

NATURE AND CHARACTERISTICS OF CULTURAL AND HISTORICAL TOURISM

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The article is devoted to the study of the concept of cultural and historical tourism, the conditions of its emergence, existence and subsequent development in the territory of the Russian Federation and in the world. The author studied various aspects of the existence of cultural and historical tourism in Russia and the world, examined the history of the emergence of this branch of tourism, and studied the system of legal regulation of cultural and historical tourism. Conclusions have been reached on the level of development of cultural and historical tourism in the Russian Federation, as well as prospects for its continued existence and development.

Keywords: *cultural and historical tourism, cultural tourism, tourism.*

Topical. The twenty first century is characterized by a vibrant development of tourism. The process of globalization has made it possible for people to travel not only within the borders of a certain State, but also from one State to another, which has led to the development of tourism business, which generates impressive revenues for the State and tourism companies each year. With the fall of the «iron curtain» Russia, where previously developed, mainly domestic tourism, began to attract more attention of foreign tourists, which inevitably led to a powerful point in the development of international tourism.

Consequently, cultural and historical tourism is one of the most sought-after and popular forms of tourism. Cultural expressions of peoples, everyday life, architecture and clothing have always attracted the attention of people. The different cultures, identities and heritage of different peoples create favourable conditions for the development and prosperity of cultural tourism worldwide.

Purpose and objectives. The purpose of this work is to introduce the concept of cultural and historical tourism, to study its history, the conditions of its origin and existence, and the trend of its subsequent development.

Based on these studies:

- Study the concept of "cultural-historical tourism".
- Study the history of cultural and historical tourism.
- Familiarize yourself with the legal framework governing cultural and historical tourism.
- To establish trends in the development of cultural and historical tourism in Russia and to highlight its specific features.

Results of the research. Turning to the topic of cultural and historical tourism, it is necessary first to define the basic concepts. Tourism is a form of leisure and educational travel [1—6]. Tourism is temporary journeys of people to another country or a place other than the place of permanent residence for a period of 24 hours to 6 months in one calendar year or with at least one overnight stay [7]. Cultural and historical tourism iistourist tours to explore historical, cultural, archaeological and architectural sites, museums, art galleries, theatres, festivals, sports competitions and other cultural objects [8].

Tourism is therefore a journey with a special purpose. It is clear from the definition that the purpose of cultural and historical tourism is to become acquainted with the history and culture of the State/region/city to which the(e) tourist is going. The history of tourism development spans centuries and spans various epochs. The main stages of development are:

- Antique tourism.
- Medieval tourism.
- Modern tourism.

Antique tourism is characterized by educational travel, pilgrimage, trade, sports competitions, etc.

Medieval tourism is primarily religious tourism. The new trends in tourism development were determined by the Great Geographical Discoveries and the Industrial Revolution. The active development of world tourism slowed during the World Wars. However, while the majority of tourists went to Italy and Switzerland before the First World War, after the wars tourism took over all the states of Europe and also began to develop actively in the USA.

Cultural and historical tourism was the most developed in the 20th century. However, the first cultural-

historical trips are celebrated in Egypt in the 4th millennium BC. e. when pyramids, cities and artificial lakes were under construction. In the Roman Empire, tourists used special travel maps [9].

The term «cultural-historical tourism» was first mentioned at the 1982 World Conference on Cultural Policy. So we can distinguish five main reasons for tourism:

- cognition;
- communication;
- relaxation;
- healing and recreation;
- social prestige.

The role of culture in the realization of these motivations is essential. Culture provides tourists with:

- immersion in a different cultural context in which people of another country, city, region live, and on this basis — a sharp change of experience;
- a rich intellectual and informational component of tourism activity, which is very important for modern man;
- recreational and relaxation effect;
- satisfying social and prestigious needs, satisfying individual consumer behaviour to established consumption norms of certain social strata, and thus maintaining, and in some cases increasing, Social status of the tourist;
- opportunity to meet and communicate with a wide variety of people at cultural events — festivals, festivals, etc., that allow realization of the image of tourism as a system of interpersonal contacts [11].

In order to attract tourists, the following aspects of cultural and historical tourism should be developed:

- Tourism of arts and literature (sculpture; arts; theatre, etc.);
- Historical tourism (monuments of human civilization and socio-economic culture; ancient cities, ruins of ancient cities; monuments of military culture);
- Tourism of architectural culture (architectural ensembles, palace complexes, places of worship and temples; small architectural forms (buildings, towers, arches, pantheons, mausoleums, rocks and obelisks); hydraulic structures (dams, canals, hydroelectric power stations); recreational architecture) ;
- Thematic cultural parks tourism (artificial landscapes (saltwater, recreational, sports-based-health, industrial, transport));
- Urban and cultural tourism (urban environment and urban culture; city panoramas; landscape

planning and urban development);

- Museum tourism (museums, exhibitions, historical and cultural events and presentations) [10].

It is also worth highlighting here the main types of cultural and historical tourism:

1. Art tourism. This type of tourism is based on interest in artistic creation and modern art.
2. Event tourism. It is based on participation in events (festivals, carnivals, etc.) that create direct impressions of cultural features of the territories.
3. Ecocultural tourism. This type of tourism is oriented towards the study of local colors and involvement in real, real life, not its staging.
4. Creative tourism. It is a type that allows modern tourists to develop their creative potential by participating in cultural training activities in a territory.
5. Heritage tourism. This species is directly based on an interest in historical cultural attractions.
6. Thematic tourism. The main feature of this tourism is to focus the perception of tourists on any distinctive features of the territory, while acquainting them with a certain part of history or culture.
7. Experience tourism. A form of tourism not based only on cultural attractions but also oriented towards the interests and expectations of tourists [12].

The history of tourism in Russia dates back to the 1960s, when the flow of tourists to the USSR increased significantly, and there was a need to establish a sustainable tourist system. At the same time, the recreational industry is developing in the territory of the USSR. A special organization, the All-union Tourism and Excursion Research Laboratory, was formed in 1975 [12—14].

By the mid-1980s, tourism in the USSR had developed as a separate industry that had sufficient basis for existence and subsequent development. In the 1990s, tourism in Russia began active cooperation with museums [13]. The tourism industry in the Russian Federation is currently being actively developed, special scientific research is being carried out, and special training courses for specialists exist and are being developed in higher educational establishments.

Nowadays, however, Russia uses only 20 % of its tourism potential and is still underdeveloped, and Russia and the CIS account for 2—5 % of the world tourist flow.

With regard to the legal regulation of cultural and historical tourism, there is a lack of legislation in this

area, as more attention is paid to other types of tourism. However, there are some laws and regulations that set out certain tasks:

- Work on the delimitation of ownership of cultural heritage;
- Development of additional regulations to provide mechanisms for the preservation and use of cultural heritage;
- To create normal storage conditions for the Museum Fund of the Russian Federation;
- To create a unified system of State bodies for the preservation of cultural heritage in the Russian Federation;
- Conduct of a general inventory of the composition of cultural heritage objects, followed by registration of cultural heritage objects in a single State register;
- Restoration of historical and cultural monuments;
- Enforcement of the legislation on the protection of the cultural heritage of the peoples of the Russian Federation [14].

There are also legal and regulatory acts that establish the rights of citizens to rest, free movement within the territory of the State and travel abroad, the right of access to cultural heritage, etc. and other rights.

Conclusion. Thus, after studying the issue of cultural-historical tourism, it can be noted that the history of tourism begins with an era of antiquity and continues to develop intensively to this day. Tourism is one of the most popular destinations and is the main source of income for many States in the world. Cultural and historical tourism, in turn, is one of the most sought-after forms of tourism, encompassing various destinations and activities. In the Russian Federation, tourism is constantly developing and science is being introduced into the tourism industry, but today Russia is not a country with a large flow of tourists. The legal regulation of tourism in general (and of cultural and historical tourism in particular) is insufficient and needs to be improved. On the whole, it can be said that cultural and historical tourism in our country has great potential and has every chance to reach the world level by competing with leading countries in this sector.

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Природа и особенности культурно-исторического туризма

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Статья посвящена изучению культурно-исторического туризма, условиям его возникновения, существования и последующего развития на территории Российской Федерации и в мире. Автором были изучены различные аспекты существования культурно-исторического туризма в России и мире, рассмотрена история возникновения данной отрасли туризма, изучена система правового регулирования культурно-исторического туризма. Сделаны выводы об уровне развития культурно-исторического туризма в Российской Федерации, а также перспективы его дальнейшего существования и развития.

Ключевые слова: *культурно-исторический туризм, культурный туризм, туризм.*

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