Application of Canadian Experience for Supply Chain Strategy and Territorial Organization of Tourist Information Centres in the Regions of Russia

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***Abstract*— One of the countries that have a common and long-running TIC network is Canada. The experience of this large northern country in the formation of regional information visit-service systems is of interest to Russia, since the countries in their characteristics are similar in size, distances, and natural conditions based on the supply chain strategy. Consider the TIC systems in the four Atlantic Canadian provinces. Tourist Information Centres are a new branch of services and a significant component of tourism management in many countries. In Russia, tourist information centres (TIC) are organized mainly in the largest cities of the regions and at the main sites visited. The experience of countries that are close in terms of geographic conditions and advanced in relation to the tourist infrastructure is important for the Russian regions. The study of the territorial organization of the Visitor Centres in the Atlantic Canada allows us to determine some geographical patterns. They will be taken into account when developing the system of tourist information centres in the Permsky Krai, one of the internal regions of Russia, which begin to form a high-level tourist infrastructure.**

***Keywords*—** *Visitor Centres, Tourist Information Centres, Supply chain strategy, travel services, Convention and Visitors Bureau, Scenic Drives, New Brunswick, Prince Edward Island, Nova Scotia, Newfoundland and Labrador, Permsky Krai.*

1. Introduction

The growth of tourism in the Russian regions is accompanied by the development of a diverse infrastructure, one type of which are Tourist information centres (TICs). As a rule, these are small separate buildings or premises in multi-functional buildings, where tourists can get free information, advice, city maps, schemes, etc. This branch of tourist services in Russia is quite new, it starts to be formed, covering only the central cities in most regions. In the Russian regions, the issue of the development of the TIC network, the definition of the principles for their deployment is relevant, so it is appropriate to consider the foreign experience of those countries where such networks have already been formed [1-10].

The organization of the TICs stimulates the development of tourism, and many experts consider this to be the first practical step in tourist development of the territory. The territorial coordination of tourist industry in many regions relies on a rationally created TIC-system. From research point of view, the issue is interesting because this developed TIC-system can reflect the form of tourism organization, distribution of resources, flows, and planning of routes [11-17] , [18], [19-23]. With help of the TIC-system, monitoring and statistical recording of tourist arrivals, including such as independent tourism. This kind of tourism is problem in world tourism statistics.

2. Methods

One of the countries that have a common and long-running TIC network is Canada. The experience of this large northern country in the formation of regional information visit-service systems is of interest to Russia, since the countries in their characteristics are similar in size, distances, and natural conditions. Consider the TIC systems in the four Atlantic Canadian provinces [24-26].

The organization of tourism in the province of **New Brunswick** [13], differs from other provinces, it focuses not on tourist regions, centres and zones, but on landscape picturesque roads (Scenic Drives). Tourist information centres, called "Information Visitor Centres, Visitor information centres (VIC)" are geographically and organizationally tied to Scenic Drives. In 2017, five provincial TICs and fifty-seven municipal TICs worked in the province. Provincial TICs are located at the "entrance", where the main roads cross the province's border: in the cities of Edmuston and Cambelton on the roads of Quebec, in Sacquila on the road from Nova Scotia, Woodstock and San Stefan on the roads from the state of Main. Municipal TICs are

located on Scenic Drives or in areas near these roads.

TICs are located in the province as evenly as possible. In each locality there is no more than one centre, except for two cities - St. John and Moncton, where there are two visitor centres. However, compact areas are allocated where TICs are concentrated. This is the upper part of the Fundy Bay - Cinecto Bay (7 offices), the agglomeration of Moncton (7), the peninsula and the islands of Acadia (7), the agglomeration of Saint John (4), the area on the US border - the cities of Saint Stefan and St. George, the islands Fundi (5).

The largest number of municipal visitor centres (19) is along the Akadian coastal road and along the Fandi coastal road (17), along the road in the St. John river valley (15). There are 4 visits-centres to the road along the valley of the Miramichi river, 2 - to the Appalachian road. Almost all municipal TICs are located directly in populated areas on landscape roads, only five TICs are moved from the roads to a distance of more than ten kilometres. In this province, the territorial organization of tourism is exclusively routing. According to the location of the TIC, it can be concluded that there are two tourists «capitals» in the province - the cities of Moncton and St. John. There are two tourist zones, one in Chinecto Bay, the second on the Acadia Peninsula and the island, and the tourist area is also allocated to the border with the USA in the St. George and the islands of Fundy.

It is interesting to calculate the density of the TIC and compare it with other provinces (Table 1). The density of visiting centres in the province is 0.8 per thousand square kilometers.

In the province of **Prince Edward Island** [15], there is an extensive network of TICs of four types. In 2017 this network is represented as follows.

1. Provincial information visit-centres. Work in three places at the entrance to the province: in Borden-Carleton on the road from the province of New Brunswick on the bridge of the Confederation; in Wood Island on the ferry pier from the province of Nova Scotia; in Souris at the ferry to the islands of Madeleine (province of Quebec). Also, such a centre is located in the Mount Pleasant town.
2. Provincial centres of destination. Are in four places. They determine the most important places of tourist interest and concentration of guests: the capital city of Charlottetown, the second most significant city of Sammeside, village Cavendish - the object of UNESCO and Saint Peters town.
3. Municipal information visit-centres. Showing only one centre, located in the Charlottetown on the shore of the bay.
4. Island welcome centres. There are fourteen. Are located on the Scenic Drives that encircle the coast of the island: The coast road of the Northern Cape - 4 centres, the Green Gable Coastal Drive - 1 centre, the Red Sands Coastal Drive - 2 centres and the Coast road to the eastern point - 7 centres.

All twenty-two TICs are located on tourist picturesque roads, fulfilling the role of providing tourists with information on the route. From this it can be concluded that the territorial organization of tourism on the Island has a route view, corresponds to the interests of auto-tourists. TICs are distributed on the territory of the island evenly and work only one in the village, except for Charlottetown (2 centres). The density of TICs in the province is 3.9 per thousand square kilometers.

In the province of **Nova Scotia** there are fifty two information visit-centres [11]. They are grouped not so much on Scenic Drives as in the following seven tourist areas. In the tourist area of Halifax there are 2 visitor information centres, in the South Coast area - 10, Yarmouth and Akadia coast - 2, the Bay of Fundy and the Annapolis Valley - 13, Northumberland coast - 8, East coast - 7 and Cape Breton island - 8. TICs distributed evenly, mainly located on the coast, but a significant part - 8 TICs are located in the peninsula. TIC is available both in cities and in small villages, both on landscape roads and on ordinary roads. There are two places of concentration of visitor centres: the first in the Annapolis Valley, the second in the Mahone Bay area and the city of Lunenburg. The density of TICs in the province is 1 per thousand square kilometers.

In the province of Newfoundland and Labrador (Tourist regions. Newfoundland and Labrador. Retrieved from https://www.bbcanada.com/newfoundland), there are twenty visiting centres. Tourist zoning is represented by five districts: four on the island of Newfoundland and one on the Labrador Peninsula. In tourist areas, visitor centres are as follows: Avalon - 5 centres, East - 3, Central region - 5, West region - 3 and Labrador - 4 centres. Visitor centres are relatively evenly distributed throughout Newfoundland, on a central road, on ferry piers and on the coast. The density of the TIC in relation to the whole area of the province is equal to 0.05 per thousand square kilometres, and the density of visit centres on the Newfoundland Island is almost three times as high-0.14 per thousand square kilometres.

Table1. TICs in the Atlantic Canada

Provinces	Density of population, people per sq. km	Density of TIC units per sq. km,
Prince Edward Island	26	3,9
Nova Scotia	16,1	1,0
New Brunswick	10,4	0,8
Newfoundland Island	4,3	0,14
Newfoundland and Labrador	1,3	0,05

3. Results and Discussion

Let us turn to the development of the TIC system into one of the regions of Russia - the **Permsky Krai**, where the tourist information centre is active in Perm and has a branch in Kungur. In 2017, the Perm TIC provided 57,696 information and consulting services in the tourist resources of the Perm Kray, of which 97% of Russian visitors, and 3% of foreign visitors. Among those who apply for information and consulting services, residents of the Perm Territory predominate: Perm (34%), Solikamsk (11%) and Kungur (9%). Of the cities of the Russian Federation, Moscow (8%), Yekaterinburg (7.4%), and Kazan (3.3%) is leading by appeals. Foreign visitors with the largest number of references are citizens of France, Great Britain and Germany. About 33% of requests were made in the form of a direct visit to the offices of the TIC.

We will design a network of TICs in the Permsky Krai - the internal region of Russia, taking into account the experience of such networks in the Canadian provinces. We will allocate perspective places for information visit-centres in the following sequence: 1. TIC at the "entrance" to the Perm region, 2. in the cities, 3. in the countryside, 4. near the sightseeing facilities.

As the Permsky Kray has a large area, it borders on five regions of the Russia, is located in the interior of the country and it is crossed by many transit routes, the region has many transports "exits". This circumstance determines a significant number of visiting centres at its borders or in directions to the borders. TICs can be in cities, district centres or in small settlements.

Four visit centres of the regional level should, Regional TICs are in Perm: in the city centre, two at the airport and one at the railway station.

The main part of the network of visit-centres should be located in the cities of the Perm region, these are ***City TICs***. To determine the location of the visitor centres, it is necessary to decide which cities can be «tourist growth points». To do this, it is appropriate to assess the quality of cities, not even by service characteristics, but by the basic geographic properties that are inherent in one or another place, such as the availability of a transport hub, transit, the possibility of being "gateways" to tourist areas, etc. According to such an estimate cities with the largest tourist prospects are Kungur (19 points), Solikamsk (18), Tchaikovsky (16), Cherdyn (15), Berezniki (13), Krasnovishersk (13), Ocher (13), Chusovoy (12), Kudymkar (10), Lysva (10), Wasp (10), Usolye (7) Alexandrovsk (6), Nytva (4), Gubakha (3), Gornozavodsk (1.5). The listed towns that are promising in tourism should have visited centres [16]-[20].

Many rural centres of municipalities should have visit centres of the category of ***Rural TICs*** which, in addition to working with tourist information on the municipality, will contribute to the development of rural tourism. For this purpose, the following villages are suitable, as well as towns: Oktyabrsky, Chernushka Uinskoye. Barda, Orda, Ust-Kishert, Elovo, Chastye, Okhansk, Ilinsky, Yusva, Vereshchagino, Kalinino and Yukseevo.

The fourth category of visitor centres should be ***Sight TICs*** – visitor centres with tourist facilities in the following settlements: villages Khokhlovka, Kyn, Usva and Kusie-Alexandrovsky. Visitor centres of this kind are oriented mainly to the service of nature-oriented tourists.

Summing up, we note that in the Perm region, a prospective network of tourist visitor centres can number 46 TICs, of which there are 12 Regional, 16 City, 14 Rural and 4 Sight TICs.

Let's try to highlight the picturesque roads for understanding the perspective network of routes in the region, for integrating the totality of TICs into it.

In the Permsky Kray in 2017, the length of public roads was 31,498.5 km roads in the region, apparently, should not be considered all the roads, although almost all of them you can find some picturesque sites. In our opinion, it is appropriate in the Permsky Krai to take into account the following ***criteria for classifying roads as a landscape***:

1. Visibility, manifested in the field, sectors, distances of visibility, in the visible horizon line and its silhouette;
2. Landscape diversity, expressed in the differences in the heights of the surface,

the intersection of the terrain, in the expressiveness of the terrain, in the combination of open and closed landscapes, forest and treeless areas, the presence of water areas, well-marked landscape boundaries, etc.;

3. The combination of uninhabited and populated areas, allowing to get acquainted with natural virgin and cultivated landscapes;

4. The quality of the road, which involves relatively comfortable movement and the possibility of planning a busy excursion program;
5. Low traffic density, non-stressed traffic;
6. A fairly long stretch of road, a significant length allows you to count the road to certain tourist resources of the region.

The Canadian experience shows that the Scenic Drives does not necessarily have to be the main road in the region, different in the level of the road (federal, regional, municipal) will be almost equal candidates for the category of the picturesque.

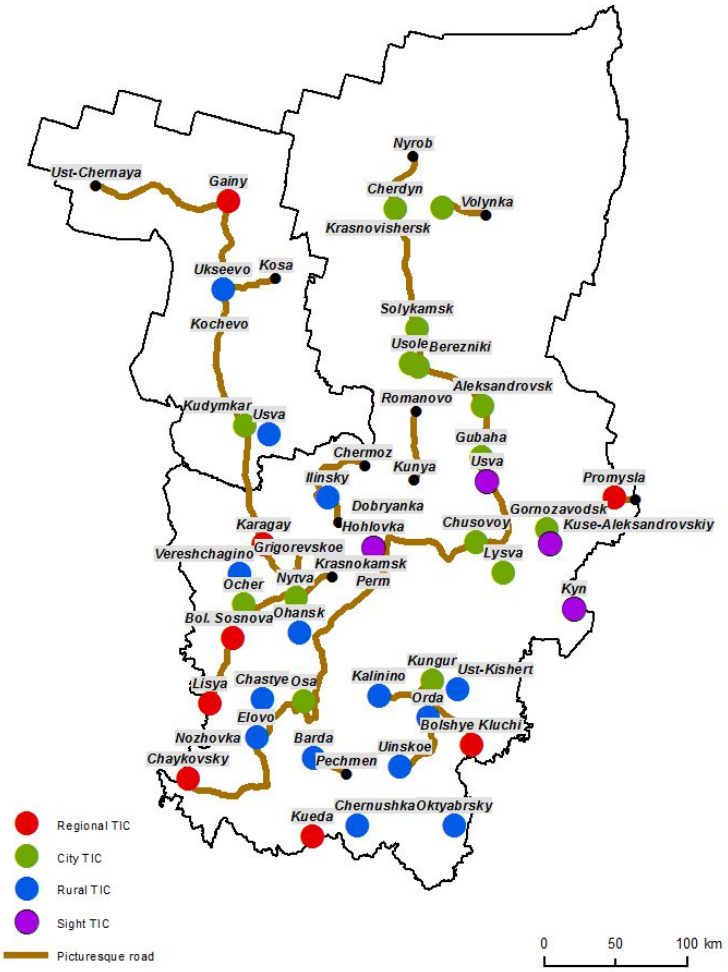

Fig. 1. A promising network of TICs in the Permsky Krai, Russia.

The proposed network of TICs is more than 75% consistent with the designated picturesque roads.

4. Summary

Tourist information centres are important elements of modern tourism, playing a special role in the regions, as they promote local tourist resources and opportunities. Researchers from different countries are studying the issues of marketing, information environment, organization and technology activities, the financial basis of the TIC. The geographic aspects of the TIC are little affected in the scientific literature.

Canada has a developed tourist infrastructure and information visit-service. This experience is appropriate to use in planning the development of the TIC system in the regions of Russia because of similar geographical conditions of the countries. An analysis of the territorial organization of TIC networks in the provinces of New Brunswick, Prince Edward Island, Nova Scotia, Newfoundland and Labrador allowed to identify a number of principles for their geographical location: a relatively uniform distribution of TICs across the province; gravitation to picturesque tourist roads; formation of a hierarchical system of TIC; The difference between TICs by species that have location peculiarities; the concentration of visitor-

centres of population density. The density of TICs in densely populated regions can exceed ten times this indicator of sparsely populated regions. The number of TICs in the established tourist system of a large region should be several dozen.

5. Conclusions

Taking into account the described principles, in the Perm Krai, the internal Russian region, where tourism is actively developing, a prospective network of tourist visitor centres can number 46 TICs, of which 12 are Regional, 16 City, 14 Rural and 4 Sight. The TIC network in the Perm Krai should correspond to the process of determining the picturesque roads, as lines of perspective tourist routes.

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