



Princess Dashkova Russian Centre

International Workshop
'The Global Russian: International Travel as Cultural and Linguistic Practices'

Thursday, 26th – Friday, 27th November 2015



The workshop develops the Dashkova Centre's 'Global Russian' research strand and is part of the LBAS (AHRC) funded research project 'Travelling Cultures: Discourses of Russian Tourism in Scotland'. The event will bring together international scholars examining tourism from the linguistic, historical and cultural perspectives, and the practitioners who produce tourist discourses: writers of guidebooks, Russian TV and radio travel programme creators and Russian speaking guides in Scotland. The workshop will explore tourist narratives as a product of cross-cultural interaction, and will address the questions: how globalization affects the narratives produced for and by Russian tourists and what meanings are attached to the newly emerged phenomenon of the Russian globe-trotter.

Thursday, 26th November

5.15 pm Public Lecture

Diane Koenker (University of Illinois) Vacations, Tourism, and Socialist Consumption in the Post-Stalin USSR

Venue: Princess Dashkova Russian Centre (14 Buccleuch Place, Edinburgh, EH8 9LN)

Friday, 27th November

Venue: Princess Dashkova Russian Centre

9:00 registration

9:20 greetings

9:30- 11:00 Panel 1: Tourism as cultural practice

Venue: Princess Dashkova Russian Centre

Chair: Ana Tominc (Queen Margaret University)

- Diane Koenker (University of Illinois) Russians in Groups: From the History of the Soviet Package Tour
- Coinneach Maclean (University of Glasgow) The Tourist Gaze on Gaelic Scotland

- Chiara Rabbiosi (University of Bologna) Russian tourists itineraries of consumption: Transforming space and place in Rimini, Italy

Coffee

11.15- 1:15 Panel 2: Russian Tourism as linguistic practice

Venue: Princess Dashkova Russian Centre

Chair: Chiara Rabbiosi (University of Bologna)

- Lara Ryazanova-Clarke (University of Edinburgh) The 'Globe-Trotting Russian' in Scotland: Discourses of Russian Cultural Tourism
- Sebastian Muth (Fribourg University) 'The ideal Russian speaker is no Russian': Testing the limits of commodification in medical tourism to Switzerland
- Ana Tominc and Monika Huserkova (Queen Margaret University, Edinburgh) Discursive construction of Scotland as a gastronomic destination: A multimodal analysis of *Visit Scotland* brochures (2004–2015)
- Tatiana Gladkikh (University of Winchester) Does international business travel weaken the national attachments of Russian business people?

1:15 – 2:00 – Lunch

2:00 – 3:45 Roundtable part 1: Narrating foreign places, moderated by Vera Zvereva (U of Edinburgh)

Russian travel programme creators, writers of guidebooks, and Russian-speaking guides in Scotland explore touristic representations of Scotland for the Russian audience.

(Part 1 – In Russian, with English translation)

Venue: Princess Dashkova Russian Centre

- Marina Koroleva ('Echo Moskv' radio station, Moscow)
- Sergey Parkhomenko ('Echo Moskv' radio station, Moscow)
- Dmitry Krylov ('Neputevye zametki', Channel 1 Russia)

Coffee

4:00 – 5:30 Roundtable part 2: Narrating foreign places

Venue: Room 1.01, 14 Buccleuch Place

(Part 2 – In English)

Sofia Soboleva (Edinburgh), Galina Rampton (Norwich), Tatyana Herries (Edinburgh), Oxana Rogovets (Edinburgh), Georgii Morgunov (Edinburgh)

6:00-7:00 Evening with Dmitry Krylov, 'Neputevie zametki' (Channel 1 Russia)

Moderated by Lara Ryazanova-Clarke and Vera Zvereva

Venue: Screening Room (Ground Floor, 50 George Square, Edinburgh, EH8 9JU)

(In Russian)

Dmitry Krylov, travel journalist and author of 'Neputevye Zametki', will discuss how Scotland and the UK are presented in his TV programme, and what cultural meanings are employed to represent Scotland as a desirable destination for Russian travellers.

7:30 – Dinner