

Research of the possibilities of the development of cruise tourism in the Black Sea regions of Russia

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Abstract. After the collapse of the Soviet Union, the centralized system of organizing tourism, excursion activities, hotel services, coastal sea passenger traffic ceased to exist. The company “Yalta Travel and Excursion Bureau”, which organized excursions around the Crimea at the highest level, and also trained qualified guides, was closed. With the collapse of the all-Union system "Intourist", the training of highly qualified personnel of guide-interpreters with professional knowledge of foreign languages has practically ceased. The Yalta commercial seaport has practically lost the function of the main organizer of sea coastal and intercity passenger transportation (until 1991, about 40 passenger boats of the port operated during summer navigation. In the past, in 2020, there were only three ships). Private companies began to enter the market, which in the process of conquering market segments and competition have lost many achievements in tourism and excursion activities (including maritime ones). Today, many coastal passenger excursion routes are forgotten. Nevertheless, today's opportunities for organizing sea travel have significant potential.

1 Introduction

At present, no one is involved in the development of coastal sea tourist excursions for the guests of the resort on the southern coast of the Crimea for a number of objective and subjective reasons [1].

In this regard, we propose to consider the possibility of creating a completely new independent structure at the Yalta seaport - the "Center for the development of coastal passenger shipping" [2]. At first, the staff of the center will not exceed three people. The form of organization can be different: from a structural unit to a branch of the port, acting independently, on an independent balance sheet within the powers granted by the company. The ideology of organizing the work of the center will be that it will take over the functions of the central organizer of maritime excursion activities for the guests of the resort, and will develop coastal sea passenger excursions and cruises. First, it is necessary to use the rich experience of the

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Soviet period, when sea coastal and intercity excursion routes were very popular among the guests of the resort [3]. The high-speed ships of the "Kometa" type have laid the routes Yalta-Odessa, Yalta-Sochi, Yalta-Sevastopol and others. Displacement boats of the "Alexander Green" type were used for sea excursions from Yalta to Balaklava or to Sudak. The most attractive excursion was along the route Sudak - Alushta - Nikitsky Botanical Garden - Yalta - Swallow's Nest - Alupka - Sudak. Of all the variety of sea excursion routes, perhaps only one remained Yalta - Swallow's Nest [3].

In our opinion, the position of the President of Russia on this issue should also contribute to the revival of sea passenger traffic in the Crimea. In 2016, at a meeting of the Presidium of the State Council, Russian President Vladimir Putin ordered to organize regular sea traffic and sea cruises between Sochi and the cities of the Crimea, starting from the resort season of 2017 [4,5,6]. Indeed, in the summer of 2017, the first full-fledged cruises were made on the "Knyaz Vladimir" liner. The cruise passes along the route Sochi - Novorossiysk - Yalta - Sevastopol - Sochi. This cruise route is relevant to this day. Tourists note the positive moment that the cruise can be started at any of the ports of call of the liner. However, arriving in Yalta, tourists are actually deprived of the opportunity to participate in coastal cruise routes.

For the development of positive trends in the development of water tourism in the Crimea, we propose to organize a regular cruise service on some cruise routes developed by the author.

2 Main part

An innovative proposal for the formation of a new international water tour from Kerch to Baku. Despite the international economic sanctions that have affected the territory of the Crimean Peninsula, including the Black Sea basin, the problem of the development of international cruise tourism has not lost its relevance. At the moment, a promising direction for the further development of international cruise communications for the Crimea is a mixed sea - river cruise.

A river cruise is a unique tourist product organized along a multi-day water route on a river passenger ship. Each tourist is provided with a package of services, including, in addition to transportation, accommodation and meals, various entertainment, ground excursion and other tourist services on board the ship. Consequently, the main place of stay of passengers during a cruise is a passenger ship, which is the main attraction [7, 8, 9].

Most of the cities of Russia are connected by deep-water river routes, which can also be used in the formation of water routes to the coast of the Crimea. The Volga River is the basis for this river system. It is the main waterway of the central part of the Russian Federation. In Soviet times, new directions were opened, along which the largest rivers were connected and the navigation conditions for ships improved.

The model (fig. 1) uses different types of customer flow generators, each of which operates according to a separate law of statistical distribution. This allows you to study the specifics of various groups and target audiences of clients served in a tourist destination. The model has a modular structure. Investment preparation is modeled in the blue zone. The number of investments in this module spent on the creation of a service for serving tourists (varies based on (estimated number of tourists) * (costs per unit of tourist traffic per day)

In the green zone, the incoming tourist flow is modeled.

- The number of tourists and the type of their arrival. It is set by the choice of the distribution and its parameters (linear, random, exponential, etc.).
- The number of finances brought with a tourist (set as fluctuations of a random variable relative to the average, in this example $27000 + - 8000r$)
- The needs of a tourist - expressed in the need for investments from the state and business needed to serve 1 tourist (1000 tourists)

The purple zone contains the tourism industry of this module.

In this example, it works without failures, but with limitations. You can adjust the bandwidth.

Observable parameters. (In number from time mode)

Number of tourists arriving from time to time (A)

Distribution of funds per unit of tourist traffic from time to time (B)

The total number of finance included in this module from time to time (V)

Receipt of finance by the tourism industry from time to time (the number of finance for a specific period of time) (B)

Total financial flow for the off-season (from time to time, cumulative graph) (B)

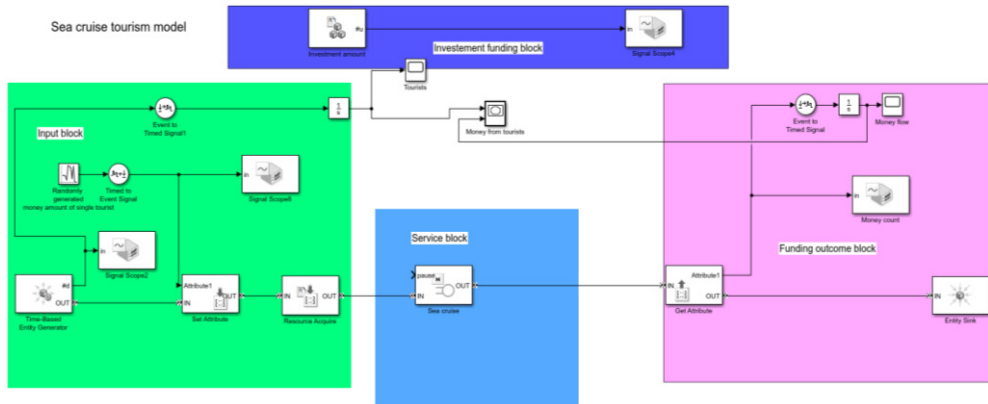


Fig. 1. Model of Sea cruise tourism.

It is possible to move vessels with a draft of 3.5 meters, a width of up to 15 meters, and a length of up to 100 meters within this water system. The Volga-Don Canal connects the Volga and the Don River, which flows into the Sea of Azov. Thus, through the Volga from Moscow you can get to the Azov and Black seas.

In September 2014, despite international sanctions, a European tourist liner entered the Yalta commercial seaport for the first time since the reunification of the Crimea with Russia. The Greek ship "Ocean Majesty", chartered by the German operator "Hansa Touristik", raised the Russian flag on the mast and landed several hundred German tourists. Thanks to this event, the tourists who arrived on the liner were convinced of the safe environment on the southern coast of the Crimea and the absence of any military actions [10].

At the beginning of May 2016, the motor ship "Rus Velikaya" entered the port of Kerch. This is the first motor ship with Russian tourists to enter the Crimea from the Great Russian River. The cruise ship "Rus Velikaya" departed from Samara on April 27, called in Saratov, Volgograd, Yeisk and moored in Kerch for three days. Despite the fact that the crew of the ship and the tourists had difficulties in the Crimea (the ship was not allowed to make the transition to the ports of Feodosia and Sevastopol due to the Register restrictions, and the tourists had to go to Sevastopol from Kerch by bus), this cruise marked the beginning of a new type of river-sea navigation [10,11].

To continue positive trends in the development of cruise tourism in the Republic of Crimea, we propose to organize a regular international cruise service between Kerch and Baku on the river cruise ship "Mustai Karim" of the "river-sea" type.

The comfortable cruise ship "Mustai Karim" of the PV 300 project was built in 2019 in Russia. The motor ship is built taking into account sailing in the White Sea - the schedule includes direct voyages to the Solovetsky Islands and to the ports of the Azov and Black seas.

Dimensions: length - 141 m, width - 16.82 m, draft - 3 m. Technical speed is 25.5 km per hour. The vessel can accommodate up to 322 passengers and has 4 decks. River register class M (ice).

The motor ship is equipped with cabins of various classes: suite with a balcony - 1, suite - 8, deluxe class - 144, junior suite - 2, double cabins - 6. All cabins contain a wardrobe, radio, air conditioner, shower, bathroom, viewing window, 220 V electrical outlet, refrigerator, hairdryer, TV. On-board service includes salon-restaurant, working on the "buffet" system, conference hall.

Below is a general description of the proposed route. The projected cruise line on the route Kerch - Rostov on Don - Volgograd - Astrakhan - Makhachkala - (Derbent) - Baku is being considered. The aim of the project is to organize a new international cruise route from the Crimea to the Caspian Sea.

Tasks solved by the project:

1. Creation of a new direction of international tourist activity in the Crimea.
2. Strengthening international relations.
3. Meeting the new recreational needs of the population.
3. Restoration of international cruise shipping in the Crimea.

The main characteristics of the project are the issues of overcoming economic sanctions. Following measures are provided for the implementation of this project:

- the use of a 4-deck passenger ship "Mustai Karim" of the "river-sea" luxury type;
- the proposed project duration of the cruise is 7 days;
- this project is not circular. Base ports (ports of the beginning and end of the cruise) Kerch and Baku;
- the planned ports of call: Kerch, Rostov-on-Don, Volgograd, Astrakhan, Makhachkala, (Derbent), Baku.

The estimated cost of the cruise is from 120 to 210 thousand rubles. per person (depending on the class of the cabin).

Relevance and novelty of the project: the possibility of organizing an international water cruise route from Crimea to the countries of the Caspian Sea is offered for the first time. As mentioned above, since 2014 cruises in the Black Sea have been suspended due to international economic sanctions. One of the priority directions for overcoming these sanctions is the implementation of international cruises from Crimea along the Volga River. The main proposal of the project is to organize a cruise from the Black Sea to the Caspian Sea along the system of the Don and Volga rivers. The cruise provides for the change of passengers in the base ports of Kerch or Baku. The cruise price includes accommodation on board, excursion support, 3 meals a day [12]. This project has a spring-summer seasonal character. The route runs along the Lower Volga, which ensures its stability by the high flow of the river. The main consumers of this product are people with an upper-middle income level.

Let's consider the main objects of display at the ports of call. Sights in Kerch were discussed above. Let's start with the next port of call.

2.1 Sights of Rostov on Don

The city has a special, unique look due to the rich historical and cultural heritage here. The crossroads of trade routes and the blessed Don, slowly carrying its waters near Rostov, determined the "commercial" fate of the city, the diversity of traditions and customs, and the independence of the morals of its inhabitants. The excursion routes will pass through the historical center of two once independent cities - merchant Rostov and Armenian Nakhichevan, which became a single whole under the name Rostov-on-Don at the beginning of 1929. Tourists will get acquainted with the history of the resettlement of Crimean Armenians to the Don, the

construction of Nakhichevan and the role played in all these events by Empress Catherine II and the outstanding commander A.V. Suvorov. Tourists will take a walk along the beautiful embankment, where they will see numerous monuments, as well as examples of modern park and city sculpture; will visit the main squares of Rostov; will see the Cathedral of the Nativity of the Blessed Virgin Mary. Tourists will be especially impressed by the colorful architecture of merchant mansions and apartment buildings that adorn the city center.

2.2 Sights of Volgograd

The history of Volgograd dates back to the 16th century. At that time, the Russian borders needed protection from the steppe tribes, and Ivan the Terrible in 1589 ordered the construction of the city of Tsaritsyn. The wooden fortress became a part of the defense line of the Muscovy along the southern border. Protection was mainly needed from the Crimean Horde, which was under Turkish rule. Throughout its history, Tsaritsyn has experienced many raids, riots and destruction. In 1667, Stepan Razin's detachment went to the Caspian through the city of Tsaritsyn. In 1707, the Cossack Bulavin led a peasant uprising in the fortress. In 1717 the city was completely destroyed as a result of the raid of the Crimean Tatars and other steppe peoples. The city was restored and in 1720 a 60-kilometer long fortification line was built between the settlement of Panshino and the city of Tsaritsyn. It consisted of a deep ditch and a Guard shaft 12 meters high. Today, you can see the ruins of the fortress. In 1917, the city met the revolution as a city of working people, and after the civil war it turned into ruins. In 1925, Tsaritsyn was renamed Stalingrad. Also, three years later, the first tractor plant and a shipyard were built in the city. But Stalingrad experienced the most tragic battle during the Great Patriotic War. Exactly 200 days, starting from July 17, 1942 and ending on February 2, 1943, there were fierce battles. The city turned into ruins, there was nothing left. The forces of the whole country were involved for the restoration of the city. The city was renamed Volgograd in 1961 after the Stalin personality cult was debunked. Today the city is the industrial center of the South of Russia.

The main sights of Volgograd are naturally connected with the events of the Great Patriotic War. The most important attraction not only of the city, but of the whole of Russia is Mamaev Kurgan.

2.3 Sights of Astrakhan

Astrakhan has an ancient and interesting history. It is known that already in the XIII century there was a Tatar settlement on the site of modern Astrakhan. The first documentary mention of the Arab traveler Ibn Battuti (then Astrakhan was called Hadji-Tarkhan) dates from about this time. However, there is an opinion that people settled in this area much earlier - even during the times of the Khazar kingdom. The city grew rapidly and became not only a commercial, but also an important cultural center. In 1456, the Astrakhan Khanate was formed. It was inhabited by Tatars, leading mainly a nomadic way of life. In 1556 Ivan the Terrible conquered the Khanate and annexed it to Russia. Two years later, under the governor Chermisinov, a wooden fortress was built here to strengthen the position. In 1582 it was decided to replace the wooden fortress with a stone one. The construction of the Kremlin was carried out from 1582 to 1589. A significant increase in population was noted under Peter the First, it was then that Astrakhan received the status of a city, a decree was issued on the formation of the Astrakhan province. The tsar attached great importance to the development of Astrakhan, since it was a border area on the southern approaches to the state. At the beginning of the XX century the population was 122 thousand inhabitants. In 1943 the city became the center of the Astrakhan region.

The sights of Astrakhan include a large number of bridges (more than 30), because the city is located on 11 islands. Two bridges connect the left and right banks of the Volga (the main

part of the city is located on the left bank). By the way, it is the bridges that make Astrakhan and Petersburg related. Besides, the city has amazing architecture. Real wizards of their craft worked here. Tourists can admire the wonderful Kremlin, with all the structures adjacent to its territory. Here you can see the Assumption and Trinity Cathedrals, the Cyril Chapel, the guardhouse, the former Bishops' House. It is also worth paying attention to the Astrakhan Puppet Theater, the building of which surprises with its uniqueness, the Demidovskoye courtyard, the former Azov-Don Bank, the building of which is perfectly preserved, the white and black mosques and Swan Lake located in the central part of the city.

2.4 Sights of Makhachkala

The city has changed a lot over the past decade. The city's budget began to increase at an accelerated pace. In the all-Russian competition "The Most Comfortable City of Russia" in 2001, Makhachkala was awarded the 3rd place, in 2002 - the 2nd, and in 2003 – the 1st place. In 2012, Makhachkala took the 3rd place in the competition "The most comfortable urban (rural) settlement in Russia".

Today Makhachkala is the largest city in the Russian North Caucasus and the federal district of the same name, the cultural, economic and scientific center of the South of Russia.

2.5 Sights of Derbent

Derbent is the southernmost city of the Russian Federation. It is located on the western coast of the Caspian Sea, on the Sukhodol River, north of the mouth of the Rubas River, where the Greater Caucasus Mountains come closest to the Caspian Sea, leaving only a narrow three-kilometer strip of plain. Closing it, the city formed the so-called Derbent or Caspian passage. The role of Derbent and the Derbent passage in ancient times was great. It was located in one of the most strategically important and topographically convenient places of the famous Caspian route connecting Eastern Europe and Western Asia.

The Derbent fortress complex is a monumental witness to the era of the Great Nations Migration. It is an outstanding monument of defensive architecture, performed defensive functions for 1500 years. It includes the Naryn-Kala fortress. Two long city walls, which completely blocked the passage and went into the sea, forming a port lead to it. In 2003, UNESCO recognized the old part of Derbent with traditional buildings as World Heritage of Humanity, highlighting the following monuments:

The Derbent Wall is a double wall from the Sassanid era, blocking the Caspian Gate. Naryn-Kala is an ancient fortress with an area of 4.5 hectares, which towers over Derbent from the mountain. The Juma Mosque is the oldest mosque in Russia.

2.6 Sights of Baku

The first information about Baku appears in the early Middle Ages. The reasons for the emergence of the city on the Absheron Peninsula were the physical, geographical and climatic conditions, the location of the city in the center of the intersection of migration and trade routes stretching from north to south and from west to east (the Great Silk Road), as well as fuel and energy wealth, since ancient times coming out to the surface of the earth and called "naphtha".

Baku is a city rich in sights. The most famous of them are:

Alley of Shahids is a mass grave in Baku, where Shahids, heroes of the struggle for the independence of Azerbaijan, victims of the Black January tragedy (126 people) and those who died for Karabakh are buried. There is also an unmarked grave in the Alley, in which parts of the bodies of unidentified victims are buried.

Ateshgah is a temple of fire worshipers. The temple was built by the Hindu community living in Baku, belonging to the Kastesikhs.

Icheri-Sheher Block is an old one and a historical and architectural reserve in the city center. In December 2000, it was included in the list of UNESCO World Cultural Heritage Sites.

The Maiden Tower is an ancient fortress building near the coastal part of the "Old City" (Icheri Sheher). It is one of the most important components of the seaside "facade" of the city. In December 2000, the Maiden Tower was included in the list of UNESCO World Cultural Heritage Sites.

Palace of the Shirvanshahs is the palace of the rulers of Shirvan. It was built in the 15th century during the reign of Shirvanshah Khalil-Allah. In December 2000, the palace was also included in the list of UNESCO World Cultural Heritage Sites. Cruise schedule data are presented in table 1:

Table 1. International cruise schedule.

Day	Port	Arrival		Departure	
		Date	Time	Date	Time
1	Kerch	–	–	01.07.2022	18:00
2	Rostov on Don	02.07.2022	08:00	02.07.2022	18:00
3	Volgograd	03.07.2022	06:00	03.07.2022	16:00
4	Astrakhan	04.07.2022	06:00	04.07.2022	16:00
5	Makhachkala	05.07.2022	10:00	05.07.2022	19:00
6	Derbent	06.07.2022	–	06.07.2022	–
7	Baku	07.07.2022	14:00	07.07.2022	20:00

3 Conclusions

A large number of studies have been devoted to the development of the use of resources such as sea tourism. In this regard, I would like to note the main thing.

It is necessary to develop a strategy for promoting a range of cruise tourism services, as a product of the tourism industry at the Federal level, for the intensive development of the water tourism sector of the Crimea and the Caucasus region. It would include a block of directions that strengthen measures to diversify the services of this type of tourism, as a way to increase consumer satisfaction of tourism services.

An important factor influencing the effectiveness of the formation and promotion of a range of cruise tourism services is the infrastructure provision of this sector of the tourism market. Cruise tourism infrastructure is a set of constructions, buildings, systems and services necessary for the functioning of this tourism industry.

The main directions of the formation of modern infrastructure of cruise tourism in the Black Sea region of the Russian Federation should be the development of cruise, sightseeing, beach, recreational, yacht tourism. At the same time, the total need for financing the integrated development of infrastructure (including the acquisition of modern passenger ships, the reconstruction of port passenger terminals, etc.) will exceed \$ 1.5 billion.

When financing the development of marine tourism complex services, it is important to remember that cruise tourism services must be provided in an integrated manner. This requires a set of marketing actions to promote a range of such services.

Analysis of the specifics of the cruise tourism sector within the regional tourism industry led to the conclusion that there is now a need to "reposition" cruise tourism services. The specificity of repositioning is that the target segment should be the mass sector of cruise tourism (its key position is the average cost of services), which, in turn, requires an increase in the quality indicators of services in the tourist and recreational region and a decrease in their prices.

In this regard, it is important to establish close cooperation between the administrations of coastal cities, the ports managers and tourist companies in order to maximally facilitate the transfer of passengers in the regions. To implement this idea, it would be advisable to create the Association of Black Sea Cruise Ports of the Russian Federation, with the prospect of including other ports of the Black Sea region in this Association of Coastal Cities.

The implementation of this idea could greatly contribute to stimulating business communication between various subjects in the cruise tourism industry.

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