

Conceptual Aspects of the Development of Cultural and Educational Tourism on the Basis of an Object of Cultural and Historical Heritage

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Abstract—The subject of study of modern science is complex systems that have a man as a fundamentally irremovable element. Thus, the subjective preferences of human-organized activities penetrate deep into scientific concepts. The formulation of objectivist laws, the main goal of traditional, classical science, is impossible. Scientific results are only deemed acceptable when in a broad social context. The desire of humanities scholars to achieve the effectiveness of their research is suggested to be called “humanitarian pragmatics” (“pragma” (Πραγμα in Greek) or deed). In this article, an attempt was made to combine the whole cultural, economic, organizational and managerial knowledge into an organic and practically useful one - an attempt to create an example of humanitarian pragmatics. The article substantiates that the object of cultural and historical heritage and its territory should be considered as a resource for the development of cultural and educational tourism and a resource for the social and economic development of the region. The purpose of the article is to explore the cultural, scientific and practical aspects of the development of cultural and educational tourism on the basis of cultural and historical heritage sites. Different understandings of the cultural and historical heritage and approaches to its definition are considered. The following hypothesis is expressed. Improving the infrastructure of the cultural and historical heritage will lead to sustainable development of the object, while cultural and educational tourism is being the basis for the creation of tourist infrastructure. An algorithm has been developed for the inclusion of an object of cultural and historical heritage into tourist activities. We concluded that a cultural and historical heritage object will be developing only when the corresponding tourism infrastructure is formed and functions around it making it possible to create good tourist service - attractive for both tourists and locals. The economic entities of a destination are to participate in the improvement of all its elements, as well as the formation of an integral (wholeness) object of cultural

and historical heritage, so as to manage and develop the destination. Formation of new services of cultural and educational tourism and its inclusion to the daily social and economic life of the region can occur while the whole complex is being formed.

Keywords—*cultural and educational tourism; cultural heritage; object of cultural and historical heritage; resource potential; management principles; destination*

I. INTRODUCTION

Cultural and educational tourism is an area of human activity that creates possibilities of developing the inner world, broadening the horizons, mutual enrichment and studying of the other cultures in the process of traveling and cultural activity [1]. Cultural and educational tourism currently occupies about 10% of the global flow of tourists. In European countries, cultural and educational tourism accounts for up to 25% of tourist arrivals. Cultural and educational tourism uses objects of cultural and historical heritage - the significant monuments and at the same time the forehands of the cultural development of a country. The visitor attraction policy carried out by cultural heritage sites has a number of differences, reflecting the unique history of becoming a tourist cultural center. In Russia, the development of cultural tourism is hampered by a number of reasons: lack of tourist infrastructure as well as investment, budget financing, professional staff and attention from charitable foundations. Interest in the study of the development features of cultural and educational tourism, in the search for appropriate areas of use of objects of cultural and historical heritage in tourism is currently growing. This way the researches of V. Gordina, M. Matetsky and L. Khorevoy got their development. The theoretical basis for

the development of cultural and historical tourism has been investigated in the works of such scientists as T. Abankina, V. Muzychuk, A. Mazonkova. Modern trends in the development of the Museum Affairs studied A. Lebedev, A. Alekseeva. A. Gil, A. Leshchenko. However, any works on the objects of cultural and historical heritage and the development of cultural and educational tourism on the basis of an object of cultural and historical heritage haven't been revealed by us.

II. THE ESSENCE OF CULTURAL AND HISTORICAL HERITAGE AND APPROACHES TO ITS DEFINITION

Currently, the effectiveness of heritage sites in Russia is characterized not only by the number of visitors, but also by the quality of its serving and participation of the manager in the development of cultural and educational tourism. It is necessary to get to understanding of the importance to raise the innovative level of heritage sites, strengthening their connections with tourist enterprises, improving management processes and developing a modern approach to advance a heritage site [2]. To study the ratio of the priority directions of development of the heritage site, it is necessary to clarify the definitions. In domestic and foreign scientific literature,

international conventions and laws of most countries, which regulate preservation of cultural heritage, including Russia, the cultural heritage is commonly understood as "material and spiritual values created in the past, as well as monuments and historical and cultural territories and objects significant for the preservation and development of the identity of the Russian Federation and all its people, their contribution to world civilization" [3]. According to A. Mazonkova "cultural heritage is an information subsystem of culture, which has importance (positive or negative) and is formed on the experience of previous generations. The basic unit of cultural heritage is an object of valued cultural heritage". [4] "Fig. 1" shows cultural heritage sites, which include: real estate objects (including archaeological heritage sites) and other objects with historically associated territories, paintings, sculptures, decorative arts, objects of science and technology and other items of material culture with history. These objects are valuable from the point of view of history, archeology, architecture, urban planning, art, science and technology, aesthetics, ethnology or anthropology, social culture. They are the evidence of eras and civilizations, genuine sources of information about the origin and development of culture [5].

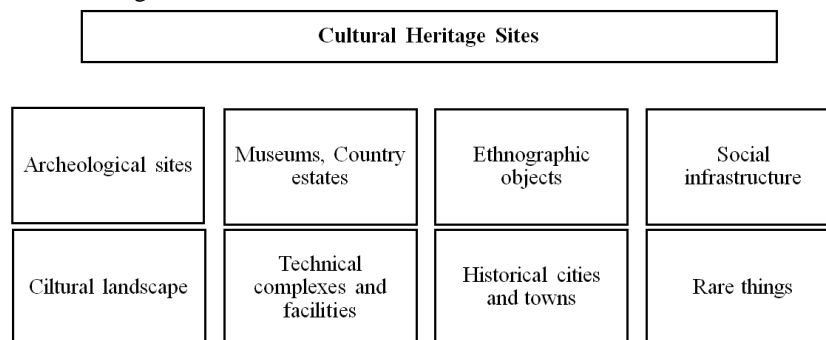


Fig. 1. Cultural heritage sites.

Analysis of the various interpretations of the concept of "cultural and historical heritage" leads to the following conclusions:

- A unified definition of the cultural and historical heritage has not been formed in science yet.
- Cultural and historical heritage has a material form; it can act as an economic entity.
- Property rights and control over a heritage site belong to the state.
- Cultural and historical heritage is inseparable from the territory of its location.
- Presence of developed infrastructure of a heritage site represents a great opportunity to the region to achieve success in the tourist market.

In addition, we identified several scientific approaches to the definition of cultural heritage:

- Cultural - cultural and historical heritage is typical and unique samples of all aspects of the material and

spiritual human activity related to a certain space and time.

- Ecological - cultural heritage is the basis for the sustainable development of society and the biosphere [6].
- Geographical - cultural and historical heritage is determined with its reference to
 - 1) planetary heritage,
 - 2) regional heritage,
 - 3) local heritage. At each level, cultural and historical heritage is the possibility to develop the spatial level given.
- Economic - cultural and historical heritage is a capital that can be used for profit [7].

The culturological approach (D.S. Likhachev, Yu.M. Lotman, B. Malinovsky, N.K. Roerich, R. Retchild, E. Sternz, E. Taylor, A. Toynbee, O. Spengler, K. Yaspers) is based on the concept of heritage as a fundamental idea, which constitutes the social, cultural, intellectual and

^a Source: compiled by the authors.

spiritual basis of society. Cultural heritage sites are values created by past generations, protected and supported by the state, and which are being the most important strategic national resources that currently determine national, cultural, economic, tourist and social development. Ecological approach (P. V. Boyarsky, Yu. A. Vedenin, Yu. S. Zakharov) emphasizes the tight connection of cultural heritage and the natural environment.

Geographical approach (A.E. Gutnov, V.L. Glazychev, A.V. Ikonnikov, S.G. Malysheva) is that the most famous objects of cultural heritage act as symbols of the territory (country).

Economic approach (D. McKennell, C. Peterson, D. Light and R. Prentice, K. Peterson, J. Urry, D. Horne) suggests:

- Assessment of the property of the cultural heritage object(s) itself, considering non- and material factors (degree of wear and encumbrances).
- Assessment of the object impact on the development of the region (tourist flow and job creation).

At the beginning of the XXI century, “cultural heritage” was understood as a product and a factor of construction and transformation of the environment in the context of the development of social and cultural infrastructure and recreational industry [8]. Within political, legal and public initiatives cultural continuity has become a process of heritage actualization as a development resource. Choice of the method of preservation and efficient exploitation of the objects of cultural and historical heritage is carried out on the

basis of a comprehensive study: legislation, the significance of the object, the existing and future urban situation in the area of the object; inventory data on the object; investment attractiveness of the object.

III. FEATURES OF DEVELOPMENT OF CULTURAL AND EDUCATIONAL TOURISM WITH THE USE OF CULTURAL HERITAGE SITES

Cultural heritage is the basis for the development of cognitive tourism actively promoted in recent years. It helps to take cultural heritage into the economic and social cycle, which could ensure the return of funds invested to the works on reconstruction and restoration of monuments, thereby offering new jobs [9]. Division of cultural, educational, event, recreational and excursion tourism into independent types of activities is caused by special objectives of the trip, which are cultural sites visiting, historical explorations, economics, nature and science, studying of the traditions of the visited territory [10].

Considering the above, cultural and educational tourism is visiting of cultural and historical heritage objects. The availability of additional cultural and educational services on the tour increases the value of the common tourist product, makes it more qualitative and attractive for the traveler [11] [12]. The problem of creating of the object development algorithm and its inclusion into the tourism becomes a burning issue for the heritage site director. The authors, having studied the internal and external problems of the cultural heritage field, developed an algorithm for including the heritage object into tourism, which has the following stages (“Fig. 2”):

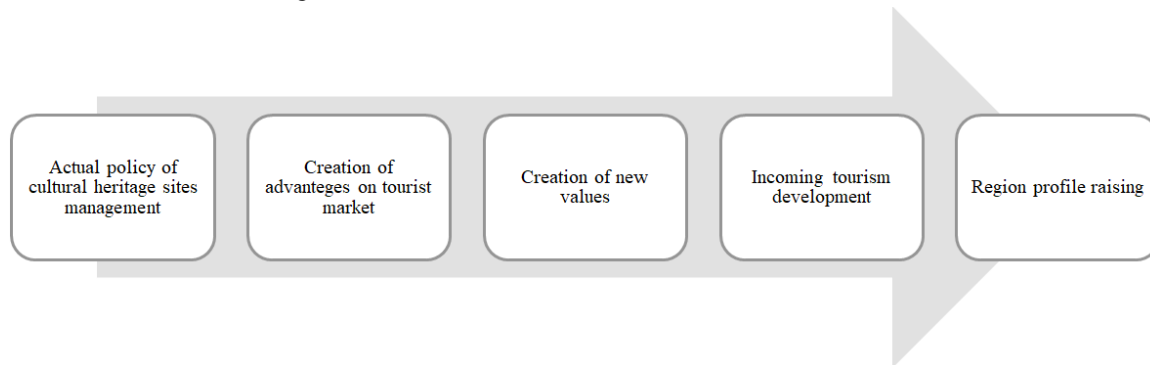


Fig. 2. Algorithm of inclusion of a heritage site in tourism.

Stage I: Creation and analysis of a model of the actual policy of cultural heritage sites management, which in turn shows the influence of various factors on the subsequent development of the object and its investment attractiveness.

Stage II: Elaboration of a marketing strategy for the object development and advertising company. Marketing strategy pursues the main goal: to create an advantage in the tourist market.

Stage III: Creating an advertising company that will help potential consumers to learn about the object of cultural and historical heritage. Advertising is possible, both on television, radio, and in various magazines. When running an

advertising campaign, it is impossible not to pay attention to advertising on the World Wide Web. At this stage it is necessary to focus on the formation of new values among potential audiences, which will be aimed at the development of the cultural space of the territory.

Stage IV: This stage of the heritage object development involves the development of incoming tourism. The object director considers incoming tourism as an additional factor affecting investment attractiveness of the object, because, in this case, he can be sure that the money invested, for example, in the construction of a new complex, will be justified by the high tourist flow to the region.

^a. Source: compiled by the authors.

Stage V: This stage is the final stage, when it is necessary to create a positive region profile to increase the demand for tourism services of the heritage site. First of all, it is necessary to make an analysis of existing and potential customers, to maintain and develop their own customer base. Further it is necessary to consider the differentiation of consumers according to their needs and profitability for the organization. It is important to consider individual communication with customers who are regular visitors or potentially profitable, making them individual offers and highlighting a personal guide.

- participation of public organizations in preservation of cultural heritage sites.

In developed countries, the policy in the field of preservation of cultural and historical heritage is based on the following principles [13] [14].

- inclusion of objects in the life of the territory;
- protection of urban landscapes.

Principles of resource management of cultural and educational tourism are shown in "Fig. 3".

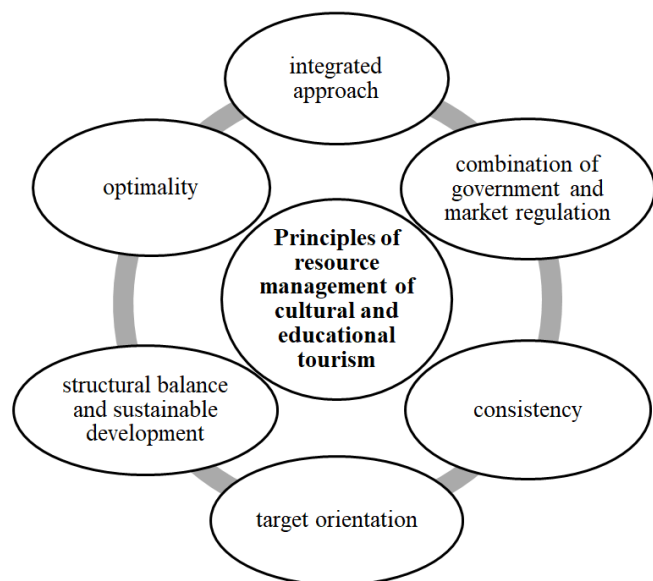


Fig. 3. Principles of resource management of cultural and educational tourism.

In foreign studies (J. Karman, G. Clear, V. Lip  ), scientists stress the importance of managers' understanding of cultural and historical heritage sites of how necessary it is to evaluate the effectiveness of investing in the development of the territory of the object for cultural and educational tourism, as well as marketing cultural heritage policy strategies. Regeneration of cultural heritage is considered as a driving force for the development of the territory [15].

IV. CONCLUSION

The object of cultural and historical heritage and its territory should be considered as a resource for the social and economic development of the region. The impact of the

tourism development on the object of cultural and historical heritage can be reduced to two aspects:

- The territorial (regional) aspect is that the implementation of tourism development projects leads raise in demand of the facility itself and its surrounding infrastructure.
- Macroeconomic (sectorial) aspect of the impact of the tourism development on the objects of cultural and historical heritage is determined by the high multiplying effect of business activity in the region.

The budget efficiency of tourism development approves itself in the implementation of upgrading projects for heritage sites that is reflected in taxes and payments that directly arise in the development process of a regional destination [16].

Economic methods (approaches) play an important role in assessing tourist potential, for the authenticity of which it is necessary to use the experience and practice of tourist activities of a particular place. The heritage site will develop in the case when the corresponding tourist infrastructure is formed and functions around it, which will allow tourist services provision, attractive for both tourists and local residents. Cultural and educational tourism is the basis for creating tourist infrastructure. For the purposes of managing and developing of a destination, active participation of economic entities in the development and improvement of all its elements is required. As well as the integration of the cultural and historical heritage object, on the basis of which new services of cultural and educational tourism are formed, in the daily social and economic life of the region [17].

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