Open-Air Novel
Developing connections

NATIONAL SHOLOKHOV MUSEUM-RESERVE
Mikhail Sholokhov (1905 – 1984), the Laureate of the Nobel Prize in literature for the novel «And Quiet Flows the Don» in 1965. It was translated into 90 languages.
• 40,000 ha – the preserved landscape area
• 256 memorials of history, culture, nature and archeology

12 museum complexes enter the National Sholokhov Museum-Reserve
Rostov Region - 4,236,000 people
Volgograd Region - 2,545,937 people,
Voronezh Region - 2,333,477 people.

40,000 ha – the preserved landscape area
How can we ...

- increase loyalty among the local population?
- attract people from other parts of Russia?
Aspects of intercommunication with visitors

- Staying in Traditional Kurens (Houses)
- Equestrian Interactive Tours and Master-Classes
- Culinary Tours and Master-Classes
- Ethnographic Interactive Tours and Master-Classes
- Temporary Exhibitions
- Eco-Tourism
- Natural Events Tours
- Literary and Ethnographic Festivals
- Tours of the Memorial Expositions and Museum Objects
- Folklore Performances
Tours of the Memorial expositions and museum objects:

- 12 museum complexes
- 17 permanent expositions

Temporary expositions and museum objects
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Ethnographic interactive tours and master-classes:
• oxen plowing
• twisting a rope on the prosak

Equestrian interactive tours and master-classes:
• Demonstration Performances of horse riding stunts – dzhigitovka, tricks with a sober and lance, rod slashing, show jumping)
• hippotherapy(with children in dire straits)
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Culinary tours and master-classes:
• reviving traditional Cossack recipes
• master-classes of making traditional Cossack dishes (ex. dumplings)

Eco-tourism:
• planting traditional Cossack types of fruit trees
• Rafting

Natural Events tours:
• Steppe Tulips blossoming
• Feather grass blossoming
• Picking water-melons in the field
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Folklore performances:
• Theatrical performances
• Folklore concerts

Staying in traditional Cossack kurens (houses):
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Literary and ethnographic festivals:
- Steed is the Dearest for Cossack (May 10)
- Sholokhov Spring (May 22-24)
- Kruzhilin Toloki (September 6)
- Karghin Fair (October 11)
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Museum visitors:

2015: TOURIST FLOW – 11,87 TOURISTS PER LOCAL

SCince 2012 the tourist flow has increased by 35.88%
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The attendance at the Museum festivals:

- STEED IS THE DEAREST FOR COSSACK
- KARGHIN FAIR
- KRUZHILIN TOLOKI
- SHOLOKHOV SPRING
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Museum online:

http://www.sholokhov.ru/
http://vk.com/sholokhov_ru
http://www.youtube.com/user/museumsholokhov
https://twitter.com/ma_sholokhov
https://www.facebook.com/sholokhov.ru
http://ok.ru/muzeumsholokhova
https://www.instagram.com/sholokhov.museum
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Museum achievements:
Welcome to Sholokhov country, land of the Don Cossacks!