

Perspective tourism development on the European coast Russia

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Abstract. The article is devoted to the potential for the development of tourism in the coastal territories of Russia. The text is to provide possible ways of create the new tourist centers in the several research regions. The coastal territories of the European part of the Russian Federation have great potential for the development as traditional forms of tourism, as innovative with creative technologies, original cruise routes. Territorial and transport accessibility, a variety of natural resourses, great historical potential, a combination of a significant local tourists flow from neighboring and other regions of the country, creates a durable economic base for development tourism in Russia, including the international level.

1 Introduction

Tourism is one of the priority goals of socio-economic development, which is fixed in many official documents. For example the Strategy of long-term socio-economic development of the Russian Federation and the Strategy for the development of tourism of the Russian Federation. Moreover, the law of health protection citizens fixed in the Constitution of the Russian Federation.

During the existence of the USSR was created the system of tourism objects serving 5 million tourist. However, programs for the growth of domestic tourism, changes its structure, and modern requirements determine the need to create new innovative decisions in tourism.

Russia has great tourism potential. Its including beach tourism (Crimea and Krasnodar regions) as well as architectural and historical tourism (St. Petersburg, Moscow, Nizhny Novgorod, small historical cities, etc.) The potential of beach recreation in the Kaliningrad region, in the coastal areas of the Caspian Sea and the Volga region is not sufficiently used.

2 Methods

The world experience in the development of ecotourism and cultural tourism determines efforts in this direction. For example, a program the «Development of creative technologies» can be used for the development of cultural tourism. The unique project in Nikolo-Lenivitsa

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is a bright example this program. There are proposals to create a children's national cultural and entertainment brand «Mountain of Gems¹» (Figure 1) and networks in large cities and tourist areas, which also forms a significant flow of tourists.



Fig. 1. Project «Mountain of Gems», arc.: M. Poleshchuk, A. Shakhova.

The world experience of similar project proves this. Analysis of tourist regions in terms of architecture, infrastructure, tourist products helps to identify ways for their further development. Regional and global experience can become a model for tourism development. For example, the project «Mountain of Gems» have been developed for the placement in Samara and Nizhny Novgorod. A few projects of ski tourism are being developed, for example, a tourist cluster on Lake Baikal, etc. Also currently a many others tourist projects are developing in different territories. For example, a cultural and tourist complex near the village of Shiryaevo in the Zhigulevsky mountains², and others interesting projects are being developed in Sviyazhsk, Gorodets, Derbent, etc.

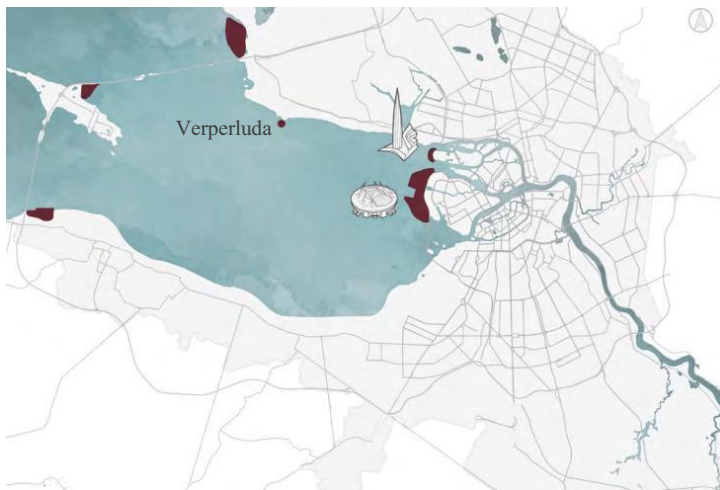


Fig. 2. Alluvial territories in St. Petersburg.

¹The concept was developed at the Moscow Architectural Institute together with the «Institute of Innovations in Urbanism, Architecture and Design», authors: M. Poleshchuk, A. Shakhova, etc.

²This place Russian artist Ilya Efimovich Repin wrote the famous painting «Barge on the Volga»

3 Results

However, if consider the city of St. Petersburg this all new tourist centers are located in down town. Usually it is the reconstruction of historical monuments or industrial territories, for example, the tourist centers «New Holland Island» and the creative space «Tkachi», etc. Also insufficient modern innovative examples, which forms a spatial and cultural stereotype exhausting the general picture of proposals on the tourist services market.

One of the proposals for overcoming this stereotype is the concept of a cultural, recreational and tourist complex nearby of the village Lisiy Nose, St. Petersburg. There is no problem of protected historical zones here because the complex is located on an alluvial island (Figure 2).

Therefore, created a completely unique environment, developing the concept of St. Petersburg as the Venice of the North or New Amsterdam. according to the project here created a complex of structures and workshops by the concept of Creative Industries directed by the artist Bugaev - Africa. Moreover is planned here a festivals of opera and jazz music against the view of the Gulf of Finland, festivals of contemporary art, design, cinema, etc. At the same time, public spaces for residents of the village will appear on the alluvial territory. Lisiy Nos as well as living and recreational areas for workers in art, culture, theater, cinema, including a tourist complex. Designed the multifunctional center where tourism continues the cultural concept of St. Petersburg at a new, modern level. In addition, the innovative tourist complex supports such new architectural dominants as the Lakhta Center, the Gazprom Arena stadium, the construction bridge of the ring road. That all create a new look of the sea façade of modern St. Petersburg.

Moreover if Gazprom Arena and the Lakhta Center create a new scale, the cultural, recreational and tourist complex «Verperluda» (the designed complex adjoins the Verperluda Island) continues the historical scale of St. Petersburg's development in a modern digital and ecological concept. The Verperluda complex has good transport accessibility along the Primorskoe highway, by rail (about 30 minutes by car from the city center). Also in the warm season there is water transport to the island.

If we consider the western territory of Russia, then here Kaliningrad has great tourist potential, through its history and natural conditions. In particular, there are no protected zones for the natural complex «Baltic Spit», in contrast to the UNESCO protected status on the «Curonian Spit», which led to the construction of a large international tourist complex here. Thus, in this territory a possibility to create a unique international, recreational, cultural and tourist complex. In addition, on the Baltic Spit safed is a runway that allows receiving passenger aircraft and hangars from the Second World War. Reconstruction this place will be a possible to accommodate various functions here from a water park to a museum of the Second World War, from an exhibition complex to a concert hall. (Figure 3)

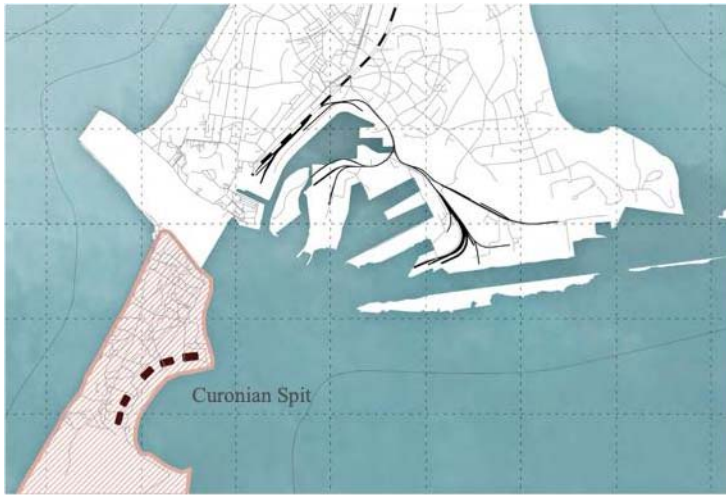


Fig. 3. The hangars from the Second World War on Curonian Spit.

Also, the territory has a land border with the European Union, which can stimulate the flow of tourists from Poland and Germany. In addition to this safed engineering networks left over from the German, and the Soviet military base. In general this territory has all the conditions for the creation of a research center for environmental technologies of the Baltic region and a technopark of creative technologies. The main goal of this project at conducting summer educational and scientific programs for students and pupils.

On the most famous recreational territory of the Kaliningrad region - the Curonian Spit, due to its heritage status, it is possible to create small enclaves of modern tourist activity based on innovative technology of composite floating platforms in the area of the village Rybachy, Morskoe, or in the water area of the bay. The status of a floating object within the framework of the regulation of the maritime register is not affected by restrictions on placement in a specially protected area, because they are located in the water area as «non-transport vessels». The Black Sea coast of Russia from Novorossiysk to Anapa is the most developed territories of tourist and resort infrastructure. Also the Black Sea coast characterized by a high density of buildings. (Figure 4)



Fig. 4. High density of buildings on the Black Sea coast

The construction of tourist complex facilities in areas more remote from the coast is economically unprofitable, because it is demand the construction of road infrastructure, often with difficult terrain.

Beach tourism is the major on the Black Sea coast, because at a distance of 10-20 km from the sea can be placed entertainment and theme parks in addition to local sanatorium.

The development of coastal and beach recreation in the area of Greater Sochi, Anapa, Gelendzhik is very limited and can develop on the basis of the renovation of the Soviet legacy, but this reserve is a limited. One of the possible ways to decisions of this problem is the use of innovative technologies. For example, the creation of tourist complexes based on composite floating platforms. The concept of this complex was created in 2009 in the Khosta district (architects M.N. Poleshchuk, M.Yuldashbaev, etc.). The emergence of this type innovative complex or their network could give a new impetus to the development of coastal and beach tourism in the Greater Sochi region, create a new product of international quality. Another decisions the problem of the deficit of the coastal territory could be artificial, alluvial islands in the Greater Sochi area. However, this development way is impossible because the Black Sea have a high deep waters. It is a main reason because the multi billion-dollar project «Federation Island» don't be realized. As a result of this the alluvial territories are economically profitable at depths waters of up to 3-5 meters, because such islands can construction in the Anapa region or the Azov Sea coast.

Analyzing the central areas of Russia is headlined the great potential of the Volga region with a large variety of natural conditions and the great historical and cultural heritage. Here already exist a modern tourist centers: Ples - Gorodets - Sviyazhsk. Among the cultural and historical resources of this regionis is headlined monuments of archeology and landscape architecture, cult and civil architecture, objects of ethnography and folk crafts. [1] Currently, in the Volga region preparatory work is underway for the construction of a tourist center in Shiryaevo, where the International Biennale of Contemporary Art is held annually (Figure 5).

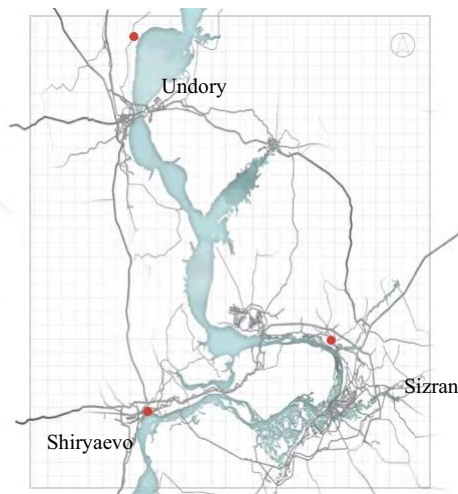


Fig. 5. New tourist centers in the Volga region

In the Ulyanovsk Region, the village of Undory in the Volga River has great recreational potential. There is a Paleontological National park, a mineral springs and archaeological and architectural heritage. [2]

Nizhny Novgorod has great recreational potential of Grebnevskie Peski Island, a unique landscape complex at the confluence of the Oka and Volga [3]. Various scenarios are possible here - from the reconstruction of the beach to festivals of contemporary art, music and theater

festivals, etc. At present, many decisions are being considered for returning this island to the social and cultural life of the city. The proposals have gradation from the construction of an innovative cultural and ecological center to the most trivial - the reconstruction of the beach. Despite the fact that financial resources of the upcoming 800th anniversary of Nizhny Novgorod did not lead to the approval of one or another strategy, leaving an island in an abandoned «uninhabited» form in the center of one of the largest cities in Russia. As a result this abandoned «uninhabited» island keep on the center of one of the largest cities in Russia. The Volga region have a few historical cities and recreational places with great tourist potential, for example, such cities as Syzran, Khvalynsk, Ulyanovsk, etc. They not belong the unique cities of the upper Volga (Tver, Yaroslavl, Kostroma), and are not included in the government program of «tourism development in the Russian Federation». The Volga region can become one of the tourist centers national and international scale. A significant flow of foreign tourists during the World Cup in Volgograd, Samara, Kazan, Nizhny Novgorod “opened the world” the cultural and historical potential Volga region. Here, traditional cruise can be supplemented by a unique product of short-term cruises on historical ships along the route «Zhigulevskaya round-the-world»: Nizhny Novgorod-Makaryev-Gorodets, Samara-Ulyanovsk-Kazan, Yaroslavl-Kostroma-Ples (Figure 6).

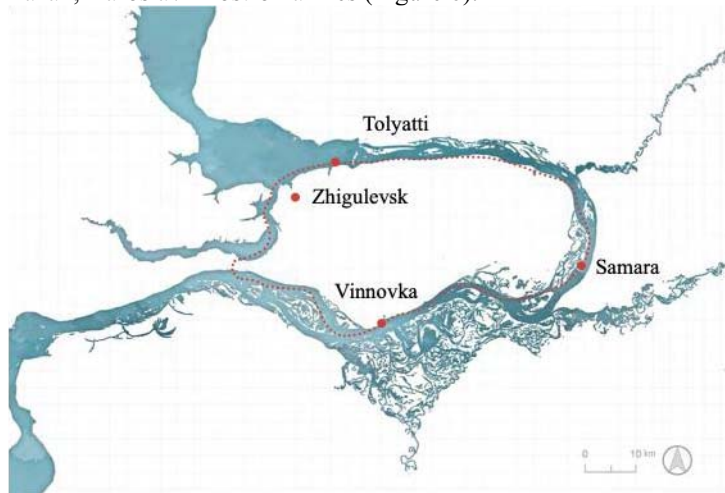


Fig. 6. The route «Zhigulevskaya round-the-world».

Perhaps the revival of the famous and popular route - «Moscow Around the World»: Moscow - Nizhny Novgorod - Moscow along the Volga and Oka. However, significant hydraulic engineering work is required to restore navigation throughout the tourist season». In connection with the construction of new cruise ships, there is an opportunity for such tourist routes in the autumn-winter period, for example, in the water area of the Caspian Sea with departure from Astrakhan.

If consider the tourism potential of the Caspian Sea, then here can highlight the development of beach areas in Derbent and also cruise routes. Unlike the Black Sea coast, which is almost everywhere covered with pebbles, there is sand on the Caspian Sea. The region's natural attractions include Europe's only liana forest and unique radon springs. [4]

Karelia also has great development potential of tourism, especially its islands. Considering Karelia as a tourist region, there are many possibilities for the development of ecological, water, yachting international tourism. [5]

4 Discussion

Summing up, as a result of the analysis of the coastal territories of the European part of the Russian Federation, the development potential of each of the considered regions has been

determined, which makes it possible to formulate a general strategy for the development of the tourism industry in coastal zones.

Many researchers noted the tourist potential of the Black Sea coast, St. Petersburg, Karelia, small historical cities of the Volga region and Derbent. Also in the research on tourism is highlighted the world trend of sustainable development and ecological tourism. [7] Particularly, construction new tourism object on water on the Black Sea coast or reconstruction unexploited hangars in Kaliningrad consider this principles.

5 Conclusion

In conclusion, the coastal territories of the European part of the Russian Federation have great potential for the development as a traditional forms tourism as a new, innovative forms. Innovative forms include new cruise routes and the development of new territories, cities, and technologies. Territorial and transport accessibility, a variety of natural surroundings, great historical potential, a combination of a significant local flow with tourists from neighboring and other regions of the country, creates a secure economic base for development, including the international level. The availability of mountains (Zhigulevskie mountains, the Caucasian ridge, Volga Upland) creates the possibility of developing ski resort. In addition to this, existing traditional forms of tourism can be supplemented with new unique products and routes using innovative technologies.

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