

Social Factors of Development of Literary Tourism in the Nizhny Novgorod Region

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ABSTRACT

The article deals with the the social factors of the development of literary tourism in the Nizhny Novgorod region. The authors believe that the development of literary tourism can be a real opportunity for economic, social and cultural growth, because the potential of literary tourism can be a resource for the development of regions. There is the issue of literary tourism retrospective in the article. Considering the origins of literary tourism, the authors point that literary tourism is based on the phenomenon of veneration of world classical literature and the tradition of meeting and studying local literary creativity. Planning a trip along the literary route, the tourist expects to visit places related to the life of the writer, places of life of the heroes of his literary works, to plunge into the atmosphere of the landscape-prototype of the art world of the work. The authors conducted a sociological study whose purpose was to consider the trends and prospects of the development of literary tourism in Russia. The results of the study showed that the Russian tourism industry has the task of drawing attention to literary tourism and developing literary and tourist routes for different regions of Russia in order to familiarize the population with the cultural heritage.

Keywords: *tourism, literary tourism, literary attractions, tourists, writers, literary works, travel industry, literary tourism routes, young generation, Nizhny Novgorod region*

1. INTRODUCTION

Recently, the tourism industry has been quickly developing in Russia. It becomes a powerful stimulus for the socio-economic development of the country and forms the value world of a person, his intellectual range, creative potential because introduction with the cultural heritage is the main value of tourism [2,6,8,11,14,16].

Russia is a unique place. Everyone admires by its beauties. Russia has enormous preconditions that determine the development of literary tourism as an integral part of cultural tourism.

The relevance of studying the influence of literary tourism on the development of regions is due to the fact that today there are new trends in cultural life associated with the revival of forgotten names, events. The historical heritage should be overestimated [4,5,10].

In this regard, the development of literary tourism can become a real opportunity for economic, social and cultural growth, because the potential of literary tourism can be a resource for the development of regions. Touching the work of writers and poets creates real opportunities for cultural and spiritual rise of the population, contributes to the formation of love for the mother tongue, for native nature.

Turning to scientific sources, we see the insufficient development of issues related to literary tourism. In the

few theoretical and practical research are reflected the issues of development of literary tourism (K.V. Aslamova, E.V. Aigin, E.V. Vintaykina, A.Sh. Galustyan, K.E. Karasev, Yu.S. Putrik, T.A.Silaeva. A.Yu. Sintsiva, N.S. Fadin, S.V. Fedotov).

The emergence of literary tourism in the structure of modern tourism is not a random process. It is the result of the interpenetration of literature in tourism and tourism in literature. Literary tourism appeared a long time ago. In ancient times, there was the idea of traveling with the aim of honoring the authors and the works they created, to study local literature. In the 5th century BC traveling people wanted to see the wonders that Herodotus described in his brilliant work «History».

Literary tourism became an organized form only by the 17th century, but, in so doing, did not reach the significance of elite, professional tourism. At that time, young educated people travelled around Europe and visited literary sights before starting a political or professional career. World-famous works by William Shakespeare, Arthur Conan Doyle, Charles Dickens, Walter Scott, Victor Hugo, Alexander Dumas and many others appeared in the literature of Europe and the USA, which also contributed to the development of literary tourism. However, the spread of this type of travel refers only to the last decade of the 21st century [12].

Rich literary traditions and competition within the tourism industry have influenced the widespread dissemination of

literary tourism in Western countries. In addition, competition has had a stimulating effect on the creation of new and sought-after routes. Western tour operators, such as Discover US and Exeter International, have been working in the literary tourism segment for a long time and have successfully promoted literary tours in Europe and the USA.

The growing popularity of literary tourism was a significant event in the field of tourism. This was due to the advent of literary festivals that attract a considerable number of travelers and expand the area of literary tourism. Because of the rather continuous change in the form of literary tourism from elite to mass tourism, the creation of ratings and the selection of literary places and centers for mass visits falls at the end of the first decade of the 21st century. The Hay Festival annually spend in Wales. 225,000 tickets and 72,000 books were sold at the festival in 2014 [7].

Notes of the first travelers can be considered as prototypes of modern travel guides. Thanks to the work of the Venetian merchant Marco Polo, Europe learned about the far eastern countries, about the life of the Mongols and Chinese culture. In the book of the Tver merchant Athanasius Nikitin, «Walking Over Three Seas», there are impressions of the outlandish and distant India of the 15th century.

The Enlightenment and New Time is marked by the development of the hospitality system, the improvement of the transport system. This caused the desire of educated people of that time to travel to distant countries to meet with the traditions and culture of other peoples. Then, it became a tradition that left us many travel notes, diaries, guides and novels, created on the basis of the impressions of traveling to distant lands. Thanks to this written fixation, our contemporaries have the opportunity to get the most valuable information about the history and culture of countries for centuries to come [9].

Travelers of the 19th century had conflicting opinions and impressions about traveling around Russia. Marquis Astolf de Custine in the book «Nikolaev Russia» spoke about Russia as a country that is paralyzed by the cruel existing tsarism and despotism. This was a warning to the Europeans. They were grateful to the surprise, because they realized the impossibility of traveling around Russia. However, this book did not affect the decision of Alexander Dumas to visit Russia. The result of this journey was the work «Traveling impressions», which is permeated with sympathy for a foreign country. [9].

Now, literary tourism is a young kind of travel. The purpose of travelers: to see the sights, natural and ethnic features, historical and architectural monuments related either to the plot of literary works, or to the life of the author.

Literary tourism is based on the phenomenon of veneration of world classical literature and the tradition of meeting and studying local literary creativity. When planning a trip along the literary route, the tourist expects to visit places related to the life of the writer, places of life of his or her heroes, to get in the atmosphere of the landscape-prototype of the art world work [1].

Recognition of the uniqueness of a particular locality in terms of its relationship to the work of a particular writer, poet is the interest for tourists. The purpose of the trip may be to find the answer to the question of how this or that situation contributed to the formation of the personality of the author of the work, influenced the writing of books.

The era of the 18th century was marked by the creation of world-famous works that received wide public acclaim: novels in letters: «Julia, or New Eloise» by J.J. Russo, «Sentimental Journey through France and Italy» by L. Stern, «The Suffering of Young Werther» I.V. Goethe and «Letters of the Russian Traveler» by N.M. Karamzin. The writer Nikolai Karamzin made the work «Walking Over Three Seas» accessible to the general public. Inspired by the work of A. Nikitin, Karamzin created his own «Letters» containing the impressions of a trip to Europe. The publication of «Letters» contributed to the growing interest in educated European public in Russia [9].

The national culture of Russia began its rapid development after Patriotic War of 1812 and the associated patriotic upsurge. Great works of A.S. Griboedov, A.S. Pushkin, M.Yu. Yermontov, N.V. Gogol, N.A. Nekrasov, A.N. Ostrovsky, F.M. Dostoevsky, L.N. Tolstoy, A.P. Chekhov entered the gold fund of Russian literature, famous all over the world. Unique objects for the routes of literary tourism in Russia are manor museums, where writers lived and created their works. The estate «Yasnaya Polyana» of L.N. Tolstoy, «Mikhailovsky», «Trigorskoye», «Boldino» are associated with the life and work of A.S. Pushkin, «Melikhovo» of A.P. Chekhov, «Tarkhany» of M.Yu. Lermontov, «Shakhmatovo» of A.A. Blok, «Ostafyevo» of P.A. Vyazemsky, «Spasskoye-Lutovinovo» of I.S. Turgenev, «Shchelykovo» of A.N. Ostrovsky, «Karabikha» of N .A. Nekrasova, Museum-Reserve in the village of Konstantinovo of S.A. Yesenin are the most famous and frequently visited.

M.A. Bulgakov, the largest Russian writer of the 20th century, known not only in Russia but also abroad, created the immortal work «The Master and Margarita». The literary routes associated with this work are of real interest to tourists: literary excursions include a visit to the literary mansion on Tversky Boulevard, Patriarch's Ponds, Prechistensky circle, Maiden's Field, the museum «Bad Apartment No. 50 on B. Sadovaya», the theater named after M.A. Bulgakova [3,9].

2. RESULTS

Russia with a rich literary heritage has great potential for the development of literary tourism. The leading place in the structure of the resource potential of literary tourism belongs to literary museums. There are lots of literary museums in Moscow and St. Petersburg. Writers and poets of different historical eras lived and created their famous works in these cities. The geography of literary tours is expanded by estates, places of life and creativity for writers and poets. Today, there are 324 literary museums in Russia.

The Russian tourism market practices literary excursions and tours for both domestic and foreign tourists. One-day literary tours are more popular. At present, the project of an electronic atlas «The New Literary Map of Russia» (<http://www.litkarta.ru/russia/>) is taking momentum on the Internet. It contains a database of 50 different regions and cities of Russia and 30 countries of the world [12].

The authors conducted a sociological study. The purpose of the study is the consideration of trends and prospects for the development of literary tourism in Russia. The sample was 50 people (76% female and 24% male). The survey was conducted among students (46%) and pupils (54%) of Nizhny Novgorod city aged 14 to 23 years.

Analyzing how often young people make tourist trips, we got following results. The trip is organized no more than once a year - in 56%, two or three times a year - in 32%, and in 12% four or more times a year.

It should be noted that half of the respondents choose organized tours and trips (56%) related to event tourism.

The most common source of youth tourism information search is the Internet (50% of respondents); friends and acquaintances - (20% of respondents), the media (12% of respondents choose television and radio and 10% receive information through newspapers), 8% of respondents choose the option «others».

Most of the youth (60%) know what «literary tourism» is, but 58% of respondents do not know about the literary routes of Russia and can not give examples, which suggests the need for their development and proper

positioning. There were options for «places of life and work of authors of literary works» as part of open-ended questions. Several people pointed that they were in the capital on excursions «Moscow of M. Bulgakov», and others visited the «Literary route» associated with the life and work of A. Pushkin, A. Akhmatova, N. V. Gogol, N.A. Nekrasov in St. Petersburg, on a thematic tour «Crime and Punishment of F.M. Dostoevsky». The majority of respondents (78%) visited literary museums in Russia. They liked them very much.

Answering the question about the type of tourism preference, the results are obtained: 42% of respondents choose sightseeing tours as recreation, thematic tours, they can learn about the writer's creative path and see the sights associated with it; 40% of respondents choose specialized trips, which have both excursion programs and various educational and 18% of respondents choose to attend literary festivals, a real holiday for a book lover, the opportunity to immerse themselves in the atmosphere of an era.

During a sociological study, it was revealed why the young generation is interested in literary tourism: about 40% of students want to know the history of the emergence of literary tourism, 20% of students want to understand how literary tourism affects the development of culture and art, 14% of students want to study how book tourism is developing and 12% of students want to know what characteristic features literary tourism has, others choose the «other» option, as shown in Figure 2.

Answers to the question about the preference of literary tourism routes are following: visiting the place of action of a literary work - 50% of respondents, following the places of the fictional hero - 30% of respondents, excursions to places of the author's life path - 20% of respondents. About 66% of respondents want to attend programs, tours and events related to literary tourism in the Nizhny Novgorod region. Among the visited places of literary tourism, tourists have visited the estate of A.S. Pushkin in Bolshoi Boldin, Kashirin's house and A.M. museum-apartment Gorky in Nizhny Novgorod. We have reduced the obtained data to the final Table 1

Table 1. Youth preferences in selecting literary travel

Preferred types of literary tourism	
Sightseeing tours as a vacation	42%
Specialized trips	40%
Visiting literary festivals	18%
Reasons for showing interest in literary tourism	
Interest in the history of literary tourism	40%
The influence of literary tourism on the development of culture and art	20%
Book tourism development	14%
Features of literary tourism	12%
Other	14%
Preferred literary tourism routes	
Visit to the scene of a literary work	50%
Traveling in the footsteps of a fictional hero	30%
Excursions to places of life of the author	20%

The significance and need for the development of literary tourism in the country was evaluated on a 5-point scale. The result was a weighted average score of 3.68 points, which corresponds to significance above the average value (Figure 1).

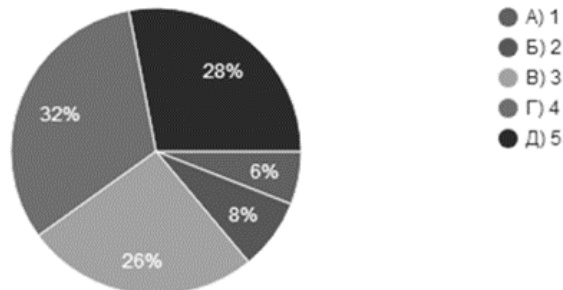


Figure 1 An assessment of the need for the development of literary tourism in Russia from a point of view of the youth

3. CONCLUSION

Speaking about preferences in the choice of routes of literary tourism among the young generation, it is necessary to say about the world-famous state literary-memorial and natural museum-reserve of A. S. Pushkin «Boldino». Pushkin Boldino is one of the most significant places in the Nizhny Novgorod region. Tourists have the opportunity to plunge into the atmosphere of a romantic and mysterious 19th century, in the era of A.S. Pushkin. Not without reason Boldinsky autumn is famous all over the world. And the Boldino Museum is considered the largest Pushkin Museum in Russia. The estate has been restored from drawings and historical research. A tourist will get an unforgettable experience when he arrives in Boldino: Pushkin's office with authentic manuscripts everywhere. Pushkin created Belkin's Tales, The Bronze Horseman, The Queen of Spades, Eugene Onegin, famous fairy tales here. Having visited the estate of Boldino Tourists will recognize another Pushkin, energetic young man with his problems and joys. Sightseeing tours in Boldino are very interesting [13].

The study showed the importance and need for the development of various routes in the field of literary tourism. This type of recreation introduces the young generation to the cultural heritage, forms a steady interest in literature. The tourism industry in Russia should solve the following problems: to draw attention to literary tourism; to develop literary and tourist routes for different regions of Russia in order to familiarize the population with the cultural heritage.

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