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Problems and Prospects for the Development of Cultural Tourism

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ABSTRACT

More than a third of a century ago, the International Convention on the Protection of the World Natural and Cultural Heritage was promulgated in Paris, dictated by fear, if not to say, by fear for the preservation of the objects of the material culture of human civilization.

They are threatened not so much by natural disasters, natural aging - inevitably a devastating course of time. And not even acts of vandalism or negligence of individual, in general, single unconscious members of society. And much more serious, more destructive forces are a changing mass consciousness in a changing world.

Culture is the fundamental basis for the process of development, preservation, strengthening of independence, sovereignty and identity of the people. The identity of the ways of the historical evolution of culture and tourism predetermined the community of new methods of approach to their further development. In most countries of the world there is a process of democratization of culture and tourism, which form an integral part of society.

The relevance of the topic is determined by the fact that integration in the pan-European and world cultural processes is necessary, incl. the development of cultural tourism as one of the most promising areas of social and economic cooperation.

Keywords: development , tourism, Information Society, world economy

1. INTRODUCTION

There are many definitions of the concept of "cultural heritage". One of them says that cultural heritage is a reflection of the interaction of the human community and the natural environment. Cultural tourism, in contrast, for example, from tourism sports or beach, aims at the development of cultural heritage, the study of life experiences of other people, their customs, intellectual and creative achievements.

Today, when humanity enters the era of the Information Society, the requirements to the nature and completeness of the available information have sharply increased. This also applies to cultural tourism.

The relevance and insufficient degree of theoretical and practical development of the problems of the development of historical and cultural tourism in the regions predetermined the choice of the topic, purpose and objectives of the study.

The aim of the work is to consider the problem and prospects for the development of cultural tourism

In accordance with the intended goal, the following tasks are defined:

- ✓ To formulate the methodological bases for the analysis of the socio-economic nature of cultural tourism;
- ✓ Consider the role of cultural tourism in the development of the regional economy;
- ✓ To reveal the general world tendencies and prospects of development of cultural tourism;
- ✓ Identify a set of measures for the development of cultural tourism as one of the promising areas.

Under cultural tourism means travel with the purpose of acquaintance with material and spiritual objects of culture, participation in events of a cultural life. Together they affect the spiritual sphere of a person, his system of values, knowledge, influence public behavior, somehow, affect behavior as an economic subject.

In the context of globalization, cultural tourism as a leading sub tourism sector has new functions. It is considered not only as a kind of tourism activity, but also an important mechanism for managing intercultural dialogue among peoples in a globalizing world, effective; The way of implementing the principles of social partnership at the level of various actors of interaction

The heritage policy can be understood as a system of complex interactive interaction between different institutions and individuals: organizations of global, national and regional levels of governments, state organizations and third sector organizations, educational institutions, scientists and heritage specialists, just "heritage consumers" (museum visitors , tourists, etc.), as a result of which the very essence of the concept of heritage is determined, as well as the strategy and tactics in its relation.

Very clearly, though very narrowly, it is formulated in the American methodology: it is "state-funded conservation and study of archaeological and historical resources, including archaeological sites and historical buildings. It is often used in a narrower sense with respect to works in the field of archeology and history that are carried out on the eve of various large state-funded projects, such as the construction of dams or highways. " There is another, somewhat similar, but different from the first definition: Management of cultural resources or management of archaeological cultural resources is mostly archaeological research financed from the federal or state budget, which is carried out because a certain part of private ownership was acquired for use or construction of a road, a bridge or for the purpose of other public works. For example, in order to begin construction of a high-speed highway between states using federal funding, it is required to perform site assessments in terms of archaeological resources. This assessment, reflected in the technical report is similar, and sometimes it is also part of the conclusions on the environmental impact assessment of the project. It must evaluate all available cultural resources, historical and prehistoric, which may be affected by the project. Management of cultural archaeological resources is usually divided into three phases or stages of implementation: Phase one: identification of archaeological sites. The goal is to find and describe archaeologically the monuments inside the territory. Phase two: is realized with respect to a small percentage of archaeological sites, when during the first phase it becomes clear that a better understanding of the object is necessary in order to determine the mechanisms - how to avoid or mitigate the impact of the project on the objects. Phase three: mitigation and data collection. It is realized when the entire monument or part of it is planned for demolition or destruction and in this case the goal is to obtain as much scientific information and information as possible.

A vivid example of the consistent use of the material cultural heritage as one of the most important component of politics at the international, global level has become one of the "pillars" of globalization-the World Bank.

In the middle of the eighties of the last century, UNESCO specialists formulated the main positions of modern policy in relation to the cultural heritage, which became the basis for the World Bank policy in this sphere, moreover, they were developed and acquired a more practical shade. They contained the following important messages: first of all, the presence of two dialectical poles in relation to the heritage: not to harm the heritage, which, in fact, is synonymous with the policy of protecting and preserving the heritage of "creating good"; Include a legacy in the development process and treat it as a resource.

Among other important postulates, the following can be noted: "Do not harm the heritage"; restriction of policies solely for the protection of heritage; identification of the economic value of heritage sites; poverty reduction through the use of heritage sites; the identification of the educational value of heritage sites

This strategy is implemented with varying degrees of success by the World Bank specialists and government agencies in the regions of the Middle East and North and Central Africa, Albania, Georgia, and other parts of the world.

Recently, the bank's specialists often replace the term "material cultural heritage" with the term "cultural resources", which is also synonymous with "cultural heritage", "cultural potential", "cultural property" and is used exclusively in relation to material cultural resources.

The Special Guide developed by the World Bank specialists defines the basic principles of the operational policy in this direction: "Material cultural resources are of great importance as a source of valuable scientific and historical information, potential for economic and social development and an integral part of the cultural identity and traditions of the people. Throughout the world, material cultural resources are threatened with destruction, which is partly related to the processes of modernization and development. The loss of these resources is irreplaceable, but, fortunately, in many cases it can be avoided. The Bank helps countries to prevent or reduce the negative impact on the cultural resources of the development projects it finances

Another important means for incorporating heritage into the world's information, economic and political flows, as well as sustainable development strategies, is tourism. Most recently, tourism is seen as the most effective means of mass demand and access to cultural values.

At the same time, the development of tourism is a way of promoting globalization in the sphere of material and spiritual heritage. According to the Croatian researcher D. Elinchich, "since tourism is not a static phenomenon, but a dynamic process, it influences traditions (cultural heritage). In certain local communities, the tradition changes due to tourism. Or if tradition does not exist, it is invented or created " A similar situation is observed in the sphere of material heritage, when regions and territories that do not possess objects of material heritage can create them on an "equal place", as they did in South Africa, creating the city of entertainment of Sun City on the basis of those who used to live in the city. the given territory of legends and legends. Thus, if the media is called the globalization formula in general, tourism can be called a catalyst for globalization in the sphere of heritage use. At the same time, tourism undoubtedly provokes the reverse process of searching for a national, regional and other identity from the "owners", and this is impossible without the presence of a material heritage.

As Serbian researcher M. Drahichevich-Sheshic writes in this connection, "cultural tourism as a journey into history "is especially developed in those countries that emphasize the values of cultural and historical traditions, and also where great attention is paid to the development of national self-awareness, especially among Small peoples struggling against cultural assimilation. In this sense, for the history of tourism, the time of the nineteenth century was very important, when national self-consciousness was awakened in Europe, when travels, excursions, pilgrimages were associated with this. On the other hand, cultural tourism uses people's desire to get acquainted with "other" - other customs and culture, the desire to compare what they saw with the situation in this area in their country. Travel agencies (especially in some European countries) organize specific trips for their clients to other countries, making for them a peculiar cultural and historical event. For history lovers, contact with the places of various historical events, familiarization with documents and exhibits in museums, etc. really is a big event "

She also proposed the following classification of cultural tourism: Historical travel, among which one can distinguish: Ibid.

- ✓ "travel to history";
- ✓ "travel - reconstruction of historical events" (the French Revolution, the great battles of Napoleon, etc.);
- ✓ study of the historical period (California in the era of pioneers, Byzantine Greece, etc.);
- ✓ Religious travel (pilgrimages to Jerusalem, Mecca and Medina, to Hilandar, etc.).

To another group, she attributed geographical travel, the purpose of which is to acquaint tourists with a foreign country, a certain region or city. Such trips can be complex (when one of the countries or its capital, their cultural and historical sights, modern social and economic life is the object of

acquaintance) or specialized (when tourists get acquainted only with certain sights, most often with cultural and historical monuments, nature or certain branches of the economy).

Travel of the third group, the so-called "culturological", is not connected with travel to any country or acquaintance with any religion, but with the study of some direction in art, most often in the visual (for example, "From Istria to Ravenna", "Baroque Winter" - Vienna, Salzburg, Prague, Munich, etc.), or in the field of musical or theatrical art. Travel can be organized and in order to pay tribute to any artist. In Germany, for these purposes, the tourist guide "Goethe" is published, and in France a lot of tourist routes are connected with famous writers: George Sand, Lamartine or with their works (Paris in the works of Balzac or Zola). To this quite complete classification it is possible to add specific forms of "nostalgic tourism", which is associated with a sense of loss of a certain identity, a connection with a certain heritage.

Let's ask a simple question: how is the tourist route planned? Regardless of whether the tour operator of the largest agency does this job or just an individual who decides to go on vacation on his own car, this person (let's call him the script writer of the route) should have information about the cultural landscape. And how to find her, if she published a little, incomplete, with huge bills? Currently, museums and specialists in the field of Russian culture have accumulated a fairly large amount of information that must be systematized, published and made work for a particular person and society as a whole.

It would be a big mistake to think that this is a question of creating a new guidebook (albeit in modern, electronic form) containing exclusively information about monuments of history and culture. Our goal is not limited to satisfying the scientific and educational interests of lovers of antiquity. This task will be solved in passing, but it is not at the head of the corner. It is about cultural tourism - one of the most profitable spheres of the world economy. It requires information not only about individual objects, but also about the cultural landscape as a whole.

There is a common misconception: "We have such a nice museum in the city, such ancient churches, such historical places ... Why do not tourists come to us?". The answer is simple: for tourism, not individual cultural objects are significant, but a cultural landscape.

Let us explain this idea with a simple example: the motorway is not a monument of history and culture, but it is an important part of the cultural landscape. The historian of architecture, describing the ancient temple, will not dwell on whether the access roads are good to him. And for the organization of tourism, this information is absolutely necessary. Especially in Russia, where for a tourist bus in bad weather it is not always possible to overcome even roads of regional importance, not to mention local ones.

So, for the purposes of cultural tourism it is important to realize the strengths and weaknesses of the cultural landscape.

It is clear that for the exact definition of the parameters of the cultural landscape, special studies are needed that are conducted on site. The paradox is that the starting point of such studies (and they are not cheap) should be a hypothesis about their feasibility. In other words, it is necessary to have in advance a considerable amount of information and at least an approximate evaluation of the cultural resources of the region in order to afford the luxury spent on expensive developments. There is a vicious circle: there is no primary information - there is nothing to offer the investor, no investments - no tourism infrastructure, no infrastructure - tourists do not go, no tourists - huge losses in the form of lost profits.

The only way to break this vicious circle is to create a primary catalog of Russia's cultural landscape centrally and provide it to the general free use. The technologies used to create such a directory can be different. As a basis, around which the content will grow, one can accept: the existing infrastructure, architectural monuments, museums.

It is clear that, no matter how important the infrastructure, for cultural tourism, it is a means, not an object of interest. As for the choice between architectural monuments and museums, the latter is clearly preferable for this reason. Unlike architectural monuments, museums are able to independently supply a significant part of the information about themselves and the surrounding cultural landscape. Thus, the task is greatly simplified, it amounts to a competent formulation of the query.

This brings to the fore the activities to create a system of strong links between heritage and tourism, primarily through the implementation of educational programs

K. Perier-Dieteren believes that a concerted effort is needed "to achieve a fair balance between the needs of tourism, the legitimate interests of governments associated with their desire to maximize the use of heritage sites for tangible economic benefits, the prerogatives of the tourism industry and, finally, the preservation of the heritage in the broadest sense of the word-in other words, all physical and intangible objects that contain the memory of the past. Implementing the concept of sustainable tourism - another fashionable term - is impossible without activating appropriate conservation programs for heritage sites, since heritage is an important factor in the regional, social, economic and cultural development of any country "

It is interesting in this case the experience of the Netherlands, where, under the government's decision, a national program for the protection of museum collections (the so-called "Delta" plan) has been implemented since 1991, based on the concept of preserving the heritage and the idea of "preventive conservation". But this was not always the case art centers, cultural objects, buildings and collections of outstanding works all over the world suffered. Indifference, negligent attitude, catastrophic museological conditions, lack of funds, and, above all, the influx of tourists, the number of which is constantly growing - all this as a sword of Damocles hung over the cultural heritage. That is why, even if today we can talk about improving the situation in connection with the growing, albeit belated, awareness of the value of cultural heritage, a huge amount of work remains to be done on the basis of coordinated efforts to study and analyze.

Somewhat different, albeit similar in many aspects of the links between heritage and tourism, the concept is outlined by VA Kvartalnov. He notes that "the objects of the national cultural heritage must be presented intelligently and creatively. Scientific and technological progress has done its job: the output of one country is practically the same as that of another country. In culture, uniformity is unacceptable. The region wishing to become a popular tourist destination should have unique cultural complexes and offer them to the tourist market "

In addition, the above author proposed a methodology for assessing cultural complexes for tourist purposes, which, from his point of view, can be carried out in two main ways:

- 1) the ranking of cultural complexes according to their place in the world and national culture;
- 2) necessary and sufficient time for sightseeing, which makes it possible to compare different territories on the prospects of historical and cultural potential for tourism.

However, it is noted that these methods are subjective: cultural complexes, interesting from a professional point of view, are not always attractive for ordinary tourists. In addition, they have great importance: accessibility, the construction of sightseeing routes, the level of education, national characteristics and even fashion.

So, in connection with the increased need for people to expand their knowledge in various areas, in raising the intellectual level, in the modern world, the leading role among the main types of tourism is played by cultural tourism, which is of great importance in the social and economic (alignment of the seasonal cycle of basic production, job creation, the uniform distribution of tourist flows across the territory, the revival of the decadent industrial centers, the formation of a favorable image of the regions) and cultural development (preservation of history cultural heritage, assistance in the creation

and maintenance of monuments of antiquity, architectural ensembles, museums, theaters, etc.). According to various estimates, cultural tourism ranges from 10% to 35%, and even 60% of the world tourist flow.

As a result of the analysis of the existing definitions of cultural tourism, three approaches to its definition are singled out, each of which, separately and in aggregate, seems useful in solving the problems of the development of cultural tourism, as affecting the various complementary parties of the organization of tourist activities (technical, based on the description of historical and cultural resources tourism of the territory, attracting tourist flows, a conceptual approach based on the motives and aspirations of people to visit historical and cultural centers; approach in which the main aspect allocated result obtained tourists - impressions).

The cultural heritage of the territories should also be considered as a tourist resource, which provokes interest and motivation for travel, and as a resource of socio-economic development of the territories, their economic potential.

The organizational and economic support of activities in cultural tourism is a combination of measures and facilities, the creation of conditions conducive to the normal course of economic processes, the maintenance of the stable functioning of the economic system and its facilities, the prevention of disruptions, violations of laws, regulations, contracts, and includes the following : legislative support (development of legislation that promotes the normal flow of tourism activities); infrastructure support (availability of a set of material and technical elements that create and provide general conditions for the organization of cultural tourism); financial security (definition of investment sources and creation of a favorable investment climate in the field of cultural tourism); information support (creation of an information system that promotes effective work on the organization of cultural tourism and information support for tourists, including using new information technologies); staffing (timely and constant training and retraining of qualified personnel of the highest, middle and lower level, capable of providing quality tourist services).

Cultural tourism, as a phenomenon broad and diverse, has many classifications. We propose the specification of the most significant criteria - "the level of the cultural component", which determines the volume of the cultural component in the tourist activity of certain categories of tourists and the "theme of the tour," based on the characteristics of the tourist product and the topic of the proposed tours, by combining them within the same classification.

The conclusion is made that cultural tourism is a mechanism for preserving the heritage of the country, which is considered not only as a cultural, but also as an economic potential of the territories, as an unclaimed resource for their social and economic development, which is very important to use to the full. The development of cultural tourism in the regions can be viewed as a means of coordinating the activities of federal and regional government bodies and numerous participants in the process of reviving territories by attracting the resources of various investors, including business entities, business structures, and public organizations.

The solution of one of the key tasks of the development of the national historical and cultural tourism requires large-scale investments. However, in this respect, Russian cultural tourism has found itself in a peculiar closed circle: the low level of production of services, due to weak investments in historical and cultural monuments, leads to weak demand and low income received as a result of these services. A small income and, as a consequence, small monetary savings lead to weak investments in the cultural tourism industry.

state, regional and local budgets, targeted extra-budgetary funds form the financial base of the state ensuring the fulfillment by the state and local authorities of their functions (powers), including regulation of the economic life of the society. Many of the aforementioned methods of state regulation are based on public finances. A special place is occupied by methods of budgetary regulation. For example, the methods of direct government financing and lending aimed at meeting current and long-

term government needs (government procurement of material resources, public investment). Through the spending of state and local budgets, a targeted impact on the volume and structure of the tourist offer, on the distribution of investments and capital by industries and regions is carried out.

The development of cultural factors within the region is a means of expanding resources to attract tourist flows. In many countries, tourism can be included in the so-called cultural relations policy.

The level of cultural development can also be used to create a favorable image of a specific region in the tourist market. The elements and factors of culture can be channels for the distribution of information about the tourist possibilities of the terrain. The success of tourism development depends not only on the material and technical base corresponding to generally accepted standards and requirements, but also on the uniqueness of the national cultural heritage.

Thus, we can draw the following conclusions.

Tourism is regarded as one of the profitable and intensively developing branches of the world economy. This is evidenced by the fact that tourism accounts for about 10% of the world's gross national income.

At present, international tourism accounts for 8% of total world exports and 30-35% of world trade in services. The total cost of domestic and international tourism is 12% of the world's gross national product.

The development of tourism plays an important role in solving social problems. In many countries, thanks to tourism, new jobs are created, the standard of living of the population is maintained, prerequisites are created for improving the country's balance of payments. The need for the development of the tourism sector contributes to raising the level of education, improving the health care system of the population, introducing new means of disseminating information, etc.

Tourism has an impact on the preservation and development of cultural potential, leads to the harmonization of relations between different countries and peoples, forces the authorities, public organizations and commercial structures to actively participate in the preservation and improvement of the environment.

The modern development of tourism in Russia is characterized by the presence of deep contradictions in its organizational structure, in the direction of development, in a state of qualitative and quantitative characteristics.

On the one hand, the state of tourism in Russia is regarded as a crisis, associated with a sharp drop in the previously achieved volumes of tourist services, a reduction in the material base of the tourism industry and a significant inconsistency with the needs of the population for tourist services.

On the other hand, there are significant rates of construction of tourist facilities meeting world standards, a significant increase in the number of trips by citizens to foreign trips, an increase in the number of tourist organizations.

2. CONCLUSION

At the present stage, the leading role among the main types of tourism is cultural tourism. Its intensive development is associated with the increased need for people to expand their knowledge in various areas, in raising the intellectual level. Tourism - the best way to get acquainted with another culture. The basis of cultural or cognitive tourism is the historical and cultural potential of the country, which includes the whole socio-cultural environment with traditions and customs, and features of household and economic activities. Thus, cultural tourism is a type of tourism, the main purpose of which is acquaintance with the culture in its authenticity

To the problem of cultural tourism come from different positions. One position puts the issue of management and financing of culture at the forefront, another position is that cultural tourism is

approached as one of the possible types of tourism that makes the most of the potential of the territory. There are several main problems in the development of cultural tourism

- ✓ Incompatibility of the road and transport infrastructure with international standards. Little is being built and reconstructed of old airports, auto and railway stations, car parks with high service (refueling, repair and car washing);
- ✓ The discrepancy of the hotel base with world standards, in particular, the class of hotels and the level of service in them;
- ✓ Inflated prices for hotel and restaurant services in cities;
- ✓ Imperfection of legislative and economic incentives for Russian entry and domestic tourism at the state and local level;
- ✓ Insufficiently qualified tourist service organization, which creates a negative image both for the specific tourist center and for the country as a whole;
- ✓ Cultural tourism routes are organized by travel agencies or by several "rolled-in" places, or they look like sets of unconnected visits to cultural and art objects, while a significant part of the regional tourism facilities is completely excluded from work.
- ✓ Development of new cultural tourism routes by operators is practically not carried out, because travel agencies are not very profitable to do this, and if this is done, then without proper involvement of humanities specialists
- ✓ The advertising activity in the field of the organization of routes of cultural tourism, an estimation of demand for routes, development of presentation and souvenir production is weak.

Thus, the development of cultural tourism can be a kind of catalyst for the economic development of individual cities, as well as entire countries. Moreover, this development can be observed not only in the sphere of tourism and related industries, but also in the previously declining industrial sectors, which makes this strategy particularly attractive. To a large extent this process concerns tourist destinations, which are at the late stage of their life cycle and are approaching the stage of decay. Currently, there is a fairly large number of countries and regions in a similar situation, which is associated, first of all, with the process of completing the stage of mass "beach" tourism, and, accordingly, the fading of destinations destined for it. So, cultural tourism is a fairly promising phenomenon within the existing tourism industry, its development can have a positive effect on the country in question and contribute to its development.

The value of cultural heritage grows over time. First of all, this is due to his physical aging, change, destruction and loss. Mass tourism also contributes to the destruction and modification of the cultural heritage of peoples due to its commercial use.

The main factors and reasons for the destruction and destruction of the cultural heritage are the following: natural physical aging and destruction of material objects of cultural heritage; the natural withdrawal of generations of people - the original carriers of material and non-material culture; violent destruction of cultural heritage as a result of military conflicts and terrorist acts; political, interethnic and intercultural conflicts, leading to ethnic cleansing, and, consequently, to the destruction of the ethnic culture of individual peoples; illiterate state policy in the field of cultural heritage or the absence of such policy at all; the growth of mass tourism with a sharp increase in the load on cultural heritage objects due to the increase in their attendance; development of tourist infrastructure and material base in the territories of cultural heritage, caused by the growth of mass tourism and inevitably having an impact on the state of objects and the nature of cultural heritage; violent destruction of objects of material culture as a result of tourist vandalism; commercialization of cultural heritage due to the development of international tourism and the growth of demand for various objects and cultural phenomena as part of a cultural tourism product.

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