Tourism development in St. Petersburg, which is a major cultural centre, has improved in terms of tourist flows; both tourism demand and tourist products have become more diverse. These improvements give grounds for a fairly optimistic prognosis for the tourist industry in St. Petersburg. At the same time, there are a number of factors which may endanger sustainable development of tourism in St. Petersburg. The current situation calls for a more flexible and innovative approach to industry development. Among these factors are the pronounced seasonal character of tourism, the short-term visits of most of the tourists, and the rather conservative, academic cultural image of St. Petersburg, which compromises the city’s appeal as a destination for certain tourist segments. Another critical limitation on the development of cultural tourism in general and of creative tourism in particular is the low involvement of the population in cultural and tourist events held in the city. This makes it relevant to look for new approaches for creative tourism development in St. Petersburg as an important tool for the sustainable development of the industry. This article considers the existing and potential competitive advantages of St. Petersburg as a tourist destination on the basis of creative tourism development.
According to the St Petersburg tourism office each year the city hosts an average of five million visitors. Find out more with our insight overview! Once a swamp, today one of the world's great metropolises, Saint Petersburg is considered the grand gateway to Russia and its unique cultural treasures. Entrance to Hermitage Museum at the Winter Palace. Included in the UNESCO list of sites with world cultural legacy for its elegant architecture dating to the 18-19th centuries, and its triumphant monuments and museums along with a vast wealth of art and history, there is no doubt that the imperial city is the most important cultural city of Russia, and maybe the world. PDF | Tourism development in St. Petersburg, which is a major cultural centre, has improved in terms of tourist flows; both tourism demand and tourist products have become more diverse. These improvements give grounds for a fairly optimistic prognosis for the tourist industry in... active creative projects and processes. On the one hand, St. Petersburg can boast all of the advantages of a creative venue – the. very architecture of the city is a magnificent backdrop for various events and a source of. inspiration, and numerous art festivals are held every year in St. Petersburg.