



## service line

destination services

## assignment

support the preparation of book 2 of the National Guidelines for city master planning for Russia

## about the project

A Russian state development corporation initiated the preparation of three books for developing national guidelines for strategic master planning for cities. Book 1 will deal with the vision for Russian cities while book 2 will determine the structure and content of a city master plan and book 3 will define mechanisms for the development and implementation of the master plans.

The books should provide the responsible public administrations in Russian cities with guidelines to professionally develop their cities in different segments including tourism. In order to accommodate to the different needs of cities according to their size and status, the cities are divided into different city types.

## client needs

Due to the peculiarities of tourism development the client was searching for an experienced company in the field of tourism destination development. Therefore, PKF was assigned as a sub-contractor to provide input regarding a professional development of the tourism industry in cities for book 2 of the National Guidelines.

## services delivered

The input was divided into the following five chapters:  
description of the key elements of the tourism offer and of the key stakeholders in a tourism destination | description of key success factors for developing tourism in cities | identification of the different areas relevant for tourism development in a city | definition of a professional development approach for tourism | definition of the elements of a professional tourism master plan for cities