in four seasons due to the climatic conditions and offering it more economically in the all-inclusive concept. Antalya is in front of St. Petersburg because it is a "sea/coastal vacation"-focused city regarding the tourist attraction positions of the two cities. It is observed that the socio-economic conditions of the two cities are undoubtedly effective.

Within the scope of the obtained results, some suggestions were developed in the study:

\*Tourist attraction of brand cities can be studied comparatively for different regions, countries and cities.

\*More studies allowing increase of the number of brand city in Turkey and assessment of cultural, historical, commercial, economic and touristic potentials of cities can be conducted.

\*Projects specific to Antalya can be prepared primarily within the framework of the purpose and budget, and various international organizations can be organized to show that it is different from other cities.

\*By going beyond the “Sea-Sand-Sun” concept for Antalya, cultural tourism can be focused on more.

\*The seasonal intensity can be reduced and the demand for tourism can be extended to twelve months in order to make St. Petersburg, which stands out with cultural tourism, as a point of attraction with different types of tourism.

Based on these suggestions, the findings of the study are thought to provide a basis for conducting additional studies. It is also hoped that the study will contribute to brand city activities and shed light on future scientific studies.

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