

Prospects for the development of cross-border cooperation in tourism between Russia and China

Ya.G.Gomilevskaya

Vladivostok State University of Economics and Service. Vladivostok. Russia
Undergraduate training direction "Tourism"

E-mail: yanusiko007@mail.ru; tel.: +89644452199

NG Udovenko

The administration of Primorsky Krai. Vladivostok. Russia
Head of the department of tourism development Tourism Department of Primorsky Krai

E-mail: udovenko_ng@primorsky.ru; tel.: +89147063645

Cross-border tourism gives countries additional opportunities for the development of inbound regional tourism, investments, increasing the number of tourists and access to many other benefits.

In order to promote cross-border tourism cooperation, each country when choosing a partner is guided by a number of factors. The peripheral position of Siberia and the Far East, in relation to the developed European centers, leads to the development of international relations with the Asian Pacific region (tabl.1) [1,2].

Table 1 - A major international tourist projects between Russia and APR countries

Project	Participants
The great tea road	China, Mongolia, Russia
"East gate of Russia "Zabaikalsk-Manchuria" Tourist Park	Russia, China (Autonomous region of Inner Mongolia)
Eastern ring of Russia	The far East and the Baikal region, Mongolia, China, Japan, South Korea
The Altai transboundary	Russia, China, Mongolia, Kazakhstan

For example, the cross-border cooperation between Russia and China can be estimated as a fairly promising. It reflects the examples of the developing tourism projects. "The Great Tea Road", and "Eastern Ring of Russia" are the most striking examples of it.

Today, the North-East Asian cross-border tourism market is the fastest growing and largest in the world. Only from the People's Republic of China about 130 million people come annually [4].

The geographical location of the region contribute to the development of Primorsky Territory as an inter-regional tourism hub of the Far East Russia - the starting point of tourist destination to the international corridors of Asia-Russia-Europe and Russia-Asia-Russia.

The favorable climate, unique cultural and natural sites, well-developed transport infrastructure (a modern airport, a network of regional airlines, marine, railway and buses), actively developing hotel chain - all this has a positive effect on increasing the tourists inflow from the Northeast Asian countries. In addition, our neighbors are interested in European and Russian culture. Primorye and Vladivostok are the nearest European territories for the chinese tourists.

Over the last three years the inbound and outbound tourism has shown a significant increase. The inbound tourism in Primorye increases by more than 9% every year and domestic – tourism grows by 11 - 17%.

According to the Border Guard Department of FSS of Russia in the Primorsky Territory 232,000 foreigners visited our region for the first half of 2016 for all purposes. The first place goes to China with 168 million tourists, which is 24% higher than for the same period in 2015.

The number of Russian visited China in the 1st half of 2016 reached 270 thousand people, which is also higher than in the same period in 2015 by 68.5%. These figures indicate an increase of mutual tourist exchanges between these two countries. Most of the international tours between Primorsky Territory and the neighboring China provinces conducted by Heilongjiang and Jilin. Most of the tours are made in the frameworks of the Agreement between the Russian Federation and the People's Republic of China Government on visa-free group trips.

Last year in the frames of the cross border tourism, Primorsky region presented a project of the tourist route "Discover the Russian soul through the elements magic." This project involves sightseeing in the Far East and the Baikal region including the "East ring of Russia" project.

Active promotion of the "Discover the Russian soul through the elements magic" project allowed to expand the geography of tours in Russia for foreign tourists, especially for Chinese ones [5]. Only in the first half of cross-border tours through Vladivostok 238 Chinese group tourists benefited it.

The main reasons for the growth of inbound tourist flow are:

- Low costs of tours and sold goods on the territory of the region;
- Tourist attraction of culture objects, transport and tourism infrastructure;
- The implementation of cooperation programs between the regions of the Far East and Eastern Siberia, the Russian Federation and the North-East of China;
- Major event carried in the region;
- The region's participation in international tourism exhibitions and China investment and trade fairs, such as the Russian-Chinese Expo in Harbin, BITE in Beijing. CITM in Kunming and Sanghai, border trade fair in Suinfunhe,
- Actions of the Primorsky Territory Administration aimed to raise awareness of the region as a tourist destination

Today, the geographical location of the Primorsky Territory needs development as a tourist hub of Asian Russia. It has all necessary conditions on its territory to increase tourists inflow: the necessary infrastructure and legislation and further spread tourists across all Russia territories. 23 foreign consulates with 24 border checkpoints: 15 seaports, 5 automobile and 3 railway stations, and 1 international airport, function in the Primorsky Region.

The airport runs charter flights to Japan, Republic of Korea, Peoples's Repblic of China, North Korea, Thailand and Vietnam.

We see growth in the number of flights: If in 2015 there were 16 flights a week from 6 cities of China, in the first half of 2016 we got 22 flights a week from 7 cities of China, and this year we plan to add 12 flights, including from new destinations.

Tourist vessels approaching to Japan and the Republic of Korea regularly vistin the Vladivostok seaport. Foreigners can cross the border of the Prtimorsky Region through the ports in Nakhodka, Vladivostok, Possiet, Zarubino, Slavyanka, Svetlaya and Olga Bays.

This year in july, the sea port Zarubino (Khasanskiy district) was included in the list of ports that allow visa-free entry for 72 hours in the Russian Federation for foreign citizens and stateless persons arriving by authorized ferries in order to travel.

It allows to launch Sokcho (South Korea) - Zarubino (Russia), the international ferry route, and to revive cross-border route from Hunchun (China), which had been claimed before it was shut in 2014.

During the meeting of Vladimir Miklushevsky, the Governor of the Primorsky Territory, and Choi Munsunom, the Governor of the Gangwon Province, the Korean party informed about the development of the nine routes that would connect Russia, China, South Korea and Japan.

The cruise ships Costa Victoria and Sun Princess from South Korea with the number of passengers from two to five thousands visit Vladivostok for many years. In August 6, 2016 the

Chinese Taishan ship from Qingdao with 500 passengers on board visited Vladivostok port first time, after what he approached to South Korea and then back to Qingdao.

One more significant contribution for the region's becoming a tourist hub of the Far East of Russia was the launching of the 8 day visa-free border cross regime in the frames of "Vladivostok Free port" project. The Freeport territory includes 15 districts of the region. A foreigner cross the border at any of these checkpoints and continue travelling whether in Region or in Russia. This gives us an opportunity to form complex tourist products across the country.

In 2016 the Tourist Information Center of the Primorye Territory joined the non-profit partnership "tourism Association of International Integration". "The world without borders" and representative partnerships in the Primorsky Territory joined "China Friendly" program. Project participants are voluntary pass certification confirming the quality of services that meet requests Chinese travelers [6].

In order to increase the efficiency of cooperation mechanism in the field of tourism between Russia and China, the participants should:

- To improve the organization of tourist routes, joint cross-border routes;
- Cooperate in the field of child and youth tourism;
- To develop new cruise routes for Chinese tourists through the Sea of Japan with the visit in the sea port of Vladivostok;
- Invite tourists for mass events like "Mariinsky" International Far Eastern Festival, «V-Rox» music festival, "Pacific Meridian", the Asian-Pacific International Movie Festival;
- Actively develop and implement joint educational programs for tourism and hospitality workers;
- Exchange lists of significant events, holidays, etc. in advance.

We are sure that by resolving these issues will result in a positive impact on the development of cross-border routes between Russia and China.

Bibliography

1. In Moscow took place the meeting of XI Jinping and Vladimir Putin. [Electronic resource] / Zhenmin Zhibao. – URL: <http://russian.people.com.cn/31519/8179663.html>
2. Memoranda and agreements Russia and China. [Electronic resource] / China Logist . - URL: <http://chinalogist.ru/book/articles/analitika/memorandumy-i-soglasheniya-rf-kr>
3. Putin and XI Jinping signed a joint statement at a meeting in Beijing. [Electronic resource] / Сайт ТВЦ. – URL: <http://www.tvc.ru/news/show/id/95147>
4. Eastern ring. [Electronic resource] / Eastrussia. – URL: http://www.eastrussia.ru/material/vostochnaya_koltsevaya/
5. Experts in the field of tourism at the meeting of the RTI showed the potential of Primorye from a different perspective. [Electronic resource] / NEATV. – URL: <http://novostivl.ru/msg/20776.htm>
6. Tourism Department of Primorsky Krai. [Electronic resource] / Primorsky Tourist Information Centre. – URL: <http://tour.primorsky.ru/turizm>