



Academic approaches to tourism development

*Report is based upon the research projects by the students
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Prioritized forms of tourism!?

- Cultural tourism
- Ecological tourism
- Culinary tourism
- Nautical tourism
- Cross-border tourism



**PACIFIC
FOOD**



Marketing trends in tourism



The desire to focus on 2 things:

- On the decline of the tourist product's costs
- On the growth in the "premium" segment

Diversification of customer needs

Growth of Individual Travel Markets

Redistribution preferences of Russian citizens towards recreation in Russia

The popularity of sea voyages

"The Epoch" of Charters

Formation and development of new tourist destinations

Internet sales

Development of cross-border and interregional cooperation

Cross-border territories: types and criteria



Criteria	Types
Unity	General tourism strategy
	International tourist routes
	International nature and theme parks
Complementability	Concentration of historical and cultural heritage sites
Contrast	Cross-border shopping, “price discrimination” effect
	Contrast in terms of natural resources and geosystems
	Cultural identity and cultural differences
Uniqueness	Gambling zones
	Cross-border routes and routes connecting rings of cities

Interregional project «The Eastern ring of Russia»

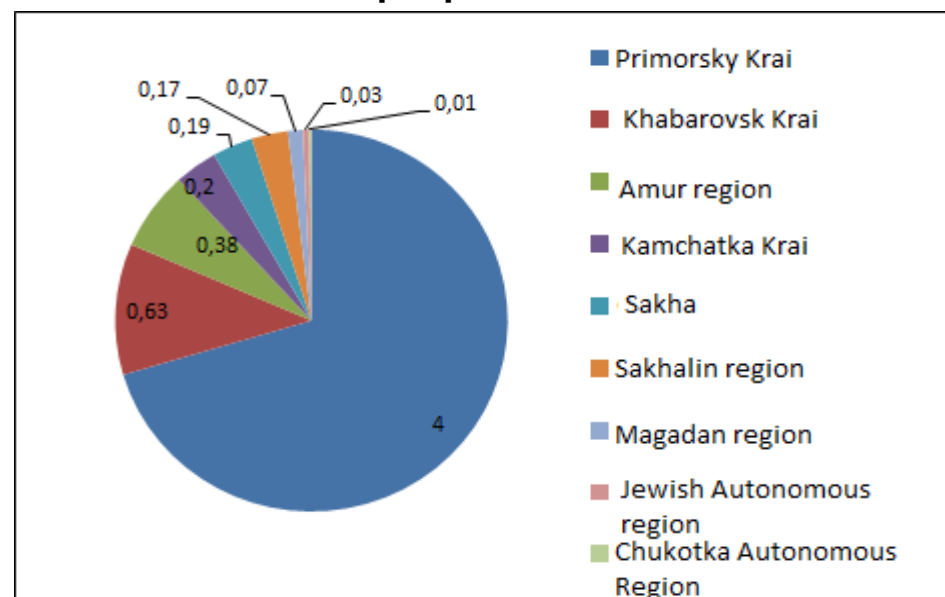


East of Russia consists of 12 Russian regions, 9 regions constitute Far Eastern Federal District

6169,3 thousand km², nearly 36% of the whole Russian territory

Tour operators in Far Eastern Federal District offer 300 regional and interregional tourist routes

Size of tourist flows by regions of Far Eastern Federal District in 2017, thousand people

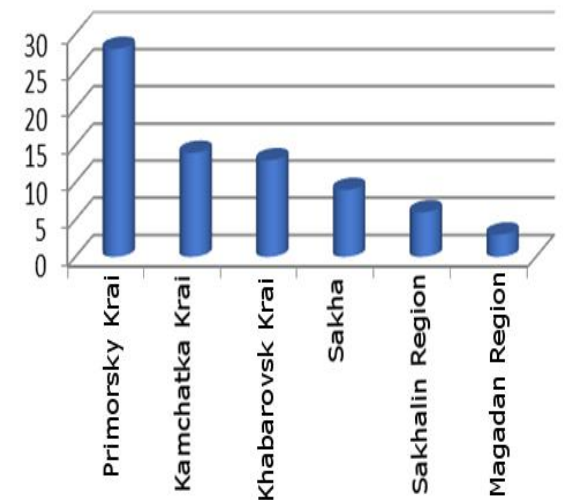


Main directions of «The Eastern ring of Russia» brand



Interregional directions	Cities /traveler attractions	
Great «Eastern ring of Russia»	Vladivostok, Khabarovsk, Yakutsk, Petropavlovsk-Kamchatsky, Komsomolsk-on-Amur, Birobidzhan, Blagoveshchensk	
«Five capitals of Russian Far East»	«Diamond capital»	Mirny
	«Everfrost capital»	Yakutsk
	«Eastern capital»	Khabarovsk
	«Russian outpost»	Vladivostok
	«Volcano capital»	Petropavlovsk-Kamchatsky
«Legends of Russian Far East» UNESCO World Heritage sites	Lena Pillars	Sakha
	Kamchatka Volcanos	Kamchatka Krai
	Ptichiy Mull, Velikan Mull	Sakhalin Region
	Petroglyphs of Sikachi-Alyan	Khabarovsk Krai
	Lake Baikal	Zabaykalsky Krai
«5 elements (5 forces of nature) towards knowing Russia»	Soil element	Sakha
	Fire element	Kamchatka Krai
	Air element	Khabarovsk Krai
	Water element	Primorsky Krai
Railroad routes	«Trans Siberian line»	From Vladivostok to Irkutsk
	«Baikal / Amur railway»	From Bratsk to Sovetskaya Gavan
Sea voyages	Primorsky Krai, Kamchatka Krai, Sakhalin Region	

Number of cross-border routes for a single region





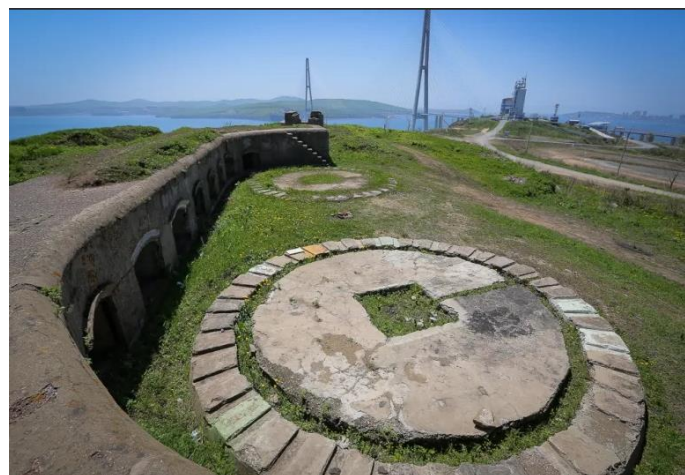
«Archways of crown prince of Russian Empire: Eastern journey of Nicholas II of Russia» route



Schematic map for «Archways of crown prince of Russian Empire: Eastern journey of Nicholas II of Russia» route



Development of war-historical tourism on the basis of fortifications of Vladivostok Fortress








Civilizational and patriotic theories

Theory of local cultural and historical types	N. Danilevsky	Law of types formation: distinctiveness, political independence, variety of ethnographic elements. «East vs West» contraposition	1869 «Russia and Europe»
Patriotism theory (Russian spirituality)	N. Berdyaev	Cultural ethnic values- will for self improvement, social sensibility, moral capabilities, responsibility, patriotism	1917 «Patriotism and politics»
Cyclical Theory of culture development	O. Spengler	Culture vs civilization contraposition. Culture is a soul of civilization, which it later destroys to then be lost itself	1918 «Decline of West»
Civilizational approach	A. Toynbee	Creation of a «universal state» - foundation for civilization's decay. Russian civilization faces the constant external pressure	1934-1961 «Study of history»

Principles of war-historical tourism

- **uniqueness** of war-historical objects, which provide sustainable interest
- fostering **pride** of local citizens, as well as their responsibility for their war-historical heritage
- **accessibility** in terms of time requirements for exploring objects
- **hot trends** in politics, history, military art, technology
- **ensemble** approach and individual projects for objects
- active **assistance** in **sustaining** war-historical heritage of the local area
- “management by objectives” approach when **planning** tourism development based on the employment of the unique war-historical heritage of the local area.

Classification of fortified structures based on the historic periods

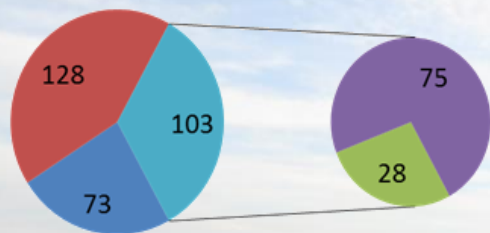
Historic period	Distinction points		
Antique	<p>Citadel:</p> <p>Acropolis – Ancient Greece</p> <p>Capitol – Ancient Rome</p>		
Medieval	<p>wooden, oaken piling wall (log-houses in Ancient Rus')</p> <p>wattle-and-daub, terrene (embankments)</p> <p>towers (tents, mainstays, machicolations)</p> <p>stone fencing</p>		
XVII-XVIII centuries	<p>concrete</p> <p>rondel</p> <p>bastion</p> <p>Powder magazine</p>		
The first and the second World Wars	<p>concrete, ferroconcrete</p> <p>en block and built-up</p> <p>cordon of forts</p> <p>pillboxes</p>		
Modern (portable and transportable)	<p>framed, modular, panelized</p> <p>folding</p> <p>container</p> <p>engineered products</p>		

World's most famous fortified structures

- The great wall (China)
- Alhambra palace and Alcázar of Segovia castle (Spain)
- Amer Fort (India)
- Toyama Castle (Japan)
- Hwaseong fortress (Republic of Korea)
- Fort Boyard (France)
- Peter and Paul Fortress (Russia)



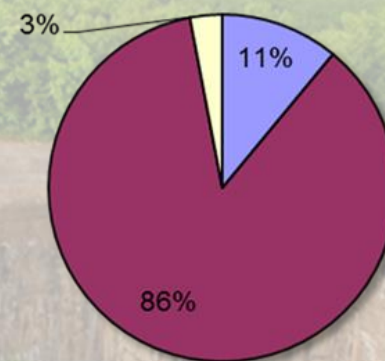
Owners and occupiers of Vladivostok Fortress (2017, year end)



- Ministry of Defence
- Russian Federation
- Leasehold and gratis use
- Competitive bidding



Impact of Fortress' reconstruction and safety improvements on number of visits, %



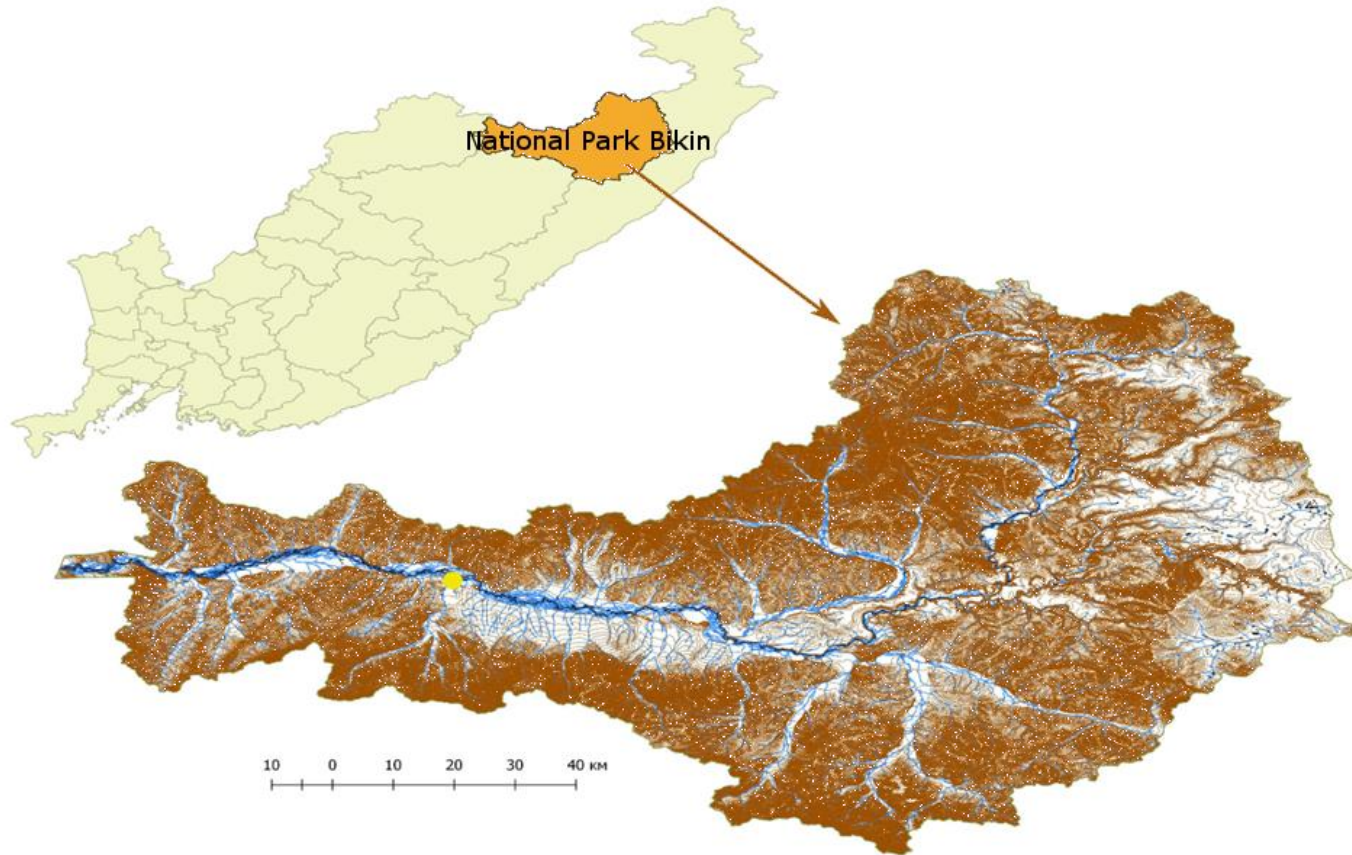
- Will attract small amount of people
- Will attract lots of people
- Will not have any impact



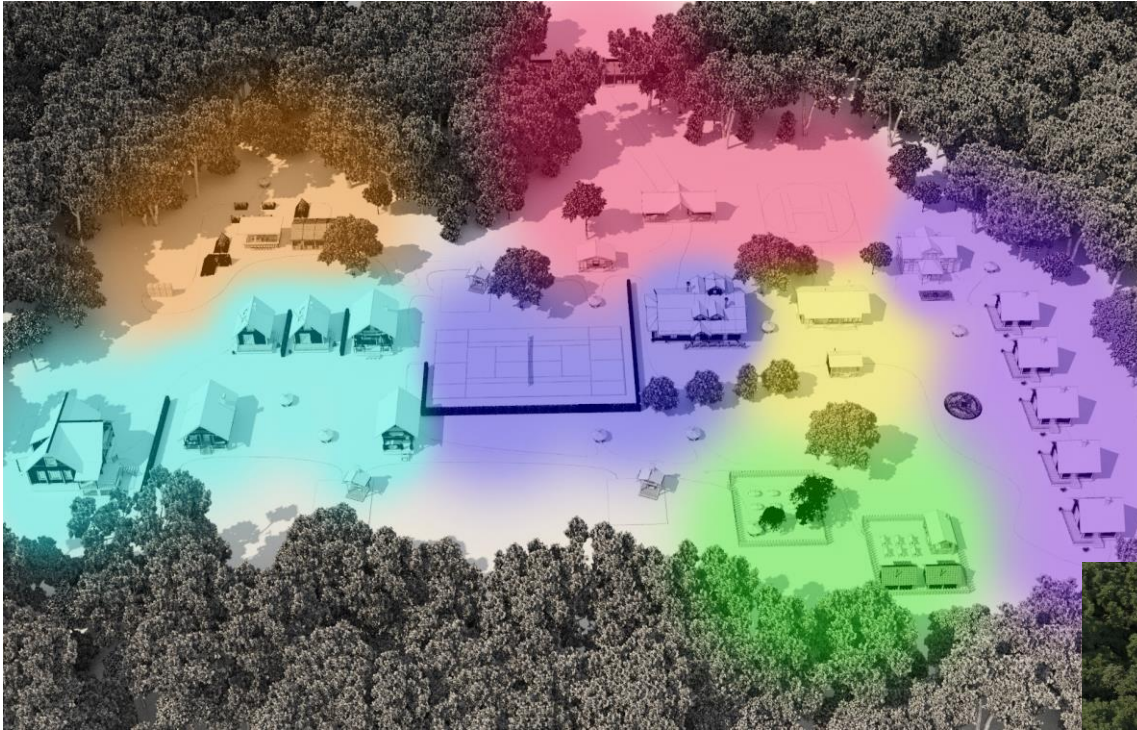
Suggestions on development of «Vladivostok Fortress» festival

Area	Event
Day 1	
Vladivostok central square (stage)	Stage show
Vladivostok central square	March past
City streets	Shift towards Fort №7
Fort №7 Pospelova Fort	Craftsters city
	Trade fair for arts and crafts
	Food gallery
	Games for children
	Elements of war reconstruction
	Excursions
	Clubs performances
Day 2. «On the trail of Kolchak's treasure-trove» quest	
Vladivostok central square (stage)	Program declamation
City courts, Objects of Fortress	Game execution
Fort №7 Pospelova Fort	Events in accordance with the Day 1 schedule
Central Square	Evening concert

Development of tourist activities on the “Bikin” national park’s territory



Zoning scheme for “Rodnikovyy” Recreational Tourist Complex



Tourists accommodation area



Interactive tourist activity area



SHAPING AND PROMOTING “FAR EASTERN CUISINE” BRAND

Culinary tourism



Food tourism

Culinary tourism’s goal– is to educate people, to inspire them by providing the opportunity to enjoy the habits of local cuisine, explore local area and discover local trends in nutrition, local cooking methods, food history. Tourists can do so by diving into the certain atmosphere while traveling.

DISTINCTION POINTS OF CULINARY TOURISM

Promotion of local
producers

Ability to develop
this form of tourism
anywhere

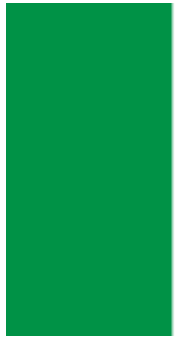
Absence of
seasonality

Certain influence on
economic
development

Nutrition not only
as a way to tame
hunger, but as a way
to explore the
world as well

DEVELOPMENT OF CULINARY TOURISM IN THE WORLD

Unrivalled leaders in terms of culinary tourism development:



Italy



France



Countries actively developing culinary tourism:



China



South Korea



Vietnam

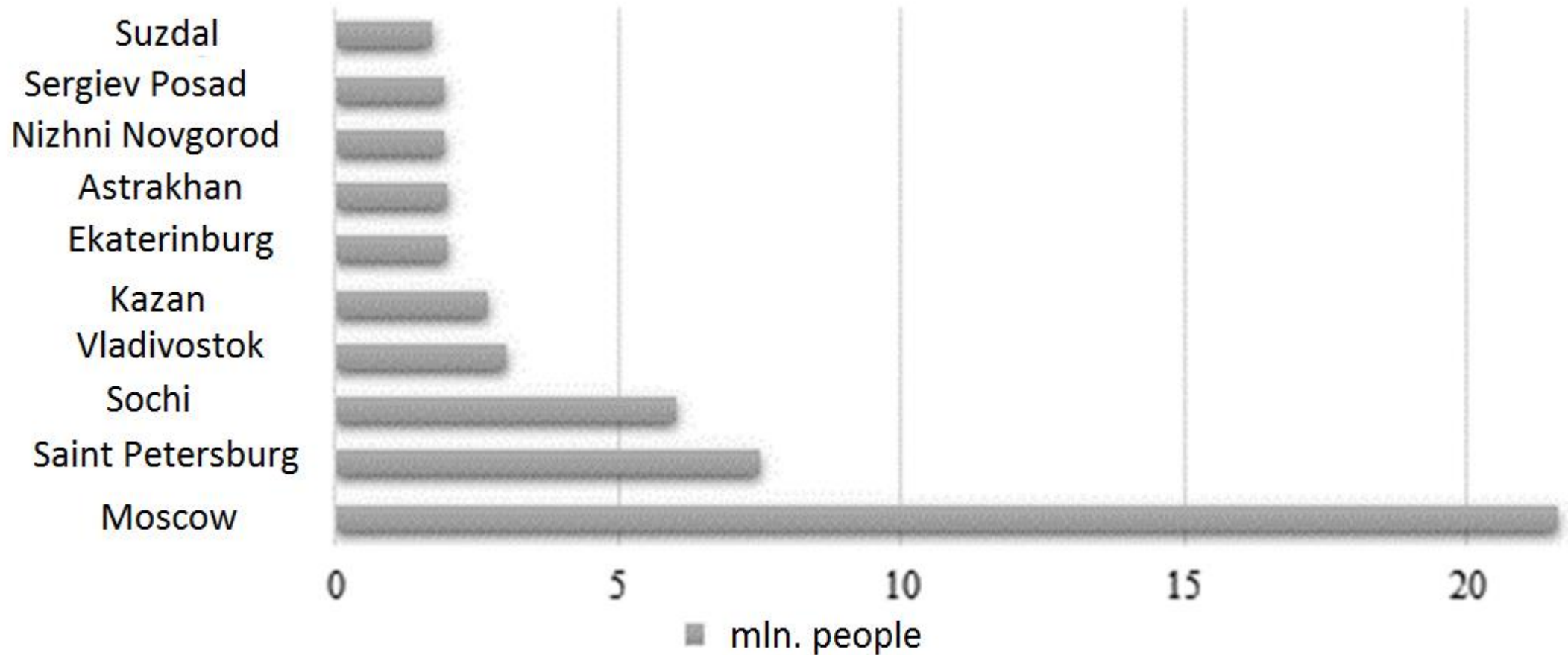


Thailand



India

CULINARY TOURISM IN RUSSIA



Top-10 tourist cities in Russia

CULINARY PARTICULARITIES OF PANCAKE WEEK'S CELEBRATION IN DIFFERENT RUSSIAN REGIONS

	Region	Distinction points
1	Yaroslavl Oblast	«Grandma's» secret pancake recipes with tasting "Uglich treats" fair offering local organic lacteal products (newly drawn milk, pancakes, cheese cakes, sbiten)
2	Krasnoyarsk Krai	Pancakes festival, offering pancakes with different fillings, made of locally grown products (fruits, fish, cheese) Tasting of traditional Russian dishes (potato pancakes, fritters fried in butter, batter, starlet ukha, fish pies)
3	Primorsky Krai	Competition for pancake-makers, with the task of making pancakes with red caviar and red salmon fillings Workshop session on gingerbread painting Pancakes supper with herbal tea, sbiten and pumpkin porridge
4	Novgorod Region	«Pancake week fair» (merchants' rows with souvenirs and refreshments from local producers) «Hopped barrel» (beverages made from the old traditional receipts)
5	Tula Region	Training session on pancakes baking «Tula skorovar» competition Pancakes supper with herbal tea from charcoal samovars



«FAR EASTERN CUISINE» BRAND



Unique resources of Russian Far East: marine products, taiga wild-growing herb, mushrooms, berries



Asian cuisines' influence (Korean, Chinese, Japanese, Indian) on Far Eastern cuisine



Ingredients of indigenous peoples' dishes: more than 20 ethnic groups



"Wild", energy-full products (meat of wild animals, marine dainties, taiga herb)

BRAND DEVELOPMENT

Pacific



Food

Pacific Food



Pacific Food



PACIFIC
FOOD

CULINARY FESTIVAL CONCEPT

Educational area

- Culinary workshop sessions (cooking of Far Eastern cuisine dishes)
- Round-table conference

Children area

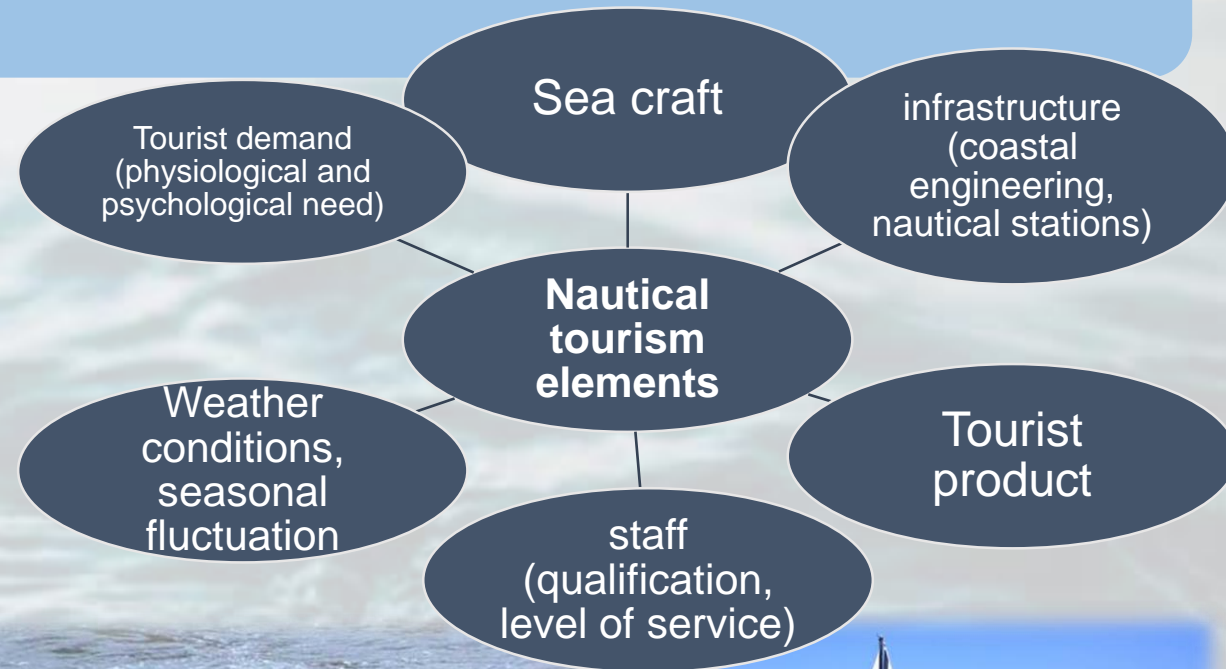
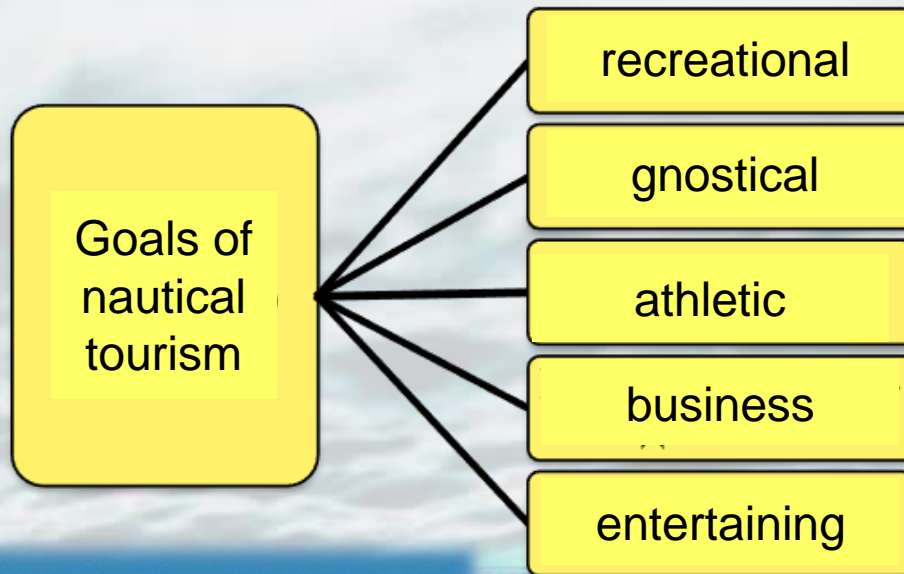
- Children fishing area
- Animation programme
- Video on habitants of Japanese sea aquatic area

Entertainment venue

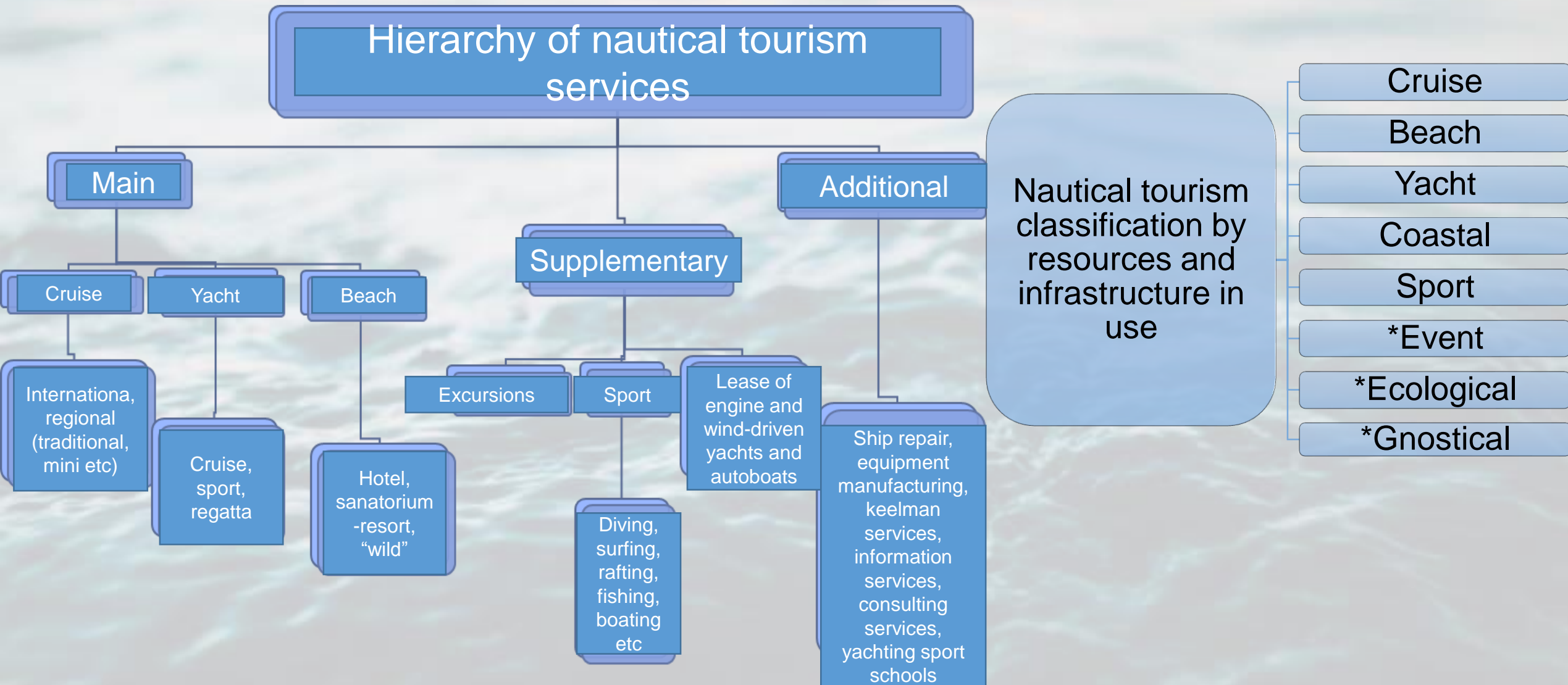
- Professional skills competition
- Barmen (barista) competition
- Fair
- Food-street

Nautical tourism development

Nautical tourism – is a movement of tourists within the certain marine route with the goal of transportation, active and passive recreation, education with the usage of resource potential of marine water areas and costal zones.



Nautical tourism classification



Enumeration of business events in the nautical tourism development field, held in Vladivostok



**I International marine forum
«Nautical tourism of the Free port of Vladivostok: development and promotion» -
3rd of December, 2015**

**II International marine forum
«Nautical tourism of the Eastern ring – from tourist route to tourist brand» - 15th of December, 2016**

**«Tourism cooperation with South Korea»
Section under the framework of III Pacific tourist forum
- 18th of May, 2017**

**«Nautical tourism development»
Session under the framework of IV Pacific tourist forum
– 17th of May, 2018**



Results of arranging business events in Vladivostok

Simplification of the procedure of license acquisition by the small vessels

Inclusion of Vladivostok and Zarubino into the list of the port terminals granting the visa-free 72 hours stay for foreign ships

Installation of nearly 100 tourist navigation signs

Possible establishment of the regular cruise line

Introduction of the well-developed welcoming ceremony for foreign cruise tourists

Development of new sightseeing tours

Considerable tourist flow growth

Connection of the two tourist objects of the Eastern ring and the Sea of Japan ring

Session on «Nautical tourism development»



On the 17th of May, 2018 within the framework of IV Pacific tourist forum Vladivostok held the **«Nautical tourism development»** session. Business program consisted of two parts: panel discussion on «Cruise tourism in the Sea of Japan» and round-table discussion on «Development of coastal tourism in Primorsky Krai».



Key points of the «Nautical tourism development in Primorsky Krai» Session's resolution

To recommend further work in terms of refining legal basis in the areas related to the nautical tourism development in Primorsky Krai

To prepare structured information material on how one gets the license to conduct business activities

To develop an audit system so as to identify illegal entrepreneurs publishing their ads on public access services (Farpost, Avito)

To define and to regularize on federal level the terms “Nautical tourism” and “Coastal tourism”

To develop a «Tourist services. Sea carriage» federal standard

To examine the possibility of financing the required arrangements to set up and to maintain coastal infrastructure and passenger crafts to develop tourist potential of Primorsky Krai

To develop a brand of a marine capital of Russian Far East for Vladivostok

In 2018 three more international events related to the nautical tourism development are to be held in Vladivostok

**International Far
Eastern Marine
Salon**

25th of July, 2018 –
28th of July, 2018



**SCF Far East Tall
Ships Regatta 2018**

27th of August, 2018 –
14th of September,
2018

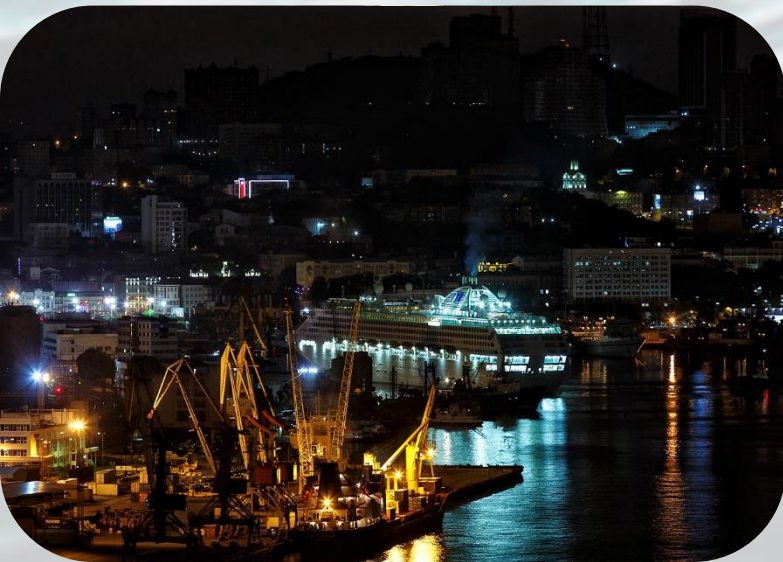


**Eastern economic
forum 2018**

11th of September,
2018 – 13th of
September, 2018



**EASTERN
ECONOMIC
FORUM**



Concluding remarks

Primorsky Krai relishes opportunities to become the capital of cultural, ecological, culinary, nautical tourism on the Russian Far East.

Business events appear to be the most effective professional platform for developing interaction and establishing solid base for cooperation and conjunction of competitive advantages of Far East regions on the way to attracting tourist flows from Central and Western parts of Russia, as well as from abroad.

