Cultural Tourism at Yasnaya Polyana

www.yasnayapolynaya.ru
History of the Museum

- After Leo Tolstoy's death in 1910 -
  Numerous visitors, first guides – members of the Tolstoy family

- Since 1921 –
  Memorial Museum of Leo Tolstoy
Yasnaya at that time
Yasnaya at that time

- Tolstoy Museum-estate:
  Guided tours of the estate, Tolstoy House, and literary exhibitions

- One of the most popular museums

- Visited by foreigners
From 1994 on

New stage in the museum’s development –

- New strategy of development
- Changing of the museum structure
- More options for visitors
Museum’s Structure

- Yasnaya Polyana Museum-estate (over 400 hectares)

- A number of branches
Museum’s structure
Yasnaya Polyana Estate

- Original buildings
- Unique memorial collection of the Tolstoy House
Tolstoy House
Kuzminsky House
Volkonsky House
Stable
Yasnaya Polyana Estate

- Reconstructed farm-buildings
Coachman’s House
White Kitchen
Granary
Green House
Yasnaya Polyana Estate

- Memorial landscapes:

  Parks, ponds, alleys, apple orchards, fields, woods…
Big Pond
Middle Pond in the English park
Apple Orchards
Living Estate
Living Estate
Living Estate
Our Branches

- Cultural Center in Tula:
  Tourism department, publishing house, art gallery, souvenir and book stores

- Estates and houses that used to belong to the Tolstoy family
Nikolskoye-Vyazemskoye
Pirogovo
Our Branches

- Local history museum and a number of historic buildings in the village of Krapivna
Krapivna
Our Branches

Reconstructed railway station of *Kozlova Zaseka* (4 km from the estate):

- Exhibition *Railway of Leo Tolstoy*
- *Yasnaya Polyana* express train
Kozlova Zaseka station
Kozlova Zaseka, exhibition
Yasnaya Polyana express train
Kochaki: Church and the Tolstoy Family Cemetery
Our Branches

- Tourist complex in close vicinity of the estate: center of traditional handicrafts, administrative buildings,

  Museum Hotel,

- Café *Preshpekt*
Our Branches

- Kindergarten in the village of Yasnaya Polyana
Tourism Department of the Museum

- Created in 1997
- Organizes various tourist programs:
  Yasnaya Polyana and our branches + other museums and places of interest; hotel accommodation, meals and transport services
  Both for individuals and groups of tourists

- Conferences, seminars, corporate events
What we offer to our visitors

- Tours in Russian, English, German and French
What we offer to our visitors

- Educational programs for children, adults and families
What we offer to our visitors

- Course of Russian for foreigners
What we offer to our visitors

- Interactive excursions in the Coachman’s House
What we offer to our visitors

- Interactive excursions and master classes in traditional crafts
What we offer to our visitors

- Horseback and carriage/sleigh rides
- Horseback tours
What we offer to our visitors

- Equestrian shows
What we offer to our visitors

- Traditional Russian holidays
What we offer to our visitors

- Festivals, special events
Promotion of the museum

- Booklets and leaflets
- Internet promotion

- Cooperation with
  - tourist agencies in Russia and abroad
  - government bodies (Ministry of Tourism etc)
Promotion of the museum

- Russian and International Tourist Exhibitions (Intourmarket – Moscow, WTM – London, ITB – Berlin, FITUR – Madrid…)

- Working with Embassies and branches of foreign companies

- Membership in professional tourism associations
Statistics on the number of visitors

- Increase in the number of visitors
  (61 000 in 1999 – 144 000 in 2008)

- More adults (40% in 1999 – 60% in 2008)

- More foreign visitors
Statistics on the number of visitors

- Free of charge
- Foreign visitors
- School students
- Adults

Years: 1999-2008

Visitors:
- 0
- 20,000
- 40,000
- 60,000
- 80,000
- 100,000
- 120,000
- 140,000
- 160,000
Statistics on the number of visitors
Shares of Income, 2008

- Cafe "Preshpect"
- Book store at Yasnaya Polyana
- Book store (Tolstoy's house)
- Book store in Tula
- Forest department
- Orchard department
- Greenhouse
- Souvenir shop
- Publicity department
- Handcraft
- Tourism department
- Ticket office
- Hotel
- Grocery
- Horse riding
- Exhibition in Volkonsky House
- Apiary
- Kozlova Zaseka exhibition
- Souvenir shop at Kozlova Zaseka station
Challenges

- High/low seasons
- High season: more visitors than we can receive
- Tolstoy House: small rooms, only guided visits, restricted number of tours a day
- Booking of tours in advance (for groups)
Welcome!

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