



APPROACHES TO THE RUSSIAN TOURISM DEVELOPMENT ON THE EXAMPLE OF THE VYBORG CITY

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Abstract

More and more countries, regions, and cities are beginning to come to grips with improving their tourism product, raising the level of service, and developing various events. The tourism industry, in the context of the structural restructuring of the Russian economy, is one of the most dynamically developing sectors and has a stimulating effect on the development of traditional sectors of the national economy, acts as a catalyst for the economic and social development of the regions, and improves the quality of life of the population. The article deals with the development of problematic areas of the tourist center in the city of Vyborg. The real reason why Vyborg has long attracted Russian and foreign tourists lies in its unique architecture and sights. More than 300 historical, architectural, sculptural, garden and park art, and archaeological monuments are in Vyborg. Among the prerequisites for the confident development of Vyborg as a tourist center, it is necessary to note its favorable geographical position, rich cultural and historical heritage, good transport accessibility, and a high potential for various types of tourism. The tourism development program in Vyborg is designed for a long period. It includes several stages and considers the specifics of the economic and social development of the territory. It is significant to consider the interdependence and synergy of projects as a unit of approach and activity aimed at using the already developed aspects of organizing the tourist attractiveness of the city. The authors conducted the study before the start of the conflict in Ukraine.

Keywords: *tourism, tourist, recreational complexes, Russia, development.*

1 INTRODUCTION

In many countries of the world, tourism accounts for a large share of the income of regions and cities. Tourism is a rapidly developing sector in Russia, which actively accelerates the socio-economic

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development of cities, and improves the quality of life of their population. The formation of tourist and recreational complexes makes it possible to ensure the development of regional tourism and meet the needs of the population in tourist and recreational services.

Consider the municipality "City of Vyborg" of the Leningrad Region with serious tourist and recreational resources that can be used to create new excursion and tourist programs on a project basis, given the increased interest in domestic tourism. Nevertheless, the tourist potential of the city of Vyborg is realized, unfortunately, today insignificantly.

For all its tourist attractiveness, the infrastructure of the city of Vyborg must be recognized as a weak point, which currently does not meet, not only, the exacting requirements, but also the minimum comfort of a large flow of tourists. It is on these problems that the city administration and citizens who are interested in the prosperity of the city are now actively working.

2 HISTORICAL AND CULTURAL RESOURCES OF THE CITY OF VYBORG

Vyborg is a unique city in the Leningrad region with a history of more than 700 years of existence. The city is close to Finland, which makes it an ideal tourist destination for both Russian and foreign tourists. In our opinion, its historical, cultural, and natural attractiveness¹ should be used more diversely to increase the tourist flow to the city.

The beauty of the ancient city cannot fail to impress even the most sophisticated traveler. A majestic old castle, perfectly preserved boulder houses of the 15th-16th centuries, as well as many museums and historical sights - all this allows one to plunge into the atmosphere of the real Middle Ages.

The real reason why Vyborg has long attracted Russian and foreign tourists is, of course, its unique architecture and sights. In total, more than 300 various monuments are concentrated in Vyborg: historical, architectural, sculptural, landscape art, and archaeological. (Adaskina, 1969)

In 2010, Vyborg won the status of a historical settlement. The restoration of cultural heritage sites is carried out under the programs: "Culture of Russia", "Preservation and development of small towns in Russia", as well as "Development of culture in the Leningrad region" (Drozdenko, 2019). Sixteen objects of federal-, 72 objects regional-, and 123 objects of local cultural heritage government identified in 2014.

At the same time, the main principle of the preservation and restoration of Vyborg was determined - an integrated approach to preserving the complex historical environment of the medieval city, the main landmark - the urban landscape for 1939 and the preservation of the historical function of buildings and structures with adaptation for modern use. The capital repair program includes 16 multi-apartment buildings that are objects of cultural heritage, 12 of them have been restored and have already been commissioned and four more are in the process of an overhaul. (RIA Novosti, 2020)

The most prominent monument of the classicism period in Vyborg is the Spaso-Preobrazhenskiy sobor², founded in 1787 by the decree of Catherine II. The architect N. A. Lvov designed it. The cathedral was recognized as the monastery cathedral in 1892, after the establishment of the Vyborg diocese.

The only functioning Lutheran church in the city is the Cathedral of Saints Peter and Paul. It was founded at the end of the 18th century when Governor Engelhard asked Catherine II to allow fundraising for the construction of a church for the German Lutheran community. The temple, built on donations from the people, was originally wanted to be called the Cathedral of St. Catherine but since the construction was completed under Paul I, the temple was lit up as the Cathedral of the Holy Apostles Peter and Paul. The utensils of the temple, as well as the church organ, were destroyed in Soviet times, and only in 1991, the cathedral was illuminated again.

The Church of St. Hyacinth is a monument of Gothic architecture of the 16th century, built of stone for the needs of the monastery school at the Franciscan Monastery. That is one of the oldest buildings in

¹ Attractiveness is one of the key properties of tourist resources, indicating their value, the ability of a resource to attract the attention of a tourist, evoke

emotions, and arouse interest. (Vorob'yeva & Gorshkov, 2019)

² The Transfiguration Cathedral

Vyborg, and, even today, its walls have remained intact. The building often changed its role. So, from the 1650s, the noble assembly of the city was located here, and in 1799 Paul I contributed to the building becoming part of the church, and it housed the church parish. In 1802, the premises were given to the Roman Catholic parish. So, the building became the Church of St. Hyacinth, which existed until 1940. Nowadays, offices and an art gallery are in this building.

The oldest residential building in Russia is in the city of Vyborg, the townsman's house, built in 1583.

Undoubtedly, the pearl among the sights of Vyborg is the Vyborg Castle, founded in 1293 by the Swedes. By the decision of the Swedish king, the fortress was erected on Castle Island and was named Vyborg. Several times a year, knightly tournaments are held on the castle territory, allowing participants to plunge into the Middle Ages atmosphere. The main hallmark of the castle is the tower, which offers a breathtaking view of the entire city, the Vyborg Bay, and the Annenskiye (*in English: Annenkrone*) fortifications of the mid-18th century.

Speaking of Vyborg, one cannot fail to mention the founder of the Vyborg castle, Torgils Knutsson. A monument to him, the author of which is Ville Vallgren, stands on the square of the Old Town Hall, and it was placed with the personal permission of Nicholas II.

Mon Repos Park is located near Vyborg Bay, on the coast of Zashchitnaya Bay. In French, the park's name means rest and peace. This is a rock-landscape park, which is also a historical, cultural, and natural museum reserve, its area is 180 hectares. The basis for the park formation was the aesthetic concept of Ludwig Heinrich Nicolai, by which the romantic and poetic Mon Repos Park was created. (n.d., Mon Repos Park. Northern nature., 2011)

3 INCREASING THE EFFICIENCY OF THE MANAGEMENT OF THE TOURIST AND RECREATION COMPLEX DEVELOPMENT IN VYBORG

The Vyborg adopted the Concept of Tourism Development aimed at creating a modern and competitive tourist and recreational complex.

The concept is based on the following principles:

- consistency,
- completeness,
- priority,
- balance,
- environmental friendliness. (n.d., 2012)

The purpose of the development of the tourist center of the municipality "City of Vyborg" is the formation of a variety of tourist and recreational services that meet modern quality standards, focused on creating conditions for the recreation of the local population and tourists.

Among the prerequisites for the successful development of the city of Vyborg, we highlight the favorable geographical position, rich cultural and historical heritage, transport accessibility, and high potential for the development of water, environmental, and other types of tourism.

The city has significant tourism potential. Medieval monasteries and temples, palaces and park ensembles, and noble estates have been preserved in Vyborg. The summer festivals held in the city will make the tourist completely forget what time he is in and allow him to plunge into the atmosphere of history.

Due to the existing global and local trends, we will single out the following five types of tourism:

- recreational,
- cultural and educational,
- water,
- business tourism, and
- ecological tourism.

Any of these directions involves the development of additional services with the help of small businesses in the presence of significant investment and support from the local administration of Vyborg in the tourism infrastructure. In addition, when positioning Vyborg as a tourist center, such directions as *history* (for example, *Vyborg - the Hanseatic city*) and *geography* (for example, *Vyborg - the gateway to Scandinavia*), as well as *art* (for example, *Vyborg - the capital of cinema*). Moreover, the city annually successfully hosts the festival of Russian cinema *Window to Europe* - the third most important competition for the creators of domestic films. There are festive banners on the streets, where city residents buy tickets to the main cinema. On the avenue of stars, which is next to it, a new name will appear during the festival. The winners

are awarded a gold and a silver boat for the best films.

It is necessary to solve the following tasks to increase the tourist flow:

- implementation of the activities of the Program for the Preservation of the Historical Part of the City of Vyborg.
- organization of a visa-free regime for visiting the territory of the Russian Federation for up to 72 hours when crossing the Russian border in the Vyborg region upon arrival on yachts and cruise ships by sea and along the Saimaa Canal (from Finland), organization of 2-3 border crossing points for water transport in Vyborg,
- formation of a joint tourist product with St. Petersburg and Vyborg inclusion in interregional tourist routes,
- promotion of the rich cultural heritage of Vyborg,
- creating conditions for the accelerated development of hospitality infrastructure, primarily hotel infrastructure.
- promoting the creation of multifunctional information and service centers for tourists.
- stimulating the implementation of international projects in the field of tourism and the formation of a massive foreign tourist flow.
- facilitating the repair and restoration of architectural monuments.
- development of mass cultural and sports events and expansion of the *calendar of events*.

For the successful implementation of these tasks, sustainable socio-economic development of the city is necessary:

1. increase in the throughput capacity of highways: St. Petersburg - Helsinki, Petrozavodsk - Priozersk -Vyborg; Vyborg - Lappeenranta, Vyborg - Svetogorsk - Imatra, etc.,
2. construction of transport and logistics complexes,

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3. construction of port facilities on the coast of the Gulf of Finland,

4. reconstruction of the airport for the development of local civil aviation.

Such large-scale capital construction will require the involvement of a significant amount of labor and the implementation of costly measures to protect landscapes, water basins, and the use of environmentally friendly technologies in construction. Under this scenario, we can expect an increase in the city's population to 230 thousand people already in 2025. (n.d., 2020)

4 CONCLUSIONS

In our opinion, the city of Vyborg has one of the highest development potentials not only in the Leningrad region but also in Russia.

Achieving the goals of the city tourist and recreational complex's successful management is associated with the various types of resources use, both financial and labor, as well as information.

After the start of the military conflict in Ukraine, the development programs of Vyborg, as well as other tourist centers, may be partially suspended.

We note the problem of limited resources of the municipality, in connection with which it is necessary to raise the issue of determining the priority areas of tourism. However, one must understand that the choice of only one or two directions is unproductive since the synergistic effect is lost.

In this regard, it is necessary to develop compromise models of tourism development that combine different areas, considering the synergy between promising areas and the formation of a close partnership between government and business in this area.

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