

Heritage as an alternative driver for sustainable development and economic recovery in South East Europe

Using historical heritage as a factor in tourism development

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Abstract

The historical and cultural heritage plays huge role in development of internal tourism. For many Russian regions use of historical and cultural heritage becomes one of real opportunities of economic, social and cultural recovery. Objects of historical and cultural heritage, being an important asset of the cities, make profit and significantly influence their economic development. Leveling seasonal fluctuations and providing additional job openings – the historical and cultural heritage plays huge role in the social sphere. Reviving local cultural values, developing national creativity, and traditions - the historical and cultural heritage promotes cultural lifting of local population. The article studies experiment of countries of Eastern Europe on use of historical heritage of cities for the purpose of social and economic development of region.

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1. Introduction

Modern tourism is characterized by variety of forms, types and versions. The form of tourism is connected with crossing frontier of the country. Therefore they specification tourism internal (i.e. travel within the country) and tourism international (trips with tourist purposes to other countries). Long ago it was specificity and became independent such type of tourism, as cultural. Cultural tourism is a spiritual receiving of richness of culture in their authenticity through travel and excursions. It can be considered as the system giving all opportunities for acquaintance with history, culture, customs, cultural and religious wealth of this country. Basis of cultural tourism is the historical and cultural capacity of the country including all socio cultural environments with traditions and customs, features of household and economic activity.

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2. Cultural and historical capacity of the country as condition of tourism development.

During all history of mankind people exchanged cultural experience, ideas, values and goods through art, trade and migrations. Cultural self-expression of people always causes interest. Natural inquisitiveness of a tourist concerning various corners of the world form one of the strongest incentive tourist motives. The objects visited by tourists, promote their spiritual enrichment and outlook expansion.

Historical and cultural potential of the country is one of the main factors of tourism, because:

- 1) It is important means for involvement of tourists as acquaintance to historical and cultural heritage is a strongest incentive tourist motive;
- 2) Objects of cultural and historical heritage are an important asset of the modern cities which can make profit and significantly influence their economic development;
- 3) It is of great importance in the social sphere, leveling seasonal fluctuations and evenly distributing tourist streams on the territory;
- 4) It creates favorable image of the region, "branding" of historical and cultural heritage which is used as the effective tool of the adoption of leadership on the tourist arena.

And at last, the cultural and historical centers not only bring in incomes to the region, but give local population the grounds to be proud of the unique heritage and give opportunities to share it with tourists.

In spite of the fact that practically any information can be received from printing editions, fiction and other sources, the old truth doesn't grow old: "A picture is worth a thousand words". Cultural capacity of the region is expressed in its historical heritage. Existence of unique historical objects can predetermine successful development of tourism in the region. Acquaintance to historical and cultural objects is the strongest incentive tourist motive. Being the strongest incentive tourist motive, historical and cultural tourism also promotes expansion of resources for involvement of tourists.

Thanks to tourist expenses additional money comes to a city economy. Growing number of tourists in region undoubtedly cause increase in production of a tourist products, creation of the active consumer market in the tourist center and growth of investment appeal of the local tourist industry. Increase in production and sales volumes of a tourist product, possible with the demand among tourists, leads to creation of new objects of the tourist industry (hotels, catering establishments, leisure activity and entertainment), to modernization and increase of production efficiency of existing objects of tourist infrastructure and supra structure (transportation connection points, public utilities). The increase in number of the enterprises of the local tourist industry will demand increase in amount of man-power employed in the sphere of tourism that creates opportunity for employment of a large number of women and youth. Leveling seasonal fluctuations and evenly distributing tourist streams on the territory historical and cultural tourism solves unevenness of economic development of separate parts of territory, being the irreplaceable compensator. It promotes emergence and expansion of economic, transport, municipal and other kinds of activity which allow backward areas to reach level of the advanced industrial regions.

Thanks to historical and cultural heritage the region can receive favorable image in the market. Elements and factors of culture can be channels of distribution of information on tourist opportunities of the district. The success of development of tourism depends not only on material base, but also on uniqueness of historical and cultural heritage.

Many regions in Russia are rich with such unique historical territories, as the ancient cities, farmstead and palace and park ensembles, complexes of cult architecture, historical constructions, historical and cultural

monuments and others. They shouldn't remain the stiffened formations. At the organization of unique territories it is necessary to combine the traditional forms of the activity which have historically created these territories, with innovative types which include tourism. And new kinds of activity have to supplement, not to suppress the developed economic, socio cultural and natural processes.

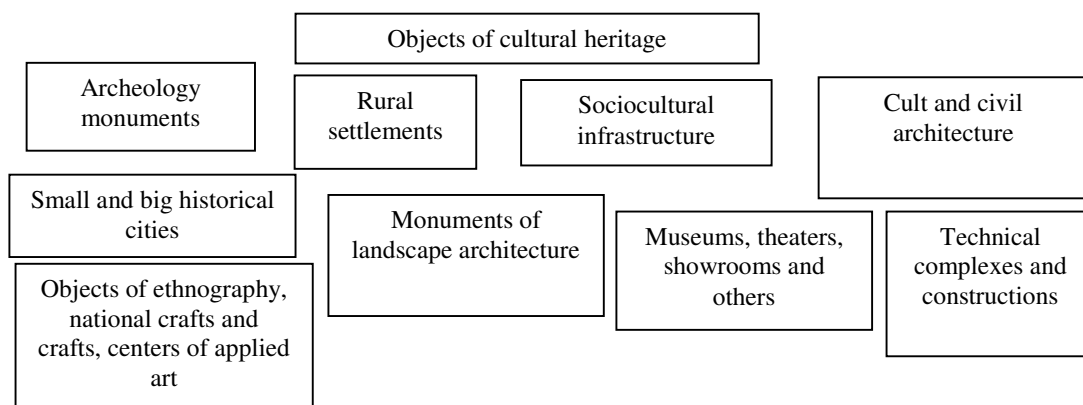


Fig.1. Objects of a cultural heritage

Existence of unique historical and cultural objects can predetermine successful development of tourism in region. However, at development of tourist infrastructure it is important not to break historical shape of the territory. Each re-created tourist object has to correspond to national features and traditions and at the same time to have the unique shape. Creation of natural and historical parks has to promote rescue of the most valuable monuments of culture and history as complete architectural, landscape and cultural complexes. It is necessary to carry out protection and restoration of monuments of culture and history of man-made, natural and traditional landscapes which are also considered timeless historical values and national property. At revival of cultural and historical complexes it is possible to apply the ensemble principle and individual design of objects.

One of the main roles of creation of historical memory of the people belongs to the city. The cities as places of concentration of culture, economy and policy of the country and regions form the tourist market of the first class of tourists. Their role constantly increases in historical and cultural tourism; they carry out political, economic, scientific and educational, transport, information, cultural and tourist functions. For the majority of cities the tendency of consecutive strengthening of tourist functions is characteristic. The cities as tourist target, first of all, have to possess their own style. Search of cultural and historical heritage becomes the most important way of regeneration of the cities and city society. The city turns into unique historical value regardless of antiquity and recognition of cultural historical values containing in it.

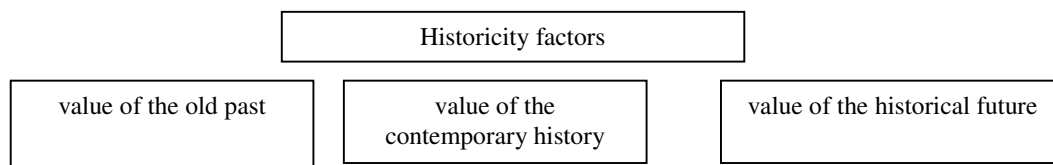


Fig.2. Factors of historicity of the modern city

The set of values more and more extends to the way of life of citizens during the different historical periods. For example, reconstruction of historical life often takes place in various areas of characteristic historical

housing. Moreover, reconstruction of historical life and understanding of its value lead to emergence of new city formations – creative clusters. Creative clusters are self-sustaining intercity subjects of thematic habitat both retrospective, and futuristic (model) character.

The very name of such city neo formations assumes the continuous creativity of their inhabitants in many respects directed on involvement of tourists in it. Emergence of clusters conducts to transformation of the cities, more and more involving his inhabitants in processes of city development. In some cases the cities, especially small and average, turn into creative or thematic (towns of pilots, pensioners, student's, tourist, recreational) in which lion's share of inhabitants are involved in the creative industry.

The modern cultural city policy is not only heritage preservation, but also creation of new values. The museum is the conductor of history and culture of territory and gives it new advantage in the tourist market. Russia can present the world famous Hermitage located in St. Petersburg, the Tretyakov gallery – the national museum of the Russian fine arts, the Pushkin museum, Armory and the Diamond fund located in the Kremlin with a collection of jewels and regalia. One of fashionable mechanisms of regeneration of cities now is creation of clusters of the creative industry. Historicity search regardless of the term of life of the city becomes the important party of city creativity. City society actively joins in search and preservation of objects of historical and cultural heritage. This search assumes identification of objects of the past, recognition of objects of the present and modeling of objects of the historical future. For example, Muscovites resist to destruction of ribbon building of the last centuries still keeping potential of reconstruction of a historical life.

Having considered cultural and historical potential, we see a huge role of historical heritage in development of internal tourism. Historical and cultural objects, being the strongest incentive tourist motive, also promote expansion of resources for involvement of tourists. Historical and cultural tourism doesn't only make profit for the region, but also gives the grounds to be proud of the heritage. However it is necessary to carry out protection and restoration of monuments of culture and history.

3. Types of historical and cultural resources

Tourist resources are everything that is able to satisfy tourist interest, to make tourist impression. Component of tourist resources are tourist objects or objects of tourist interest. Sights, natural objects and other objects, able to attract tourists are considered objects of tourist interest.

Cultural and historical resources represent heritage of last eras of social development. Cultural historically heritage should include socially recognized material and cultural wealth kept by society for maintenance of social and ethnic identity and also for transfer to the succeeding generations. Cultural and historical objects are divided into material and spiritual. Material cover set of means of production and other material values of society at each historical stage of its development, and spiritual – set of achievements of society in education, science, art, literature, in organization of the state and public life, in work and life.

Among cultural and historical objects the leading role belongs to monuments of history and culture which are characterized by the greatest appeal and on this basis serve as the main means of satisfaction of requirements of informative and cultural tourism. Depending on their main signs historical and cultural resources are subdivided into six main types:

- I. Cultural, interest to works graphic and other art forms, to folklore, national trade, visit of festivals.
- II. Historical, interest in country history, visit of historical monuments and memorable places, thematic lectures on history.
- III. Archaeological, interest in country archeology, visit of monuments of antiquity, places of excavation.
- IV. Religious resources, interest in religion, visit of cult constructions, pilgrimage places, acquaintance with religious customs, traditions, rituals and ceremonies.
- V. Ethnographic – interest in culture of people, objects, subjects and the phenomena of ethnic culture, a life, language, a suit, ethnic creativity.
- VI. Ecological look – monuments of landscape architecture.

Cultural resources – include works of monumental, graphic, arts and crafts and other art forms, and also the events connected with cultural development and life of the people, with life of outstanding people of the state. They include works of artists, architects, musicians, writers, scientists, masters of national creativity – set of the values giving sense to existence of a person. It covers both material, and non-material works expressing creativity of people, its language, customs, beliefs, property. Generally tourists visit festivals, representations, theaters, monuments and the museums.

National crafts historically belong to the most ancient art forms. Some types of art crafts arose in church art and in noble landowner culture. Hand patten knitting, weaving and embroidery originate in a country life. Those types of national crafts which found demand at exclusive customers arose in the cities: the Holmogory bone carving, the Veliky Ustyug nielloed silver. Especially refined types of embroidery – a masterful white smooth surface or the Nizhny Novgorod guipures developed in landowner workshops.

Crafts were traditionally presented also in monasteries: blacksmithing, joiner's, carpenter's – in man's, also iconography and jewelry, in female they were engaged in an art embroidery, created the embroidered icons, veils, aer (cover) and so forth. Role of national crafts in cultural potential of tourism is extremely great. The centers of folk art are not only objects of informative tourism, but also a basis of souvenir industry.

Historical and architectural are architectural ensembles and complexes, the historical centers, quarters, the areas, streets, the remains of ancient planning and building of the cities and other settlements, constructions of civil, industrial, military, cult architecture, national architecture, and also the related works of monumental, fine, arts and crafts, landscape gardening arts, suburban landscapes. Among them the Moscow Kremlin and Red Square, Rise church in Kolomna, an architectural complex of Trinity-Sergius Lavra, historical monuments of Novgorod, all white stone monuments of architecture of Vladimir and Suzdal.

Archaeological resources are monuments of archeology; they are not only target places of work of experts, but also interesting places for mass tourists. To objects of archeology belong monuments of human civilization and social and economic culture, the ancient cities, ruins of the ancient cities, monuments of military culture: fortresses, defensive walls and shaft, places of fights and battles, etc. Archeological excavations are the "open-air" museums; they are of great value for knowledge of evolution of human culture and therefore have big advantage to involvement of tourists. Such monuments of human culture represent high historical and cultural value. The presented types of historical and cultural tourism form a kernel of culture of the tourist centers. These tendencies of diversification of cultural tourism show expansion of a range of motivations within cultural tourism and specialization of interests of travelers in various aspects of cultures and a cultural heritage of territories visited by them.

4. Conclusion

Tourism allows combining rest with knowledge of life, life, history, culture, traditions, customs of own and other people. Historical and cultural tourism occupies one of leading places among main types of tourism. Interesting routes, various scopes of excursions broaden horizons, develop intelligence, form esthetic taste, and help to realize a real picture of the world better. The majority of tourist directions make thrifty use of history as a factor of attraction of tourist streams because existence of unique historical objects predetermines successful development of tourism in region. Acquaintance to history and historical objects – the strongest incentive tourist motive.

Cultural tourism has informative and educational value for tourists and effect for those cities and regions in which it is developed. However understanding of its role for locals is essential. Positive value of tourism is obviously in economic benefit which the cities and their inhabitants can get from investments of enterprises, rent of buildings, letting out private houses, from sale of subjects or reconstruction of the dwelling of improvement of infrastructure of settlements and territories. For a number of social groups, especially for children, importance is awareness of historical and cultural value of their own "the small Homeland", pride from its popularity in country and the world. In the social sphere tourism also solves a problem of employment of locals, providing them workplaces, attaching to values of the international culture, including interpersonal communication.

However, it is possible to allocate the main problems of historical and cultural tourism, it is as follows: insufficient level of investments directed both on preservation, and on development of cultural heritage; insufficiency of tourist infrastructure at the local level; insufficiently qualified organization of service of tourists that creates negative image both to the concrete tourist center, and the country as a whole; discrepancy of road and transport infrastructure to the international standards; discrepancy of hotel base to the international standards, in particular, rating of hotels and level of service in them; inflated prices of hotel and restaurant services in cities; routes are organized by travel agencies or in several "kicked around" places, or look as sets of visits of unrelated objects of culture and art; weak advertising activity in the field of organization of routes, development of presentation and souvenir product. The need for studying and development of the sphere of historical and cultural heritage is based on understanding of important role of cultural cognitive activity for a person, on recognition of need of creation of conditions for realization of cultural needs of a person in knowledge of history, religion, traditions, features of an image and lifestyle.

The "Golden Ring" is the unique tourist project which structure includes the ancient Russian cities which are near Moscow. The cities of the Golden Ring contain the rich historical past, make a treasury of the Russian culture. The "Golden Ring" is the evident encyclopedia of Old Russian architecture. These are some cities storing historical and architectural monuments of Ancient Russia and the next centuries. This route is suitable for any season and gives the chance to all who is interested in history, culture and today of Russia. Main goal of the project of the Golden Ring is creating favorable conditions for attraction of considerable number of domestic and foreign tourists to Moscow and the Moscow region.

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