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**TÍTULO:** El "Turismo rojo" como factor de estimulación del turismo interregional e internacional.

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**RESUMEN:** En los últimos años, se ha desarrollado una situación bastante complicada en el turismo ruso y es necesario buscar nuevos mercados turísticos e identificar nuevos socios. Una de las áreas más prometedoras es la formación en Rusia de las rutas del "Turismo Rojo". Inicialmente, ésta se desarrolló en China en visitas a lugares de gloria militar y revolucionaria dentro del país, fortaleciéndose la ideología comunista china a través del turismo. En la década del 2010, el "turismo rojo" adquirió un carácter internacional y en Rusia surgen rutas, en las cuales los turistas viajan a lugares asociados con el movimiento revolucionario y las victorias del socialismo en la URSS. El artículo examina el estudio del "turismo rojo" y varios enfoques al mismo.

**PALABRAS CLAVES:** Turismo Rojo, Rusia, China, recursos turísticos, patrimonio comunista.

**TITLE:** "Red Tourism" as a factor of stimulation of Interregional and International Tourism.

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**ABSTRACT:** In recent years, a quite complicated situation has developed in Russian tourism and it is necessary to look for new tourist markets and identify new partners. One of the most promising areas is the formation in Russia of the "Red Tourism" routes. Initially, this was developed in China in visits to places of military and revolutionary glory within the country, strengthening the Chinese communist ideology through tourism. In the decade of 2010, "red tourism" acquired an international character and in Russia routes arise, in which tourists travel to places associated with the revolutionary movement and the victories of socialism in the USSR. The article examines the study of "red tourism" and several approaches to it.

**KEY WORDS:** "Red tourism", Russia, China, tourist resources, communist heritage.

**INTRODUCTION.**

The political situation that has developed in the world in recent years has led to serious changes in the economic sphere, including tourism. Tourists change their priorities, new motivations arise that affect the choice of travel routes. Russian tourism business is forced to seriously change landmarks, find new partners, and develop the domestic market. In recent years, an increasing number of Chinese tourists have travelled, mastering all new tourist regions. Thus, in the year 2016, 135 million Chinese citizens made foreign trips. Most often, they travel to Europe and to the Association of Southeast Asian Nations (ASEAN countries), thereby bringing significant revenues to the budgets of these states.

The Chinese show great interest in traveling to Russia. In the year 2016, about 1.3 million Chinese tourists visited Russia, which is 40% more than a year earlier. This was stated by the co-chairman of the Russian-Chinese Committee for Friendship, Peace, Development, Boris Titov, speaking at the V Russian-Chinese Tourist Forum [Titov B. 2018]. The origins of this interest lie in many respects in those nostalgic feelings experienced by representatives of the older generation of Chinese tourists towards the historical past of Russia. This is, first of all, the communist past. This factor played an important role in the process of including Russian tourist sites in the routes of "Red Tourism".

## **DEVELOPMENT.**

The objective of this paper is to identify opportunities that open up to both the museums that develop the "Red Tourism" on their sites, and travel companies developing this form of tourism in Russia. To achieve this goal, it is necessary to solve a number of important tasks. First of all, it is necessary to clarify the content of the definition of "Red Tourism"; therefore, to trace the history of the origin and development of this form of tourism and the degree of its study in the literature. It is necessary to study the routes of "Red Tourism" in European Russia, to understand the place the museum objects occupy thereon.

### **"Red Tourism".**

Officially, the term "Red Tourism" appeared in China in the year 2004. Initially, "Red Tourism" developed as a visit to the Chinese places of military and revolutionary glory within the country. This form of tourism originated on the initiative of the government to strengthen communist ideology and preserve revolutionary traditions of the Chinese people. In the same year, the State Council and the Committee of the Communist Party of China adopted the "National Program for the Development of Red Tourism in 2004-2010". It involved more than 100 objects of revolutionary movement that were to be used in 30 routes to 12 main regions of "Red Tourism". According to this program, "Red Tourism" was defined as thematic tourism activities, training, sightseeing and nostalgia in places of communist heritage (Caraba, C.C., 2011).

According to C.C. Caraba, the concept of "Red Tourism" in China covers mostly (if not only) visits to places where different communist leaders and heroes associated with the Chinese communist revolution were born (Caraba, C.C., 2011). Its main purpose is to study the history of the Communist Party in the period between the creation of the Chinese Communist Party in the year 1921, and the proclamation in the year 1949 of the Chinese People's Republic. The task of strengthening communist ideology with the help of tourism, cultivating the loyalty of the Communist Party of China and patriotism was put at the forefront.

No less important is another aspect of the development of "Red Tourism". Most of the objects of "red heritage" are located in the poorest, inland provinces of China, where during the period of the revolutionary struggle the Communist Party had more supporters. And now, the "Red Tourism" should contribute to the economic development of these territories by improving the infrastructure, attracting additional investments, generating new sources of profit and improving the living standards of the local population.

Gradually, "Red tours" have become one of the main directions of domestic tourism in China with more than 700 million trips organized per year. Later, Chinese tour operators began to include in the "Red Tourism" routes foreign countries, first of all, Russia, Vietnam and North Korea, that is, whose history has the communist page inscribed.

Publications devoted to this form of tourism appeared earlier in the English-speaking tourist studies. Their number is growing rapidly, and it is already possible to identify several areas of research. One of them is the study of a pronounced tendency for the growth of the number of Chinese tourists in Europe, the economic and social aspects of this phenomenon. "Red Tourism" is considered as part of the tourist flow from China [New Chinese tourists in Europe from 2017, 2017).. In the other direction, attention is focused on the motivation of travelers. Within the framework of this direction, "Red Tourism" is considered as a new form of tourism. The authors emphasize the political component in the development of such routes, note the factors explaining the support of "Red Tourism" by the Chinese authorities (Caraba, C.C., 2011; Light D., 2000).

It is characteristic that a number of similar publications compare "Red Tourism" and the tourism of the communist heritage, which has become increasingly popular in Europe since the early 1990s. It is noted that the interpretation of the communist heritage within these two areas is radically different. In "Red Tourism", objects of such heritage are the basis for the formation of patriotism and the strengthening of the ideological influence of the Communist Party, while the tourism of communist heritage lays emphasis on the initially negative attitude towards the communist past (Caraba C.C., 2011; Zhao Shengnan, Timothy, Dallen J. 2016). Objects of the heritage are interpreted and presented precisely from this position.

Chinese tourists scientists actively study the development of Chinese-Russian tourism too. Research of "Red Tourism", conducted over the past 8-10 years, focused primarily on strategies for developing and marketing "red" attractions in various Chinese provinces (Yin, X.Y.; Zhu, H.; & Gan, M.Y., 2005). We should particularly highlight the publications, which consider the situation in cross-border tourism, tourism resources of individual Chinese provinces (Wen Li. 2011; Cheng Hongjie, 2018).

Russian researchers only in recent years began to seriously study the development trends of Russian-Chinese tourism. In particular, the role of "Red Tourism" in increasing the tourist flow to Russia and its impact on the economy in general and various aspects of tourism activity is being studied. Thus, the paper by E.A. Dzhanguzgarov examines the economic aspects of "Red Tourism". The author notes that social changes have become a consequence of the dynamic development of the Chinese economy. In the "new consumption" society, which has already become a reality in China, the desire to travel has engulfed millions of people. There is a change in the emphasis of tourist motivation from shopping to sightseeing, ecological and recreational tourism, which undoubtedly indicates the growing maturity of the tourist motivation of the Chinese. These changes pose new challenges to the host countries of the Chinese tourists, and in particular to Russia (Dzhandzhugazova E.A., 2018).

The development of tourism in China, which initiated the creation of international routes for "Red Tourism", the history of the formation of routes in Russia are studied in the paper by I.Iu. Solomina (Solomina I.Iu., 2017). There is also an analysis of tourism resources that can become objects of the "Red tourism" routes,

the possibility of expanding the range of these objects (Afanasieva, Iu.Iu.; Dmitrieva, A.V.; Zhilkova, Iu.V., 2013), Ziablova, M.K., Akhmetova, A.A., 2017).

Another subject of the study was the specific behavior of Chinese tourists, different from European standards and the risks that arise when working with them [Zolotareva, Iu.V. 2016]. Prospects for the development of cross-border tourism, joint activities of certain regions of the Russian Federation and China in this direction are also being studied (Miroshnichenko O.V., Ponkratova L.A. 2018).

Analysis of publications suggests that the interests of the organizers of the routes of "Red Tourism" in Russia cover a fairly wide range of tourism resources. First, these are objects related to the personality of V.I. Lenin and other prominent Bolsheviks. Secondly, this is evidence of the successful construction of socialism in the USSR, the heroism of its participants. Thirdly, the Chinese people are interested in the fate of their communist compatriots in the USSR and the memorial places associated with it. Hence, the need to study the resource base of "Red Tourism" identifies new objects that can be used in it. Museums, where evidence of the history of the Soviet period are collected, memorial materials are presented, are the most important resource of "Red Tourism". However, the publications of Russian authors, where the possibilities of museums in this field have been explored, are not yet available, which explains the relevance of this paper.

### **Regulatory and legal framework for the development of "Red Tourism" in Russia.**

The interest of Russian researchers in "Red Tourism" is not accidental. Agreements in the sphere of tourism between Russia and China occurred long ago. Active interstate cooperation in the sphere of tourism began with the signing of the Agreement between the Government of the Russian Federation and the Government of the People's Republic of China on cooperation in the field of tourism in November 1993. Intergovernmental Agreements between the Russian Federation and the People's Republic of China on visa-free group tourist trips signed in 1993 and 2000 also played a major role in the dynamic development of tourism.

In the years 2010s, "Red tourism" has acquired an international character. Chinese tour operators began to include foreign countries in the "Red Tourism" routes. As for Russia, this was due to the common communist past and the relatively high interest of Chinese tourists to our country. The name of Lenin is a mythology for the Chinese, it plays an important role in propaganda. Therefore, the "Red routes", passing through Russia, are determined; first of all, by the location of objects, during the Soviet period called "Lenin's places".

In the year 2006, the 2000 Agreement was amended, which slightly changed the requirements for tour operators organizing tours within the framework of visa-free tourism. In addition, the length of stay of tourists has decreased (Miroshnichenko O.V., Ponkratova L.A. 2018). Under this agreement, tourist groups from China, consisting of five or more people, could stay in Russia for 15 days without obtaining a visa. In March 2007, the Memorandum of Cooperation between the non-profit partnership Association for International Integration in Tourism, The World without Borders and the Chinese Association of Tourist Companies was adopted. "Travel to Russia is considered politically correct", said Wolfgang Arlt, Director of the Chinese Research Institute for Outbound Tourism.

Another important point is the situation that has developed in recent years in Europe due to the influx of migrants, the danger of terrorist attacks, disturbing Chinese tourists. In these settings, they consider Russia one of the safest options. These factors lead to a gradual reorientation of the tourist infrastructure of a number of regions of Russia to guests from China. During 9 months of the year 2017, the number of Chinese tourists visiting Russia was 1,243,000 people compared with the same indicator in the year 2016 -1,072,585 people; thus, an increase is 16%.

Traveling to the regions of Russia associated with military historical tourism began to be practiced in the year 2013. Then, several meetings took place between representatives of Rosturizm and the Main Directorate for Tourism of the PRC. Places of historical heritage related to the activities of the

leaders of the CPSU and the CCP were identified, which were to become the basis of the "red routes" in Russia. Representatives of regional tourist structures from Ulyanovsk and Tatarstan took part in the meetings, where a number of communist heritage sites are located. In the same year, a new tourist route from Harbin opened, including a visit to Yekaterinburg, Moscow and St. Petersburg. The new route was jointly developed by the Harbin International Travel Agency "Hangkongshiji" and the Russian airline "Ural Airlines". It was focused on tourists aged 55 and over, who perceive Russia as the birthplace of socialism, and therefore, it was called "Traveling, I remember the past".

The project of the cultural and educational grand tour "Red Route" began to be actively developed after the publication of the decree of the President of the Russian Federation, V.V. Putin "On Youth Exchanges Between the Russian Federation and the PRC in 2014-2015". In November 2013, the "Red Route" project was presented to the delegation of the PRC on tourism, led by Shao Ziwei and head of the Federal Agency for Tourism A. Radkov. The Chinese partners called this project "a key component of further cooperation between Russia and China" in the sphere of tourism.

In the year 2015, a number of important bilateral documents were signed. It was a Memorandum of Understanding between the Federal Agency for Tourism and the State Administration of the People's Republic of China on Tourism for cooperation in the development of military historical ("red") tourism. In addition, developing regional cooperation, the authorities of Ulyanovsk signed a number of agreements with the provinces of China and the city of Changsha (Solomina, I.Iu. 2017). By this time, the circle of administrative and territorial entities of European Russia, involved in the development of "Red Tourism", was defined. These include Moscow, St. Petersburg, Ulyanovsk, Kazan, Samara, and Perm.

### **The development of "Red Tourism" in European Russia.**

The greatest opportunities had those cities having direct air communication with China. In addition to the above mentioned cities, these are the territories bordering China, as well as Yekaterinburg and Novosibirsk. Within the framework of Russian "red routes", guests from China are most often offered to visit the Lenin Mausoleum in Moscow, the Gorki Leninskiye Memorial Museum in Moscow, the Smolny Historical and Memorial Museum in St. Petersburg, the Kazan University History Museum where V.I. Lenin studied, the memorial to V.I. Lenin in Ulyanovsk, and the underground museum "Stalin's Bunker" in Samara. The participation of these museums in the routes of "Red Tourism" allows mastering a new tourist segment of the museum audience, using those resources that were unclaimed in the post-Soviet period. The development of Russian-Chinese tourism is largely related to the activities of the "World without Borders" tourism association, formed in the year 2002 and promoting the Russian national tourism product on the international market. This is a professional association in the sphere of Russian-Chinese tourism, which includes over 170 companies and organizations working in the Chinese direction.

In European Russia, the "Red Route" often includes visits to Moscow, St. Petersburg, Kazan and Ulyanovsk. If Moscow and St. Petersburg are known to Chinese tourists for a long time, then Kazan and Ulyanovsk are still less in demand with Chinese tour operators. The initiator of the "Red Route" was the representatives of the tourist structures of Ulyanovsk. In the year 2014, the project received the All-Russian Tourist Prize "Route of the Year" in the nomination "The Best Idea of the Tourist Route". Standard 8-day grand tour begins in Moscow, where the main emphasis is on visiting the mausoleum of V.I. Lenin and other places associated with revolutionary events. Chinese tourists move from Moscow to Ulyanovsk, the homeland of the leader of the revolution. Here tourists stay for one day. The tourist route through Ulyanovsk includes a visit to the V.I. Lenin's Museum House, the gymnasium where he studied, and the Lenin Memorial, which houses the world's largest

museum collection dedicated to the life and work of V.I. Ulyanov-Lenin. The ritual component of the visit is the acceptance ceremony for the pioneers, which takes place in the Solemn Hall of the Lenin Memorial.

A journey to Kazan is made by bus or motor ship. Staying in Kazan takes one day, during which tourists visit Kazan University, where the future leader of the revolution studied at the Faculty of Law. The second "red" landmark of Kazan is the memorial museum of V.I. Lenin. Some of the tourist groups also visit the private museum of socialist life. The last point of the tour is St. Petersburg - a city the Chinese perceive as part of the "Red Tourism", primarily as the cradle of the socialist revolution.

Route analysis allows us to say that it has a feature peculiar to other "red routes" in Russia - the predominant part of the objects of the show are museums. This applies, in fact, to all cities of the route.

#### **A toolkit for improving the "Red Tourism" and the place of museums in this process.**

The problems hampering the development of the "Red Tourism" routes are largely due to the deep mental differences, other historical and cultural experiences of Chinese tourists.

The search for solutions to overcome these problems is quite successfully conducted by the tourism association "World Without Borders" established in the year 2002 and promoting the Russian national tourism product on the international market. Since the year 2014, on the initiative of the Association "World Without Borders" the China Friendly Project is implemented, which a year later received the status of the state one. This large-scale project is aimed at promoting the Russian tourist product to the international market. Tourist entities from Belarus and Kyrgyzstan also joined the program. The program will achieve several tasks. These are promotion of the Russian tourist product to the Chinese market, expansion of the geography of trips of Chinese tourists across

Russia. This can be achieved only if the tourism industry of Russia will have the objects whose infrastructure meets the expectations of the Chinese about quality tourism services (Light D., 2000). The main tool of the project is a system of voluntary certification of the objects of the Russian tourist industry to meet the requirements of tourists from China. Such objects include not only hotels, tour operators, airlines, restaurants, trading houses, excursion bureaus, entertainment centers, financial and insurance companies, but also museums, although their number is still very small. The main idea of the project is the understanding of Chinese tourists' requests and their aspiration for cultural customization. This applies, first of all, to the language barrier. The Chinese want the guides and other attendants to speak Chinese, not English. The same applies to the language of navigation and information - markings, audio guides, guidebooks, including museums, brochures and videos related to the trip. Creating an information field familiar to the Chinese can be achieved by offering Chinese-language tourist maps with pre-arranged major routes, communicating with Chinese guides and members of tourist groups in the WeChat's – favorite Chinese messenger. Equally important is the familiar domestic and cultural environment in hotels, as well as the ability to pay for services with China Union Pay cards. The implementation of these requests can bring, in the long term, a significant profit. Chinese tourists are very fond of shopping, including tourist and souvenir products sold in museums.

The creators of the program are planning to increase the participation of museums. However, so far only two museums have entered the China Friendly program. This is the "Grand Layout of Russia" (St. Petersburg), which in the year 2016 launched a Chinese version of the Internet site, and provides guests with information about the display object and an exposition plan in their native language. A special excursion in Chinese was also developed.

Another innovation, caused by the requests of Chinese travelers, was the possibility of taking photos in the museum without additional payment. The Moscow museum "Bunker 42" located in the fortification underground building, which was built during the years of the Cold War and intended for the work of the government of the USSR in the event of a nuclear attack, is also ready for receiving Chinese tourists. The duties of translators are performed by the accompanying groups, usually Chinese, whose training causes reasonable doubt. On the one hand, Chinese guides know the language better; understand the mentality of their fellow citizens. On the other hand, the quality of the translation and the interpretation of information are questionable, and in addition, the administration of museums has faced the problem of "gray tourism".

### **The flow of Chinese tourists traveling on the "Red Route".**

The flow of Chinese tourists traveling on the "Red Route" has a pronounced age-specific feature. The average age of Chinese people traveling abroad is from 25 to 45 years, and the average age of Chinese tourists visiting Russia is 50 years. Young people in such trips often accompany their parents. Young Chinese have a broader view of the world, but more of this relates to the desire to get acquainted with entertainment centers, water parks, and shopping.

Speaking about the behavioral characteristics of Chinese tourists, it is necessary to note the following. First of all, one should take into account the rituals that have developed on the "red routes" - the use of banners and posters the Chinese tourists usually bring with chanting of chants, and obligatory photographing in landmark places. A serious problem is the fact that some of the Chinese tourists are distinguished by a low level of culture, especially the museum. This is expressed in the direct, noisy behavior of groups, the desire to touch the exhibits, to use them when photographing. In this case, the authenticity and safety of the exhibits is of no special significance to them.

## **CONCLUSIONS.**

These problems require the creation of new approaches to the practice of museums with Chinese tourists traveling within the framework of the "Red Tourism":

First, it is necessary to study the tourist motivation of the Chinese. Travelers from China today have the opportunity to choose from a variety of different offers on the Russian tourism market. Those who travel the "Red Route" want to get acquainted with the "red" sights, personalities and events. The Chinese need well-known symbols of the era, including those relating to the history of Russian-Chinese relations (Dzhandzhugazova, E.A. 2018).

Second, the Red Route can include new museum facilities, along with memorable sites and historical objects of Soviet industry.

Third, the organization of the work of museums with Chinese groups needs to be improved - concluding agreements with travel agencies, solving problems of translation quality and combating "gray tourism".

Fourth, serious methodical work is needed - adaptation of excursion texts in museums "under" Chinese tourists, searching for methodical techniques that increase the effectiveness of excursions, creating etiquette, information materials, museum schemes and guidebooks in Chinese.

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