

New Forms of Innovative Tourism Products as a Result of the Interaction of History, Culture and Tourism

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Abstract

The theoretical approaches to the studying the innovations in tourism were investigated, the definitions of 'innovations in tourism' and 'innovative tourism' were analyzed in the article. To one of the areas of the tourism industry, the most actively implementing innovations in their development – the cultural tourism- was paid a special attention. Methods used: comparative analysis, recreational and marketing approaches applied in cultural tourism. The study resulted in the identification the role of the concrete innovative tourism products in Russia, such as the creation of open-air museum of the Viking Age on the Curonian Spit in the Kaliningrad region, which affect the regional development in general and the development of the trans-border tourism in particular.

Keywords: *tourism, innovation, interactive tourism, cultural heritage, innovative tourism, trans-border tourism, Baltic region*

1. Introduction

Innovativeness of tourism is implementation of advanced technologies during the implementation and promotion of tourism products, focus on innovations in the field of transport and mobility expertise as its actors are tied on the movement, which leads to the transfer of innovations and others. In addition, are new types and forms of tourism are rising during the development process of tourism industry, and this in itself is innovative. It is also important to mention the cooperation of the EU and Russia, including the socio-economic sphere, where priority is given to innovative development. The support of tourism as a sector of the economy is reflected in the program documents of the EU and the Russian Federation. The policy pursued by Russia and the European Union on cross-border regions. The agreements on local border traffic between the Russian Federation and the Republic of Poland itself is an innovative political step and a stimulus for the development of innovations in the border regions of neighbor states. (Kropinova, 2013). Most of the territory of the Kaliningrad region is the Russian exclave on the Baltic Sea surrounded by state borders. The southern border (with Poland) until the 1990s was an 'iron curtain' which totally eliminated the possibility of a mutual exchange of innovation in tourism and excluded (fully or partially) the peripheral regions bordering states from the process of innovation. Nowadays the cross-border exchange of innovation is becoming an increasingly important factor of innovation development of tourism.

2. The Concept of Innovation in Tourism

Innovation - is one of the important topics in modern studies of tourism. They have been actively studied with increasing the role of tourism in the regional economy, proven by performance of multiplier effect from tourism related industries.

The most significant scientific works in this direction in Russia were made by Mr. Vladimir Novikov, the member of the Presidium of the International Academy of Tourism and Galina M. Ovchinnikova. For example, in the work 'Innovations in Tourism', by Mr. Novikov, (Ovchinnikova, 2006) the theoretical aspects of innovations are observed, the relationship of entrepreneurship and innovations is revealed, the nature and function of innovation activity is given as well as governing regulations of this activity are given. Most of these issues disclosed in relation to tourism. The Textbook of Ovchinnikova (2006) 'Innovation in socio-cultural service and tourism' is dedicated to innovation processes in general (innovation management, development of programs and projects of innovation, strategic innovation management). The proposed by the author of textbook 'the main measurable achievements of the research process', in our opinion, are the result of the enterprise of tourism innovations. They are follows:

- new and improved product or service process (improvement), which can be measured on quality, with reducing of material costs, and so on..;
- new implementation of old objects;
- replacement of the tourism product in order to use the available means of production and services;
- patents which giving a competitive advantages;
- a license for the know-how;
- net income from the application of research;
- training of managers and staff;
- favorable disposition of by-products;
- valuable information for the promotion and application of the product (Ovchinnikova, 2006).

The Regional specificity of innovation in tourism is shown quite limited. Among the most significant work on its topic the work of researchers from Nizhny Novgorod, Angelova and Dmitrieva (2012), could be mentioned. According to them, the innovative activities in the field of tourism is aimed at creating a new or modifying of existing product, at improvement of transportation, hotel and other services, development of new markets, the introduction of information and telecommunication technologies and modern forms of management and organizational activities (Angelova & Dmitrieva, 2012).

The most successful, in our opinion, is the definition of innovations in tourism proposed by V.S. Novikov, who stated that innovation in tourism is the result of actions aimed at creating a new or modifying an existing tourism product, development of new markets, the use of advanced information and telecommunication technologies, improvement of tourism, transport and accommodation services, the establishment of strategic alliances for the tourism business, introduction of modern forms of management and organizational activities of tourism enterprises (see Kropinova, 2011). However, it is important to note despite the fact that in this definition the essence of innovation is given, but through listing the enumeration of types of tourism and their results, which can be called as the significant limitation from the standpoint of creating new types of innovations. In addition, they are not an end in itself in their conduct, but acts as a tool (method) for further promotion or development. Therefore the innovation could be understood as not as 'the result of' but as 'the process or tool / method for transition of entrepreneur in the field of tourism (travel agencies, hotels, etc.) to a qualitatively new stage of development'. At the same time the introduction of innovation in tourism is enhanced or even improving the competitiveness of firm. The most attention is given to this aspect in the foreign literature. Thus, the scientists from Portugal, O.A. M. Meneses, and A. C. Teixeira (2007) from the Faculty of Economics of the University of Porto examined the role of suppliers as a source of innovation in many sectors of tourism. And only some researchers, such as the Evangelist, Soete, Jung and Mars, as well as Kastellaki, examined the role of users / consumers as sources of innovation in tourism (Meneses & Teixeira, 2007). Entrepreneur engaged in innovations, overcomes the resistance of the environment and impediments on the way to the spread of new forms of organization of industry, new production technologies of known goods and services, as well as new products and services, and opening up new markets. The most important condition for the implementation of business functions is developed financial sector, ensuring the flow of capital from one branch to another (Haggett, 1979).

Weidenfeld (2013) in his paper 'Tourism and cross-border regional innovation systems' indicates that knowledge management and intercompany exchange of ideas, that leads to innovation is vital for companies and destinations wanting to achieve and maintain a competitive advantage. The exchange of knowledge within the network takes place at the micro and macro levels at the same time. At the micro level (e.g., the level of individual entrepreneurs) expert knowledge and 'domestic' knowledge is creating, while at the macro level (for example, at the level of inter-organizational network, the transmission of more specific (explicit) knowledges is occurred. (Weidenfeld, 2013).

Analyzing this, it can be concluded that one of the features of tourism is its role in the socio-economic development of the territory. This means that not only entrepreneurs who are interested in developing their own business could act as innovators, but also the heads of government, aiming on development of the territory (national, regional and local), and even extragovernmental organizations (e.g. European Commission) through a programs of support of priority directions.

3. Cultural Tourism as a Pilot Tourism Sector, to Innovate

One of the spheres in tourism, which in recent years actively developed at the expense of innovations, is cultural tourism. The World Tourism Organization defines cultural tourism as the movement of people on the basis of cultural motivations, which includes sightseeing tours, familiarity with the performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, a trip to explore the natural, ethnographic, artistic and religious monuments (WTO, 1985).

Cultural tourism as an economic activity was generated at the intersection of two fairly different from each other sectors of the economy - Culture and Tourism. McKercher and Du Cros (2002) considering in details the differences between tourism and cultural heritage (as the basis for the development of cultural tourism), pointing especially to the commercial purpose of the first, and the broader social goals of the second. The differences between these industries leads to a very complicated relationship between them, which assessed by authors on the scale from the full open conflict between the major stakeholders primarily (interest groups) to full cooperation on the basis of fair partnership for the mutual benefit of both sectors (McKercher & du Cros, 2002).

Gordin (2009) in his paper agree with such systematization of forms of interaction between culture and tourism. He notes that throughout the world and, consequently, in Russia, the sphere of culture interacts with tourism not only through public institutions of culture, preserving tangible cultural heritage, but also through the huge number of private companies working in the field of culture and take an active part in the formation of the product of cultural tourism destination (tour operators, entrepreneurs, creative animation teams and many others). He concludes that the scope of culture, like no other, has a cross-sectoral nature, which leads to the complex nature of relations with the tourism industry (Gordin, 2009).

For cultural tourism, an important part of the social sphere, characteristic of all the important features of innovative processes inherent in this area of society are typical. The cultural tourism connected to both social and commercial objectives, and greater human capacity as an additional resource of innovative tourism product development.

Innovative component of cultural tourism based on a few reasons. One of them is related to the fact that cultural tourism is a comparison of the symbols and stereotypes of different cultural models and the system of cultural values and traditions. In this regard, R. Prentice notes that cultural tourism is often seen as caused by the simple desire to get the knowledge about the way of life of other people, to know how they live today or lived before. It is the consumption of 'atmosphere' and cultural differences for the sake of knowledge of other cultures and understanding obtained impressions through experience, obtaining the knowledge about their own culture by comparing it with the other one (Prentice, 2001). These differences can be expressed in historical and religious roots of cultural activities, ethnic characteristics and cultural traditions. Therefore, the desire to compare 'their' and 'foreign', as the basement of cultural tourism, becomes an impulse to get the new knowledge about the new forms of cultural activity. Thus, the search of new cultural tourist destination for the tourist experience is a manifestation of the innovative character of his tourism activities.

One of the innovative components of cultural tourism is the fact that cultural tourism is a form of export of not only cultural values, but also certain socio-cultural values. A typical example - the establishment and development of ecological and ethnographic tourism. Izotova and Matyukhina (2006) note in their work that the most promising direction of the innovative cultural tourism development is the creation of cultural centers, scientific, educational, tourist activities on the basis of archaeological, architectural, natural and landscaped open-air museums.

Scandinavian countries are the pioneers of this type of tourism, which later became known as eco-ethnographic, historical and ethnographic. That is why the first open-air museum in the world, aimed on safeguarding the materials which carriers labor history, life and creativity of its people, coupled with the natural habitat. This is Skansen museum in Sweden, founded by Arthur Hezeliusom in 1891. He began collecting costumes, tools, handicrafts and furniture, which became the basis of the first ethnographic museum in Europe.

In the future, open-air museums in Europe, particularly in Poland, became called as 'Skansen'. Another old museum - the Museum of Seurasaari in Finland, was founded by Professor Axel Heykelem in 1909, who planned to preserve the different wooden houses typical for the different provinces of Finland. The ethnographic open-air museum Seurasaari Island is the National Park and it has many beautiful old Finnish wooden houses brought from various parts of the country. Such ethnographic museum of folk architecture also situated in Poland in Olsztynek, which in 2014 celebrated its 100 years' anniversary. It is noteworthy that the Museum of Folk Architecture (ethnographic park) in Olsztynek was founded in Konigsberg, and in 1942 moved to Olsztynek.

4. Kaliningrad Region – An Example of the Implementation of an Innovative Tourism Product

In April 2014, the open-air museum of the Viking Age 'Ancient Sambia' was opened in the Kaliningrad region on the Curonian Spit. The museum was built in the framework of the international project 'Lagoons as a crossroads for tourism and interaction between peoples of South-Eastern Baltic: from the history to Present', or briefly – 'CROSSROADS 2.0' of the ENPI CBC Programme Lithuania-Poland-Russia 2007-2013, which is co-financed by the European Union.

The idea of creating this museum arose in I.Kant Baltic Federal University in 2005, when it was decided to set up an innovative tourism product in the Kaliningrad region, which would unite in itself an interactive component, a classical museum and would be new modern object of the tourist attraction to the region. The historical epoch of the Viking ages

(9-11 century) was selected as the main topic for open-air museum in the Kaliningrad region. The idea of creating this museum in the Kaliningrad region was not casual. There are wide network of similar museums in the Baltic Sea region, which includes the most western Russian region, Kaliningrad oblast. The nearest neighbor state, Poland, has five open-air museums, which reconstruct the Viking Age, and 3 of them are reconstructions of settlements of the Viking epoch. There are annual events, festivals, historical and cultural reconstructions organized in these museums. The Kaliningrad region has the common history and heritage with the regions of Poland, Germany and Sweden, adjacent to the Baltic Sea. According to the results of archaeological excavations it was founded that several settlements of the Viking epoch were in the territory of the modern Kaliningrad region. Thus, according to the all preconditions, it was decided to reconstruct one of these settlements in the Coronian lagoon adjacent area, representing the era of the Vikings. This museum became the first in Russia open-air museum, reconstructed the settlement of the Viking epoch.

In the framework of the international project the technical documentation for the construction of the open-air museum on the site-visit Cetra National Park 'Curonian Spit' (14,7 km) of the Kaliningrad region was prepared. The interactive playground for children and 'Time tipe' became the first stage of the museum. Museum 'Ancient Sambia' is a reconstruction of an ancient settlement, which was located on the territory of the modern Kaliningrad region (ancient settlement of Kaup, District of town Zelenogradsk), and this fact is its uniqueness and value for studying the history of the region. In the museum visitors can touch the alive history of the region, can be returned back over a thousand years ago.

The museum was equipped with replicas of ancient tools, furniture and other staff, which is widely used for the exposition showing life of people in ancient times lived on the territory of present Lithuania, Poland and the Kaliningrad region, adjacent to the Curonian and the Vistula Lagoons. In the museum it is possible to get an experience of ancient technologies of processing bone and amber, jewelry making, candle making, as well as food cooking. Plunge into the ancient culture and living history can also be possible through the wearing replicas of costumes and armor of the Viking Age.

The museum 'Ancient Sambia' organizing a mini-festivals "Days of ancient crafts" and small events in which visitors could enjoy and try a variety of craft activities, typical of the ancient historical epochs. Festivals can extend the range of handicrafts and interactive activities for tourists, which are not represented in the regular functioning of the museum. One of the such festivals was held in the museum 'Ancient Sambia' in June, 2015. During two days of the festival, the museum has attracted more than 2,500 visitors.

Also, it is important to mention that open-air museum 'Ancient Sambia' in the Kaliningrad region during its short history of existence, takes the 5th place of the 12 museums of the region. For the period less than a year it was visited by 7,880 tourists (Figure 1).

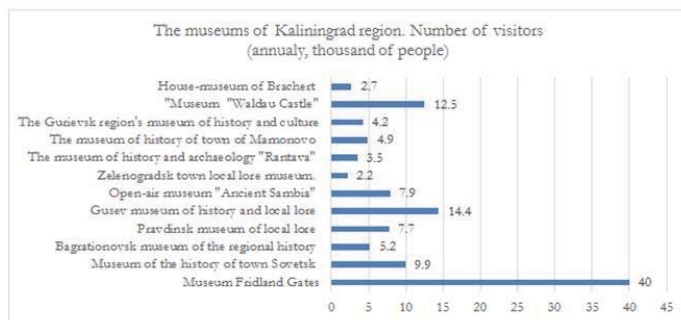


Figure 1. Number of visitors (annually) Kaliningrad region' museums. The data for 2014.

Analyzing the figure, it could be concluded that the open-air museum 'Ancient Sambia', as an innovative tourist product competes with classical museums of the region and has a higher chance of reaching the leading positions in the rating.

5. Conclusion

Half of all tourists when they visit a foreign country primarily interested in local culture. It is also typical for local residents, many of whom are not have enough knowledge about the history of their region, as well as are not familiar with many traditions and cultural rituals. Such opportunity for tourists to learn the culture and alive history are given by the open-air

museums, mainly historical and architectural, folk architecture, as well as ecomuseums. Cultural and ethnographic tourism is no less popular than other types of tourism.

Also, it is important to mention that the open-air museums should be seen from the standpoint of the development of innovation in tourism as the Center of Culture and the starting point for exploring by tourist the or region or the country. Promotion of the museum as tourist sites is an important strategic task of interaction between museums and tourism for development the territory and increase the attractiveness of the regions.

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