

Transboundariness as a Driver of Development of International Tourism in the Far East of Russia

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Abstract. The article analyses the foundations of the development of transborder tourism being a cornerstone in the process of strengthening the international cooperation in tourism area at the regional level. The aim of the work is to study the factors of development of transborder tourism in the framework of the regional tourism brand "Eastern ring of Russia". The paper comes up with the model for development of interregional and transborder cooperation within the "Eastern ring of Russia" project. On the basis of the proposed model the transborder route "Tsarevich's Arches: the Eastern journey of Nicholas II" is proposed. The scientific novelty of the study is to clarify the concept of "transborder tourism". The practical significance of the work lies in the structural analysis of transborder routes in the Russian Far East, their geographical and spatial visualization, as well as in the development of an innovative route program.

1. Introduction

Transboundariness is an important socio-economic factor in the development of border areas, which aims to increase the stability of a wide range of international relations on the basis of joint and mutually beneficial usage of natural, historical, cultural, human, financial and other resources by neighboring countries. An effective mechanism for the creation and implementation of transborder programs increases the competitiveness of all participants, contributing to the improvement of the image of the territory as a whole.

2. Rationale

The Russian Far East shares a high degree of transboundariness in terms of tourism, which is due to the proximity of the Asia-Pacific Region countries, as well as due to the ample opportunities for expanding foreign economic relations and organizing international projects and routes thanks to the availability of necessary tourist resources [1]. A special role in the development of cross-border tourism cooperation is assigned to the "Eastern ring of Russia" interregional tourist brand. The essence of the project lies in the the spatial and territorial formation of the integral regional tourist product for the purpose of its effective promotion.

At the same time, the analysis of existing interregional routes within the "Eastern ring of Russia" brand demonstrates significant differences in the degree of involvement for the regions of the district (Table 1).

Table 1. Ranking of regions in terms of their inclusion in transborder routes.

No	The name of the route	Primorsky Krai	Khabarovsk territory	Kamchatka territory	Magadan region	Sakhalin region	Republic Of Sakha	Irkutsk region
1	Great Eastern ring of Russia	+	+	+				
2	Vladivostok-Irkutsk-Listvyanka-Olkhon island-Khabarovsk	+	+					+
3	Capitals of the far East and Kamchatka holidays	+	+	+				
4	Eastern necklace	+	+	+		+		
5	Five elements	+	+	+			+	
6	Two Far Eastern capitals	+	+					
7	Tiger diamond	+	+	+			+	
8	Ski extreme - Far East flavour	+		+		+		
9	Legends of the Pacific ocean	+				+		
10	Far East fishing	+		+		+		
11	Three Far Eastern capitals	+	+			+		
12	Fire tiger	+		+				
13	Baikal voyage. Vladivostok-Irkutsk-Olkhon island	+						+
14	"Diamonds of Yakutia" inter-regional tour	+				+		
15	Sunny Magadan. Far Eastern Klondike	+			+			
16	Winter fairy tale. From Primorye to Kamchatka by dog sledding	+		+				
17	Overview of Vladivostok + the Valley of geysers Petropavlovsk-Kamchatsky	+		+				
18	Culture of the Far East. Focus on Yakutia	+	+			+		
19	Secrets of the Far East	+		+		+		
20	Vladivostok-Khabarovsk. Cultural tour	+	+					
21	Big fishing - " Yakutsk-Magadan "				+		+	
22	Diving tour: Vladivostok-Kamchatka	+		+				
23	Fire peaks	+		+				
24	Pacific ring	+		+				
25	Husky and reindeer safaris	+					+	
26	Far Eastern borders	+	+					
27	Gold-hunter tour	+	+					
28	Irkutsk region-Yakutia-Primorye	+					+	+
29	Yakutia – Khabarovsk Territory – Primorsky Krai	+	+				+	
30	Yakutsk-Oymyakon-Magadan. Auto tour				+		+	
	Overall	29	13	14	3	8	7	3

Primorsky Krai plays a major role in the outlined system of transborder tourism. At the same time, the regions least involved in the project participate only in 10% of the routes. Analysis of the

underlying factors for this setup will allow us to derive a model for the development of interregional and transborder cooperation within the framework of the “Eastern ring of Russia” project.

2.1. Scientific merit

The scientific novelty of the work is outlined in the proposed innovative model of the development of the "Eastern ring of Russia" transborder brand, the main purpose of which is to ensure the concentration of resources in priority areas and to provide conditions for interregional cooperation and strategic partnership of government, business and public institutions.

2.2. Literature review

The first studies of the problem of transborder tourism have identified the main zoning factors in terms of establishing the location of tourist zones with the purpose of defining the necessary proximity of the tourist zone to the border [2]. Later on the methodological approaches of D Matznetter and D Timothy have identified three types of interaction between boundaries and tourism: borders as the barrier; tourist destination; modifier of the tourism landscape. Also possible ways (types of tourism) of practical use were covered in the context of different countries [3, 4]. Studying the evidence from different regions (ASEAN countries, countries of North-East Asia) M Hampton and B Prideaux provided evidence of high efficiency of mutual use of tourist zones separated by boundaries [2, 5, 6].

In general, the study of the concept of transborder tourism defines the fundamental essence of this phenomenon in terms of it being the transborder interaction [7], as well as the separate political and economic category taking a shape of transborder integration [8], of formation of single transborder areas [9] and joint interterritorial actions [10].

A number of authors distinguish four groups of criteria for the formation of transborder tourist areas: unity; complementarity; contrast; uniqueness of natural, historical, cultural, social and other factors [11, 12, 13, 16].

For a more in-depth study of the nature of transborder tourism, the author I I Pirozhnik [14] proposed to classify the types of transborder tourism by means of transportation, methods of travel (transit or via the third region), by purpose of travel.

The founding document for conducting corresponding policy in the tourism area for Russian Federation authorities is the Federal Targeted Program "Developing Domestic and Inbound Tourism in Russia (2011-2018)", which aims to create a modern infrastructure of tourist clusters with the ultimate goal of developing interregional and international relations.

2.3. Problem statement

The aim of the work is to study the factors of development of transborder tourism in the structure of the regional tourist brand "Eastern ring of Russia" and to develop a model of innovative transborder route. Achieving this goal requires solving following problems:

- to develop an innovative model of the tourist brand "Eastern ring of Russia".
- to carry out a resource assessment of the cross-border route "Tsarevich's Arches: the Eastern journey of Nicholas II".

3. Methodology

The Russian Far East is traditionally considered as the territory of Russia's strategic development. At the same time, in recent years, more attention has been brought to the development of tourism here. This is due to the proximity to the Asia-Pacific Region countries, as well as due to the possibilities of multifunctional tourist zoning on the basis of existing tour products and those currently under development.

In the course of the study, expert rating positioning of regions by types of tourism was carried out with experts being the representatives of the tourist industry engaged in the implementation of cross-border tours to the regions of the far Eastern Federal district first-hand. The most popular type of tourism in the region in Table 2 corresponds to the maximum numerical value.

Based on the data presented, Primorsky Krai is a key point of interregional tours of the Russian Far East. The geographical location of Primorsky Krai gives what it takes for its development as an Asian tourist hub of Russia. Besides, the region possesses resource and regulatory prerequisites for the further distribution of tourist flows:

- there are 23 consulates of foreign countries with 24 entry checkpoints.
- there's a wide range of direct communications with Asia-Pacific countries, cities of the Russian Federation.
- Vladivostok is a point of call for cruise ships, there is a ferry connection with the Republic of Korea and Japan.
- since 2015, the integrated entertainment zone "Primorye" has been in operation.
- the first stage of the sports cluster "Primorsky ring" has been launched.
- the hotel industry is actively developing.
- a number of other tourist projects are being implemented.

Table 2. Rating positioning of individual districts of the Russian Far East by types of tourism.

Type of tourism / Region	Educational	Sport	Eco	Shop tours	Passing-through	Ethographical	Recreational	Medical and health	Event tourism
Primorsky Krai	8	4	5	7	9	3	6	1	2
Khabarovsk territory	9	6	3	5	8	7	4	1	2
Kamchatka territory	6	8	7	3	5	2	4	9	1
Magadan region	8	9	7	6	3	1	5	4	2
Sakhalin region	8	9	7	6	4	5	1	3	2
Republic Of Sakha (Yakutia)	5	3	7	4	1	9	6	2	8
Average score	9	8	7	6	5	4	3	2	1

In the meantime, the external factors contributing to the development of the “Eastern ring of Russia” project are generally the same for every region. In this regard we should note a change of preferences of the Russian tourists towards tourism in Russia, an increase of the flow of foreign tourists from Asia Pacific to the Far East; a decrease in the value of the tourism product and the growth of the premium segment; a diversification of customer needs, a growth of the individual travel market, a development of new tourist destinations, an ongoing informatization of promotion and sales technologies in tourism.

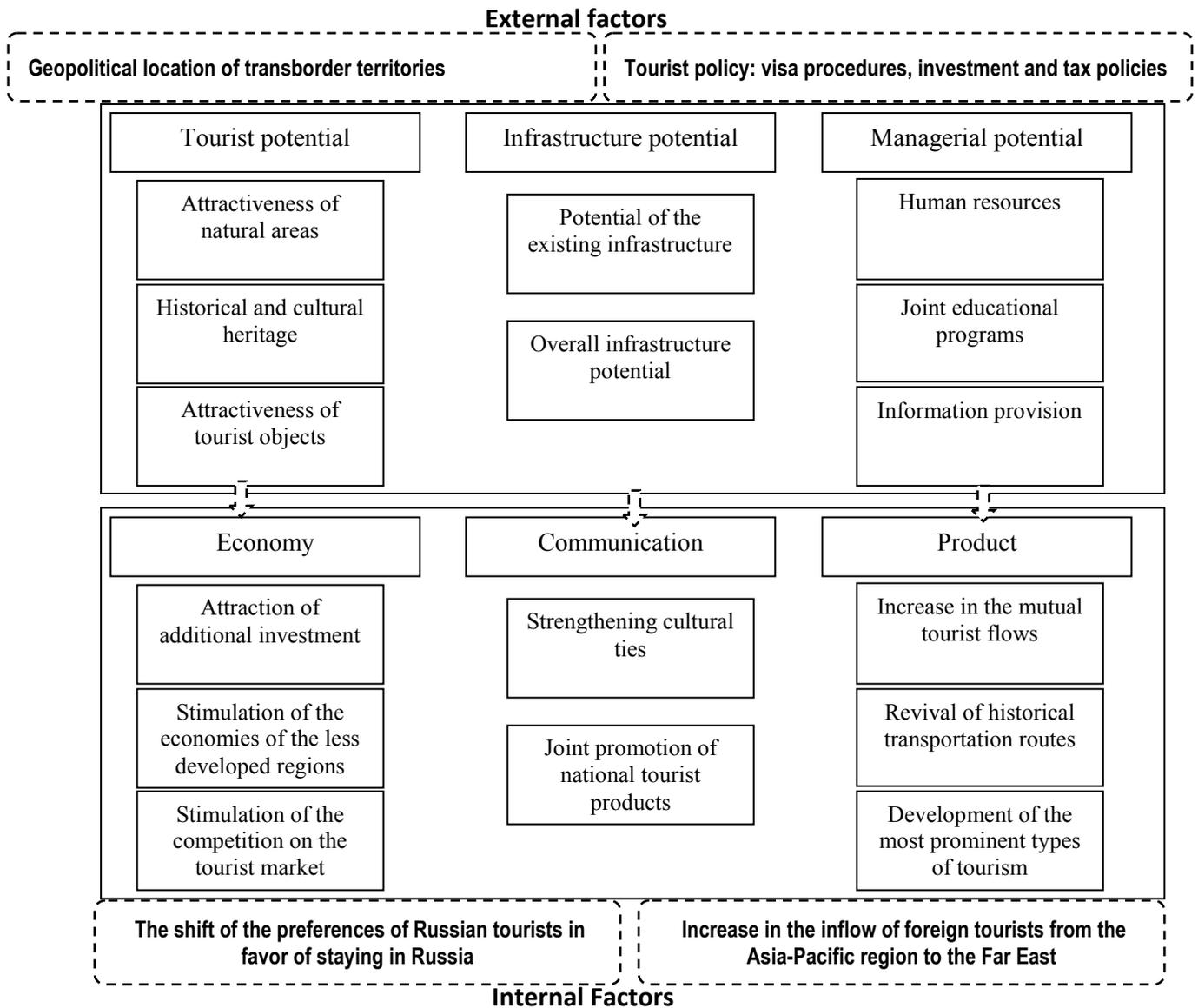
4. Data analyses and results

Based on the aforementioned analysis, presented factors can be displayed as a model for the development of interregional and transborder cooperation within the framework of the project "Eastern ring of Russia" (Figure 1). Thus, the main goal of regional development in the field of transborder tourism is to ensure the concentration of resources on priority areas and to provide conditions for

interregional cooperation and strategic partnership of government, business and public institutions within the framework of the development model.

The practical implication of the principle, outlined in model can be found in a new route "Tsarevich's Arches: the Eastern journey of Nicholas II" proposed by the authors. The choice of the theme of this route is, on the one hand, due to the high historical value of this trip, and, on the other hand, due to the resource availability.

Figure 1. Model of development of interregional and transborder cooperation within the framework of the "Eastern ring of Russia» project.



Cities where the Tsarevich arches have been restored have been identified to develop the route (Table 3). To come up with the route, the analysis of transportation links between cities, of accommodation facilities at stopping points along the route, of catering facilities, museums and cultural institutions was carried out. The total length of the route is 4900 km. Duration of travel is 13 days/12 nights. Recommended number of tourists in the group is 12 people. Approximate cost is 140 000 rubles. This cost includes transfer, meals, accommodation, excursions.

Table 3. Tsarevich's Arches along the route of the Eastern journey of Nicholas II.

City	Name	Year of reconstruction
Vladivostok	Nikolaev Triumphal Arch	2003
Blagoveshchensk	Tsar gates	2003-2005
Ulan-Ude	Tsar gates	2006
Kansk	Tsar gates	2006
Mariinsk	Tsar arch	2011

5. Conclusion

The study revealed that transboundariness is a key factor in the development of the Russian Far East. A general analysis of the development of an "Eastern ring of Russia" project reveals the intensification of its development and the expansion of the types of the tourism products to strengthen cooperation of regions of the Far East and neighboring countries. Primorsky Krai shares the highest rates of tourist arrivals. The scientific novelty of the work is the proposed innovative model of the development of the "Eastern ring of Russia" transborder brand, the main purpose of which is to ensure the concentration of resources in priority areas and to provide conditions for interregional cooperation and strategic partnership of government, business and public institutions. A practical contribution of the research lies in the development of the route "Arch of the Tsarevich on the Eastern journey of Nicholas II".

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