

Organizational and Economic Aspects of Military Heritage Tourism in Primorsky Krai

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Abstract. The article outlines the basic concepts of the development of military heritage tourism. The paper states the role of military heritage tourism in the process of creation of cultural relations and international cooperation ties. The purpose of the work is to determine the theoretical foundations and practical implications of military heritage tourism in terms of interconnecting the tourist market organizations, coordination bodies and organizations of patriotic orientation. On the basis of a comprehensive study the problems that hinder effective development are identified; a number of measures aimed at the development of the system of organizational and economic management of military heritage tourism at the regional level are proposed.

1. Introduction

Recently military heritage tourism is gaining popularity in various regions of the world [1], [2]. In order to further promote its growth in Russia, a number of federal and regional state programs are being implemented. Public organizations, military historical clubs, centers for children and youth tourism are actively providing wide range of activities in the field of military heritage tourism.

2. Rationale

Military heritage tourism is one of the most interesting forms of recreation for the modern tourist. In a sense, military heritage tourism is less about the narrative and more about the experience, which is an approach that is going to appeal to experience-oriented and physical activity-oriented travelers.

The Russian Military Historical Society (RMHS) together with Federal Tourism Agency at this moment presented more than 200 military heritage routes in all Federal districts of Russia. Their total length exceeds 10 thousand kilometers. Every year, with the support of the RMHS, more than 25 military historical festivals are held, in which more than 3,000 representatives of military historical reconstruction clubs and 600,000 spectators from Russia and abroad take part. In total, about 250 historical reconstruction festivals were held throughout Russia in 2018.

The importance of military heritage tourism is reflected in a number of state programs of the Russian Federation: "Patriotic education of citizens of the Russian Federation for 2016-2020", the

"Development of domestic and incoming tourism to the Russian Federation for 2019 - 2025 years", the "National program for children's cultural and educational tourism", the "Strategy for the Development of tourism of the Russian Federation until 2020".

2.1. *Scientific merit*

The scientific novelty of the work lies in the elaboration of the systematic approach to the development of military heritage tourism at the regional level based on cooperation of organizations of the tourist market, coordinating bodies at the federal and regional levels, organizations of patriotic orientation.

2.2. *Literature review*

The subject of the research is the forms and methods of regional organization of military heritage tourism. Military heritage tourism is considered primarily through an ideological prism in the context of spirituality ideas and the theory of patriotism, which emerged in Russia in the late XIX – early XX century thanks to the Russian thinkers N A Berdyaev [3], I A Ilyin [4] and E V Sokolov [5].

The scientific basis for the development of cultural tourism, including military heritage tourism, is the theory of "cultural-historical types" proposed by N I Danilevsky [6], which was further developed in the theories of "local civilizations" and "civilizational approach" proposed by historians such as O Spengler [7], A Toynbee [8].

This phenomenon is closely related to the sense of patriotism. The study of military heritage tourism includes a number of works of authors, namely D A Troitsky [9], V P Golovanov [10], A A Bakhvalova [11], V I Omelchenko [12], A A Ostapets [13], which are associated with patriotic education by means of tourism.

Issues of military heritage tourism as a phenomenon were covered in the works of S K Volkov [14], D Y Shulyakov [15], E A Ryzhivolova [16], E L Dracheva [17], K S Mishkina [18], which highlighted the main trends of development of this type of tourism, determined the interrelation with cultural educational tourism, identified its influence on the formation of patriotic education of youth.

2.3. *Problem statement*

The purpose of the research work is to determine the theoretical foundations and practical implications of military heritage tourism in the realm of interaction of various organizations of the tourist market, as well as coordination bodies and organizations of patriotic orientation.

3. **Methodology**

In Primorsky Krai, military heritage tourism is considered as one of the prioritized directions for development in terms of establishment of the regional tourist product. Thus, of all the routes of Primorsky Krai listed on the website of the Tourist information center of Primorsky Krai, 23 routes (7.8%) share a military heritage theme. The greatest share of these routes account for the cultural and educational direction (69,6%), routes for children account for 13% of the total amount, environmental and ethnographic tourism account for 9% of the offerings.

Most of the routes pass through the territory of Vladivostok (14 routes or 61%), others cover Khasan, Shkotovsky, Lazovsky districts, Artem, Ussuriisk, Nakhodka, Partizansk city districts. Most popular are the trips associated with the objects of Vladivostok fortress (52%), 6 (26%) include a visit to the medieval settlements (namely in Krasny Yar, Ekaterinovka etc.), three (13%) include visiting The Izumrudnaya Dolina Park in Ussuriisk urban district and Shtykovskie ponds (Shkotovsky district).

Museums with military and historical themes serve as the infrastructure basis for military heritage tourism. Worth mentioning here are Military history Museum of Pacific fleet and its subsidiary, the Memorial complex "Krasny Vympel", the Memorial complex "Submarine S-56", Military heritage museum of fortification "Vladivostok fortress", Memorial complex "Voroshilov fortress".

Excursions to the objects of military heritage tourism are carried out by public and tourist organizations, like travel agencies of the region; Vladivostok digger club; Excursion and

methodological center of the Museum named after V. K. Arsenyev, Military heritage museum of fortification "Vladivostok fortress"

To get a grip of the demand for military heritage objects in Primorsky Krai a study was conducted based of a survey of managers of tourist firms to estimate the annual tourist flow for the Vladivostok fortress. Results are presented in Table 1.

Table 1. Evaluation of demand for objects of Vladivostok fortress.

Type of customer	Justification	Number of customers
Vacationers of sanatoriums and participants of corporate of events	4 sanatoriums × 45 people (bus) once a week	10 800
Students	3 days in May × 10 (bus) 40 people each 3 days in September × 10 (bus) 40 people each	2 400
Tour companies (individual tours)	Groups of individual tourists (8-15 people) × 1 time a month for 6 tour companies	1 080
Tour companies (group tours)	15% of 330 thousand tourists	49 500
Museums	2 museums × 30-100 people a day	24 000
Digger club	5-8 people × 3-4 times a week	1 800
Overall		89 580

As data suggests approximately 90 thousand people visit fortification facilities annually, excluding independent tourists.

Another use of the historic heritage resources is military reconstruction. In Primorky Krai there are numerous themed clubs, among which the most famous are the following: the club of applied fencing "Facet"; clubs of historical reconstruction "Garrison" and "Scara Regis"; the military-historical clubs "The seaside Bastion", "The First far Eastern front", "Wild Heart," "Vlad-comrade." These clubs hold festivals, reconstruction, quests, battles, reflecting the style and traditions of the reconstructed eras, and they also attract participants from clubs in other regions.

Also in operation for the purpose of patriotic education and military sports training are the children's recreation centers (camps), located in the cities of Vladivostok, Ussuriysk, Spassk-Dalny, Artem, Nakhodka; as well as in Lazovsky, Shkotovsky, Nadezhdinsky districts.

4. Data analyses and results

A comprehensive study of the current state of military heritage tourism indicates a high potential of this type of tourism. At the same time, the main limiting factors should be identified:

- the neglected state of objects of military heritage tourism does not allow to ensure their effective use.
- most of the tourist companies do not consider this type of tourism as a priority for the tourist offer.
- regional museums do not use modern forms of display, the methods in use are mostly traditional.
- events with military themes are local in nature, while the organization of festivals is limited both by funding opportunities and the quality of the proposed programs.
- in the presence of a wide range of clubs of military reconstruction these societies, as a rule, operate outside of the tourist market.

It should be noted that only tour operators included in the unified register of tour operators have the proper right to provide tourist and excursion services in the field of military heritage tourism. In the meantime, as mentioned above, schools, patriotic clubs, children's sports and tourist clubs among others often deal with the organization of military heritage tours. Thus there's always a need for interaction between state, municipal authorities, the education system and other subjects of society in this regard. In this aspect, it is necessary to develop a comprehensive system of interaction between the corresponding subjects.

The paper proposes a systematic approach to the development of tourism at the regional level on the example of Primorsky Krai. Set of outlined measures, tackling the highlighted bottlenecks, is listed in Table 2.

Table 2. A set of measures aimed at developing a system of military heritage tourism at the regional level.

Direction	Measure
1. Lack of professional tour products for reasonable price	
The development of the project "My Russia" for interregional and intermunicipal cooperation in the field of military heritage tourism	Subsidizing the cost of transport services, the possibility of early and guaranteed booking of tickets for tourist groups
	Increasing the quota under the "My Russia" program on the " Far Eastern borders" route
	Supplementing "Development of tourism in the seaside the region for 2019-2025 " State program in Primorsky Krai in terms of specifying a subsidy system for subjects of the tourist market in the context of patriotic education of youth
2. The absence of a unified system of regulation of military-historical tourism	
The development of the program of cooperation of RMHS, the defense Ministry and the Federal tourism Agency in terms of promoting the routes in the region	Allocation of subprogram "Patriotic education by means of tourism" in the structure of the Federal target program "Development of domestic and inbound tourism in the Russian Federation (2019-2025)"
3. Lack of usage of modern forms of museum displays	
Modern forms of museum display	The use of modern interactive forms: zones of immersion, electronic labels, mobile applications, interactive installations, dedicated cinema zones, multi-touch tables, mobile terminals, mazes, audio guides
	Use of different modes for different groups of visitors.
4. Local nature of events with a military heritage theme	
The development of event tourism in the segment of military heritage tourism	The expansion of the list of event programs of military-historical tourism in an integrated effort of the Federal tourism Agency, RMHS, regional authorities
	Inclusion of event programs in the unified Federal register
	Development of the program of interaction of state bodies, subjects of the tourist market, military clubs

	Active usage of scripting of historical events reconstructions
	The use of active and modern forms of tourism: quest tours, animation, development programs
5. Disparate nature of information on military-historical tourism in the regions	
Information support of RMHS and Tourist information centers	Creating a "Military heritage tourism" tab on the Tourist information centers information portal http://tour.primorsky.ru/
	The location of the cross-links on the site of RMHS (page: Regions) https://rvio.histrf.ru
6. Neglected state of objects of military heritage tourism	
Reconstruction of objects of military heritage tourism	Creation management system for the Vladivostok fortress facilities
	Creating a register of fortifications
	Restoration of individual objects for tourist use
	Conservation of objects for their further preservation
	Archaeological reconstruction of individual structures of the middle Ages

The proposed measures will allow to create an effective regional tourism model in the segment of military heritage tourism based on the complex interaction of all corresponding subjects of the market.

5. Conclusion

In the Russian Federation as well as in Primorsky Krai, in particular, the development of military heritage tourism is considered as a prioritized sphere of tourist industry: activities to restore and adapt the usage of military heritage tourism facilities for tourist purposes are intensifying, the number of corresponding festivals and events is growing.

Despite the increasing role of military heritage tourism, there are still urgent problems that hinder its effective development. To solve these problems, the paper proposes a number of systematic measures aimed at the development of the system of organizational and economic management of military heritage tourism at the regional level.

The study identifies prerequisites of military heritage tourism based on fundamental philosophical theories. Study also outlined a systematic approach to the development of military heritage tourism at the regional level based on cooperation of organizations of the tourist market, coordinating bodies at the federal and regional levels, organizations of patriotic orientation. Study further explores the forms of military heritage tourism, implemented in the Primorsky Krai: tourist routes, events, which allowed to identify problems and to develop a set of priority measures.

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