



Sustainable tourism in Kaliningrad region

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Eco-tourism in Kaliningrad region

Potential:

Direct:

- Wild Nature
- Rich biodiversity of unique species of animals and plants (some of which are included in the “Red book”)
- Diverse ecosystems (bogs, marshes, littoral meadows, etc.)

Complementary:

- Ethno-cultural heritage
- Information centers for eco-tourism
- Eco-tourism infrastructure and eco-routes



Eco-tourism of Kaliningrad region

Tourism map of Kaliningrad region (The Geographical Atlas of Kaliningrad





Eco-tourism of Kaliningrad region

- Main eco-tourism sites:
- National Park “Curonian Spit”
- Protected area “Vistula spit”
- Protected area “Ramintanskaja Pushcha” (includes the area of the Russian part of Vishtynets and the “Red forest”)
- Polessk municipality area
- Ozersk municipality area
- Nesterov municipality area
- Yantarny municipality area
- Pionersk municipality area
- Curonian and Vistula lagoon area
- Federal resorts Zelenogradsk and Svetlogorsk



Curonian Spit (Vladimir Voronov)





Eco-tourism of Kaliningrad region

Curonian Spit: main sites:

- “Royal Bor ”- the oldest forest in the territory of the spit. It have never been cuted, as there were royal hunting grounds;
- Ornithological Station "Fring" - founded in the early XX century. Is in a place of passage routes of migratory birds and is used for banding the birds and study their flights;
- The observation deck on the dune Muller (near the Rybachiy settlement);
- Unique lake "Seagull" (in the vicinity of the Rybachiy settlement);
- Ancient church in the Rybachiy settlement (now the Orthodox Church);
- Wooden boardwalk on the beach near the Rybachiy settlement ;
- “The Dancing Forest” - a place where the trees are twisted bizarre way. The reasons for this phenomenon is not finalized;
- Some of the highest sand dunes in Europe (up to 60 m tall), the most attractive of which is the highest mobile dune in Europe, Efa (64 m), named in honor of the Inspector Ef.



Dancing forest (Vladimir Voronov)



Ef dune (Vladimir Voronov)





Ef dune (Vladimir Voronov)





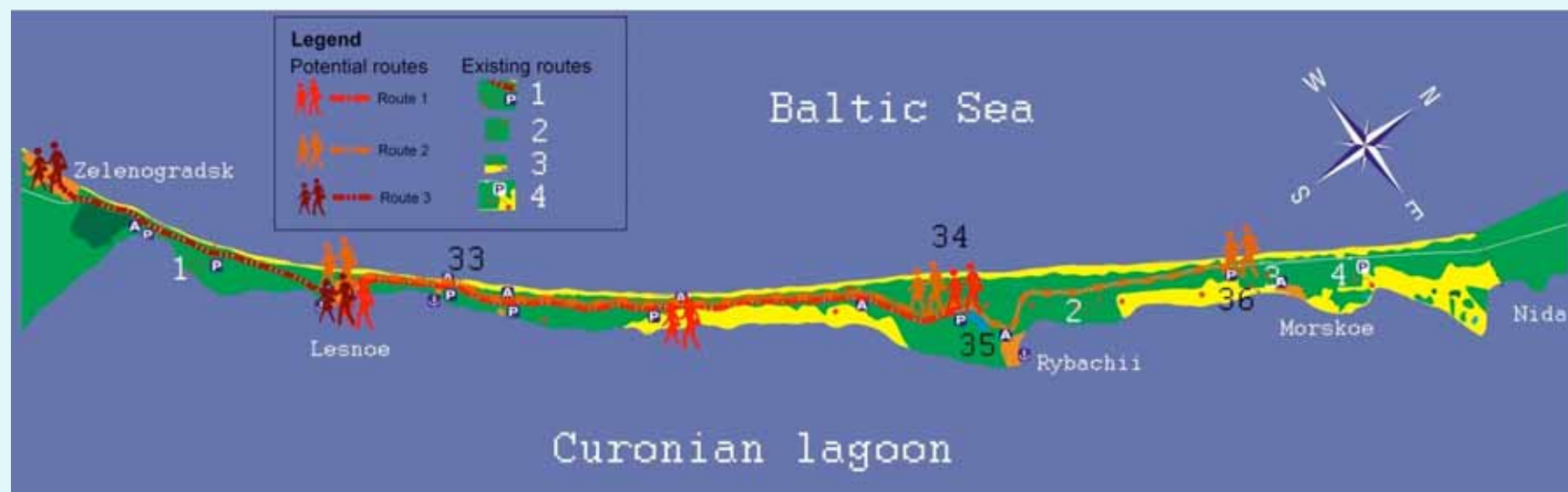
Curonian Spit

Main international projects:

- "Creating a cross-border bike trails on old post road in the Curonian Spit: EuroVelo - Baltika".
- CROSSROADS - Lagoons as the cultural and historical crossroads of peoples in the South-Eastern Baltic area
- The AGORA 2.0 project - Heritage Tourism for Increased BSR Identity
- EcoRegion – The Baltic 21 EcoRegion project.



Curonian Spit tourist routes





Protected area “Romintanskaya Pushcha”

- The biggest tourist potential of the “Romintenskaya Pushcha” is its natural and cultural landscape. The picturesque lake, the ridge of hills (here are the highest elevation of the Kaliningrad region - with up to 230 m above sea level) and extensive forest area has long fascinated people. “Romintenskaya Pushcha” has the potential for resort-recreational and recreational tourism, hunting, fishing and mushroom tourism, sports and cultural tourism.



Protected area “Romintanskaya Pushcha” (A.Sverch)





Protected area “Romintanskaya Pushcha”

Project for development the site:

- There is a currently an international German-Russian project "Concept of the Protected areas (PAs) in the Russian part of “Romintanskaya Pushcha”, which envisages the development of complete documentation for the proposed protected areas in the region of the “Red Forest” “Vishtynetskoye lake”, taking into account not only the conservation of the natural advantages of the territory, but also its tourism and socio-economic development. This project was started in 2007. It was approved at the federal level, the Coordinating Council of Governments of Germany and Russia, directing the implementation of the Agreement between the Government of the of the Russian Federation and the Federal Republic of Germany on cooperation in environmental protection on May 28,1992. Also, the project has received official support from the Government of the Kaliningrad region



Social and cultural potential of Kaliningrad region for sustainable tourism development

Historical monuments:

- Lutheran church of the Holy Family (1904, arch. F. Heitmann)

(since 1980

Regional philharmony)





Social and cultural potential of Kaliningrad region for sustainable tourism development

Historical monuments:

Lutheran church of

Queen Louise

(1901, arch. F. Heitmann)

(Puppet theatre)





Social and cultural potential of Kaliningrad region for sustainable tourism development

Historical monuments:

“Cathedral“

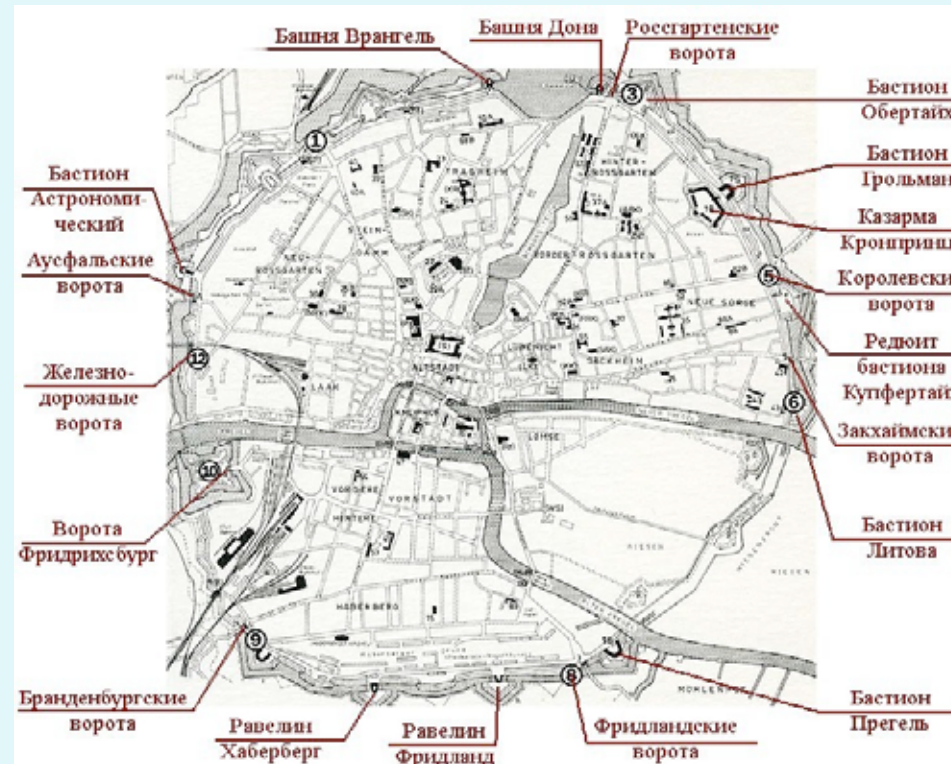
(Grigory Klimenko)





Social and cultural potential of Kaliningrad region for sustainable tourism development

Fortress route





Social and cultural potential of Kaliningrad region for sustainable tourism development

Main objects of fortress route

- The “Dona tower”

(Amber museum (Grigory Klimenko));

- The “Royal gates”

(The branch of the

World Ocean Museum

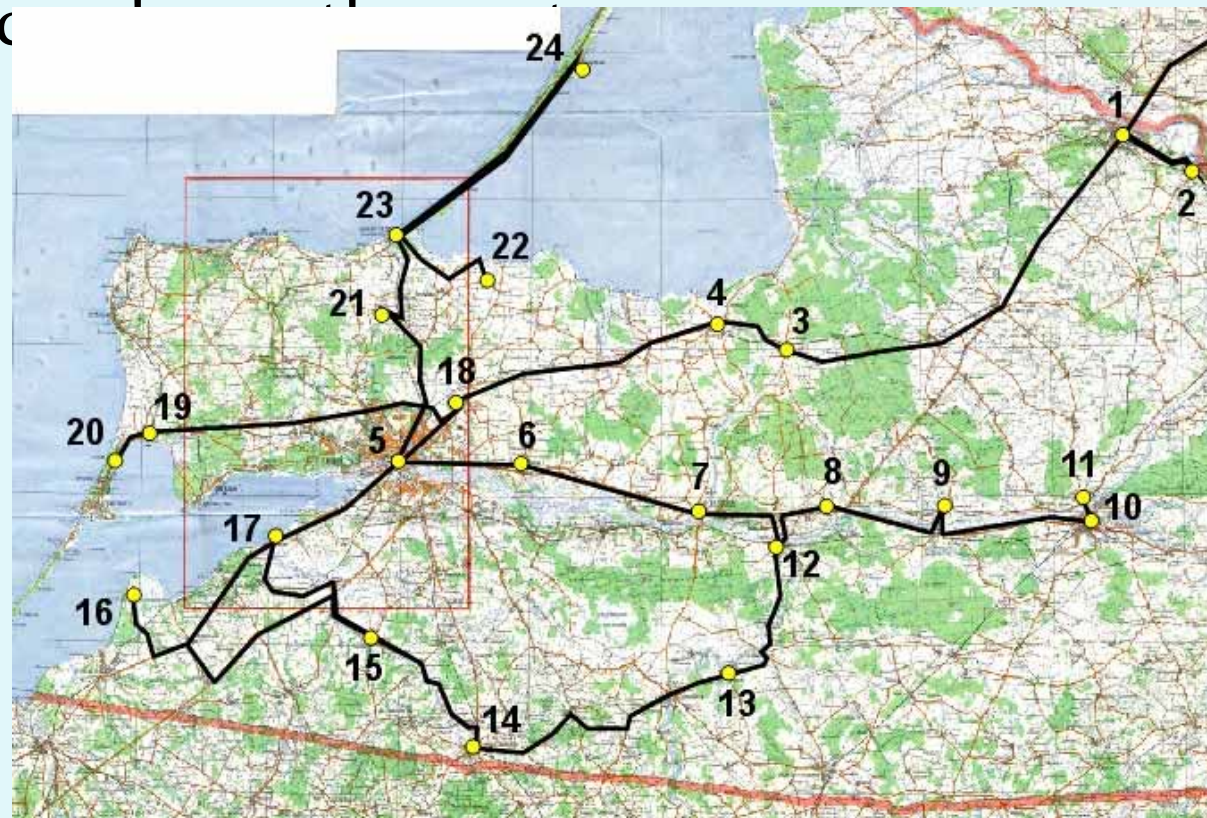
“The Great Embassy” (Grigory Klimenko))





Social and cultural potential of Kaliningrad region for sustainable tourism development

Teutonic



Rural tourism in Kaliningrad region

There are more than 60 homesteads for rural tourism purposes.

Municipal area of Kaliningrad region	Number of homesteads
<i>Zelenogradsk, Polessk, Neman</i> municipal areas	13
<i>Gurievsk, Nesterov</i> municipal areas	9
<i>Ozersk</i> municipal area	5
<i>Curonian Spit</i> (Russian part)	16
<i>Other</i> municipalities	26

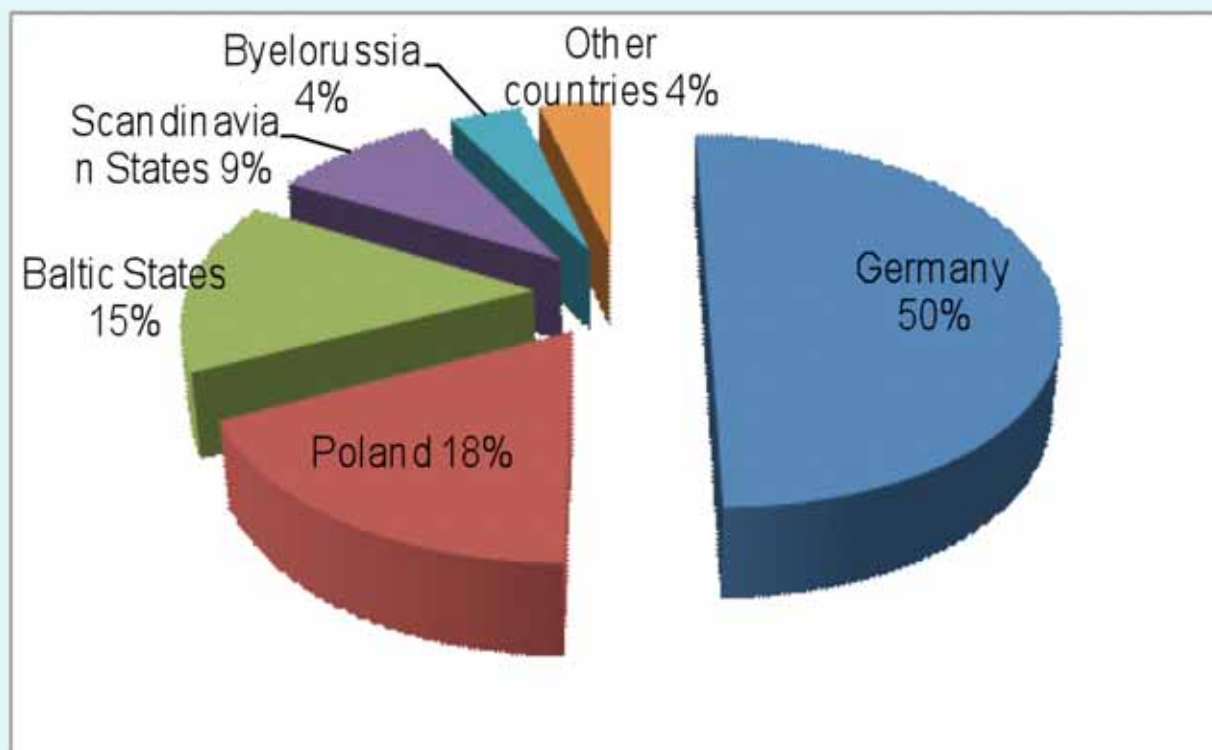


Economic development issues for sustainable

Nº	Indicator	unit	2010	2011	2012	2013	2014
1	Tourist flow	Thousand people	420,0	450,0	480,0	510,0	540,0
2	Duration of stay of the tourists in the region	Days, tourists from RU/ abroad	7/3	7/3	7/3	7/4	7/5
3	Average daily spending per tourist	Hundred Roubles/day	5,5	6,5	7,5	8,5	10,5
4	Number of people employed in tourism	Thousand people	18,0	18,0	19,0	20,0	22,0
5	Share of tourist and recreational industry in the gross regional product	%	1,5	1,6	1,7	1,9	2,1

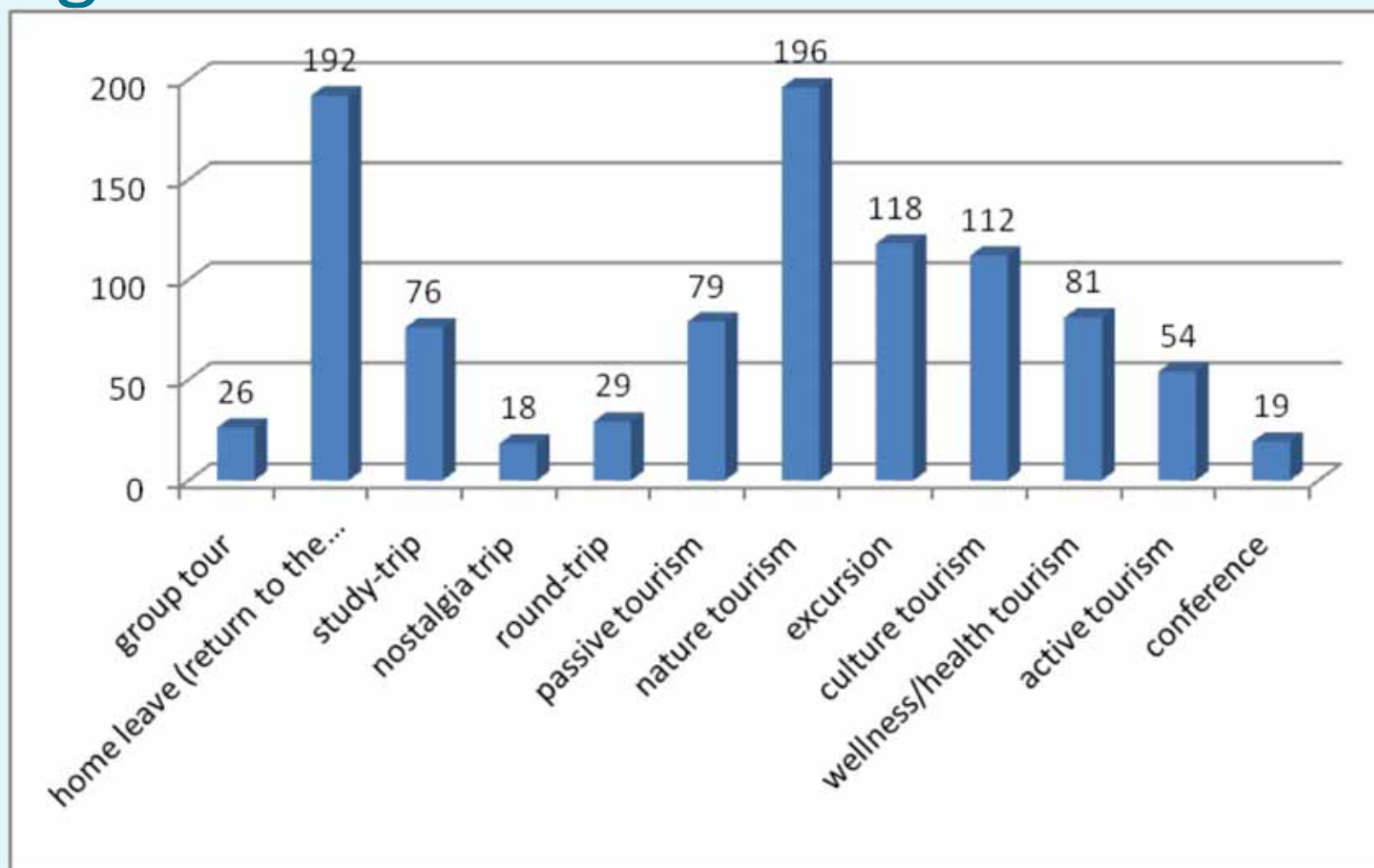


Foreign tourism to Kaliningrad region





Reason of travelling to Kaliningrad region





Problems for sustainable tourism development in Kaliningrad region

- lack of tradition and quality standards of tourist services;
- poor condition of most cultural and historical monuments;
- difficulties for visiting the Region by foreign and Russian tourists in connection with visa issues and enclave features of the Kaliningrad region;
- poor quality of infrastructure, particular for tourism purposes;
- not formed an attractive local identity;
- the distribution of tourists flows is not balanced;
- weak legal framework in the field of tourism in the region



Ways for solving the problems

Administrative ways:

- Increased number of tourist attraction objects;
- Increasing the attractiveness of the Kaliningrad region as a tourist center on international level;
- Active involvement in tourism hinterland areas;
- Enhance the competitiveness of the Kaliningrad region;
- Increasing the availability of tourist facilities, located in the area of access control;
- Strengthening mechanisms of interaction between business and government;
- The organization of constructive interaction between the actors of tourism activities



Ways for solving the problems

Creating conditions for development and renewal
tourist infrastructure objects:

- Improving transport accessibility;
- Improving the quality of the objects associated
infrastructure;

Growths of business and investment activity:

- Increasing the share of small and medium-sized
businesses in the tourism and services;
- Attracting strategic investors.



Ways for solving the problems

Improving technologies for services provision:

- Improving information accessibility of tourist offers for tourists;
- Solving problems with spatial orientation of the tourists in the region;
- Strengthening the integration of tourism and recreational complex of the Kaliningrad region in the system of the Russian tourist market;
- Marketing of tourism products, not just the region.



Tourism revitalization

(the tourism and business center “Fishing Village”).

Pictures: google.ru





Towards sustainable tourism development in Kaliningrad region

- Despite of number of existing problems, tourism in Kaliningrad region is developing according the principles of sustainability.
- Construction of the Fish Village is a good example of revitalization of the historical traditions in convenient and modern form for harmonization and balanced tourism development of Kaliningrad region as the active actor within the Baltic Sea region



Thank you for your attention!

We are always open for cooperation

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picture by Betina Meliss