

Reform of the Kaliningrad Region Tourist Destination: Cluster Initiatives

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Abstract: Kaliningrad region is traditionally concerned as a sanatory-resort and cultural exploratory tourist destination. This is a unique region, culture-historical heritage and natural resources of which are well-known to both Russian and European tourists. The Kaliningrad region’s tourist potential is studied enough. But nowadays this tourist destination is perceived by customers in a one-sided way: European tourists consider it to be a nostalgic tourism object, Russian tourists-a resort recreation region. We tried to see the Kaliningrad region tourism development in a different light and so we suggest the way of the regional tourist product diversification. Variety of water resources as a tourist attraction is not popular: water tourism and water entertainment industry did not come around, there are no famous tourist products connected with water recreation. Moreover, international waterways, including E70, passing through the Kaliningrad region and popular among yachting fans in Germany, Poland, Baltics, are discontinued in the territory of Russia, because there is no infrastructure for water tourism active development. The article gives proof of the hypothesis for a high potential of development of new water tourist destination in Kaliningrad region. The authors suggest to create two tourist clusters-“Seashore” and “River Route”.

Key words: Tourism • Cluster • Kaliningrad region • Forecast • Destination • Yachting • Water tourism

INTRODUCTION

Kaliningrad region is one of the most historically famous tourist destinations. Throughout all their history, Kaliningrad (Königsberg), Svetlogorsk (Rauschen), Zelenogradsk (Cranz) and some other cities of the region were popular tourist attractions [1, 2]. Today tourist flow, in spite of the 2009 recession, is recovering [3, 4]. Main target segments for Kaliningrad region are tourists from Russia, Great Britain, Baltic states, Germany, Italy, Poland, Sweden and Finland [3]. These countries’ tourists’ demand for 6 years has been oriented principally towards sanatorium-resort and cultural exploratory tourism.

At the same time, Kaliningrad region, like no other region of Russia, is rich in water resources: 148 km of seashore, 12720 km of rivers, 4 thous. lakes and ponds [1, 2]. Natural resources are one of priorities when choosing a tourist destination [5].

Water tourism, due to the necessity for a special infrastructure, seeks the creation of tourist clusters [6, 7], which proved their significance for tourist destination’s competitive growth [8-10].

Thereat the hypothesis was stated that it is reasonable to develop the water tourism for Kaliningrad region’s tourist product reform, new destinations creation. We are speaking about creation of water tourism clusters in the territory of Kaliningrad region.

Methods. For proving the hypothesis we needed to study the Kaliningrad region water tourism industry and tourists’ preferences when choosing this region’s destinations. We designed clusters and carried out a competitive analysis.

During the study of the Kaliningrad region water tourism industry we used statistic analysis methods for finding its development trends. Tourists’ preferences analysis was carried out with the help of content analysis of publications in mass-media dedicated to tourism in the

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Table 1: Tourist clusters we suggest to create in Kaliningrad region

	Cluster "Seashore"	Cluster "River Route"
Main cities	Mamonovo, Kaliningrad, Svetly, Baltiysk, Pionersky, Zelenogradsk, Polessk	Mamonovo, Ladushkin, Kaliningrad, Gvardeysk, Polessk, Zelenogradsk, Rybachy
Specialization	sea, beach, sanatorium-resort (health-related), natural and active	water river, beach, sanatorium-resort (health-related), cultural exploratory
Target segments	fans of active rest (cyclotourism, yachting, fishery, natural travels) and also people of old age oriented towards sanatorium-resort sphere	small groups, families with children, youth preferring active rest on rivers and lakes, tourists of old age aimed at health-related tourism
Actions necessary for tourism activation	creation of beach zones; building of a promenade on the Baltic sea coast; building of beach-keeping constructions with aggradation of beach; arrangement of car parkings, objects of feeding, trade, reconstruction of lifts, funicular, implementation of the principle "affordable environment"; creation and development of a network of hotels, pensionates, guest homes, private apartments, building of a yacht marine; reconstruction of existing and building of new berths on the Baltic sea, Couronian lagoon; establishment of a centre of yachts and watercrafts maintenance; establishment of bicycle paths network.	establishment of border point of checking yachts in Svetly; construction of passenger terminal and berthing complex for small crafts in Vistula lagoon aquatory; building of a berthing complex on Trostyanka river; establishment of network of slip ways and objects for parking and maintenance of yachts; creation of entertaining industry, excursions, MICE industry; modernization of existing sanatoriums and pensionates; extension of nomenclature of sanatorium-resort services (including unique amber therapy); rural tourism development; creation of beach zones.

region and also with the help of interview with arriving tourists. Along with these methods we interviewed tour operators creating tours in the Kaliningrad region territory.

Clusters were designed with the help of analog methods, benchmarking methods. Analysis of competitive environment for the clusters created was carried out with the help of SWOT-analysis and M. Porter's diamond.

During the calculation of the effect of the suggested clusters creation we used scenario method and normative forecasting method.

RESULTS

Main competitive destinations for the clusters we suggest to create are seashore tourism in Germany, Lithuanian cluster of medical tourism, recreational tourism in Poland [5]. Considering experience of water tourism development and also tourist clusters development factors [11, 12], we laid down the following principles of clusters creation in Kaliningrad region:

- Tourist product diversification, which will allow to variegate tourists' visit programme;
- A cluster's growing point is the service, which means creating of corresponding leisure and recreation industry, entertainment for tourists around yacht ports;

- Transport and price affordability of a cluster can be improved via reconstruction and creation of border point of checking yachts and other watercrafts, building of slip ways and establishment of wayside infrastructure, including parkings and campings;
- Water tourism development consistency, including water sports sector and also industry of watercrafts maintenance.

Observance of these principles will allow not only to heighten the tourists' interest in a cluster, but also to increase the period of stay. On the basis of these principles the authors designed two tourist-recreational clusters: "Seashore" and "River Route" (Table 1).

We developed a programme of cluster creation actions implementation for 5 years and the results will allow to intensify tourist flow, tourist revenue and increase amount of workplaces significantly. Also we expect rise of the Kaliningrad region tourist industry enterprises' investments into building and reconstruction of tourist infrastructure objects.

CONCLUSION

The research's scientific value lies in the fact that we have proven practicability of tourist product reform in Kaliningrad region and necessity for creation of new tourist destination in this territory. We have proven our hypothesis for possibilities and potential of creation of

water tourism clusters, aimed at development of active sea and river tourism. The suggested water tourism clusters creation will provide a competitive tourist recreational complex in the Kaliningrad region, which will make the region more famous on domestic and international tourist markets.

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