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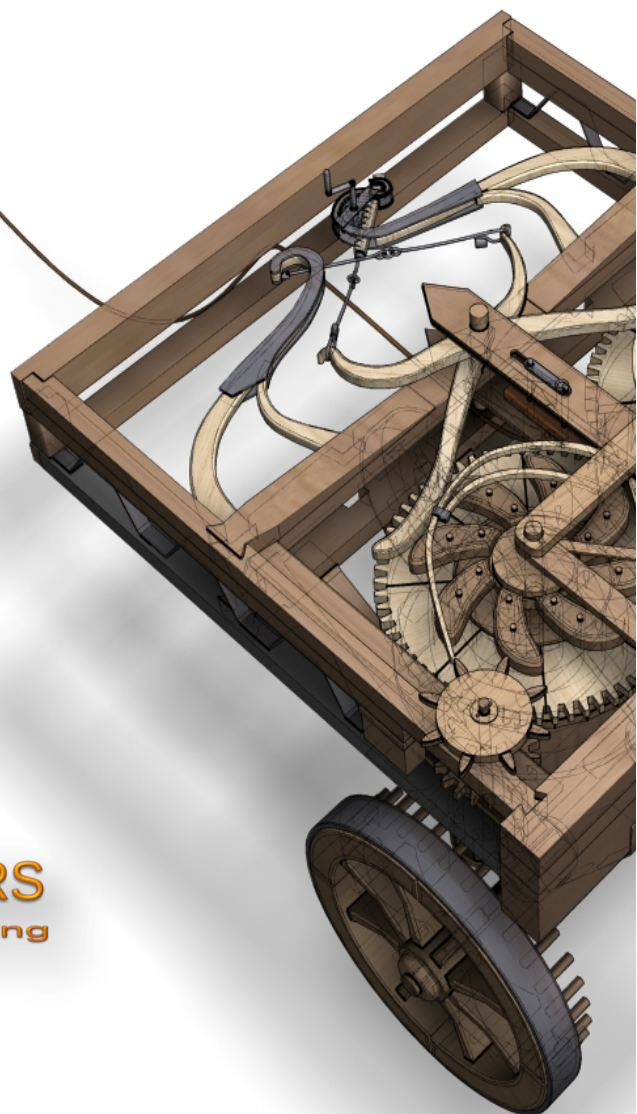
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Contents:

1	Integral Factor Assessment of Formation and Development of Finno-Ugric Tourist Cluster Svetlana E. MAYKOVA, Denis V. OKUNEV, Irina V. GVOZDETSKAYA	...703
2	Applications of the Concept of Territorial Marketing in Forming and Implementing Competitive Advantages for Tourist Areas Toskanay Aitmukanovna KUTTUBAEVA, Lyudmila Viktorovna ISHCHUK, Raisa Taanovna ADARINA, Andrei Vladimirovich GLOTKO, Tatyana Viktorovna FEDOSOVA	...713
3	Method to Evaluate Consumption of Tourist Services in Regional Markets Oksana V. TRETYAKOVA, Natalya I. NIKITINA, Natalia V. SPASSKAYA	...727
4	A Socio-demographic Study of Destination Management for Coastal Tourism in Phuket Chatchawan WONGWATTANAKIT, Manoj LOHATEPANONT, Pongsa PORNCHAIWISESKUL	...737
5	Potential of Health Resort Treatment of Cardiovascular Diseases Angela Sergeevna DAMADAEVA, Saida Alirzaena MAGOMEDOVA, Naida Radjabovna MOLLAIEVA	...751
6	The Idea of Congruence between Image and Society Stereotype on Attitude toward Tourist Destination Sri RAHAYU, Sofjan ASSAURI, Ignatius HERUWASTO	...761
7	The Development of a Business-Processes Model for the Quality Management System in the Hotels Sergey Sergeevich SKOBKIN, Andrey Pavlovich KOVALTCHUK, Yana Andreevna BELAVINA, Gleb Vadimovich KALITA	...775
8	The Importance of Tourism in Regional Economic Development: A Time-Series Analysis Daniel Francois MEYER, Chané de BRUYN, Natanya MEYER	...784
9	The Dynamic Relationship between Economic Growth, Tourism Activity, and Real Exchange Rate in Indonesia Elvina PRIMAYESA, Wahyu WIDODO, F.X. SUGIYANTO, FIRMANSYAH	...798
10	Technology of Branding of the Territory's Recreational Potential based on Altai Territory T.V. PETROVA, T.P. DANKO, O.V. KITOVA, N.V. IVOLGINA, T.V. MURTUZALIEVA, O.I. KLIMENKO, V.D. SEKERIN	...811
11	The Impact of Inflation, Exchange Rate toward Unemployment and Poverty in Indonesia. Case Study of Small and Medium Enterprises at the Tourists' Area of Lombok Edy SUPRIYADI, Devi Roza Krisnandhi KAUSAR	...825
12	The Concept of Neuroagents in Hospitality Industry and Tourism Dmitry Aleksandrovich KOZLOV	...835

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13	Analyzing the Effect of Electronic Word of Mouth towards Future Behavioral Intention of Tourists Arciana DAMAYANTI, Lili Adi WIBOWO, Aulian HUMAIRA	...843
14	The Effects of Financial Crises on Tourism in the Greater Mekong Sub-region: Panel ARDL Approach Sakkarin NONTHAPOT, Porowes SRICHAIO	...853
15	Effectiveness of the Methods of Internal Financial Control as a Guarantee of Sustainability of Tourism Companies' Development Tatiana A. YUDINA, Olga G. VANDINA, Aleksei V. BOGOVIZ, Svetlana V. LOBOVA	...861
16	Determinant of Willingness to Pay and Economic Value for Tourism Object using Contingent Valuation Method: The Case of Sangiran Sites, Province of Central Java, Indonesia Sri SUBANTI, Arif Rahman HAKIM, BRM Bambang IRAWAN, Inaki Maulida HAKIM	...867
17	Tourism Development of Russian Territories: Competitiveness, Effectiveness and Sustainability Mikhail A. MOROZOV, Natalya S. MOROZOVA, Vladimir BELYANSKIY, Olga BELYANSKAYA, Tatiana YUDINA	...875
18	A Study of Factors Influencing Online Purchasing Intention within E-tourism Setting Leila MORADI, Yazrina YAHYA, Ibrahim MOHAMED, Komeil RAISIAN	...882
19	Crowdfunding as a Tool for Promotion and Development of Tourism-Related Innovation Projects Elena A. DZHANDZHUGAZOVA, Elena L. ILINA, Aleksander N. LATKIN, Ekaterina A. BLINOVA, Marianna M. ROMANOVA	...896
20	Analysis of the Development of Modern Agritourism Types in West Kazakhstan Oblast Aliya AKTYMBAYEVA, Yeldar NURULY, Bakyt AKTYMBAYEVA, Gulzhan AIZHOLOVA	...902
21	The Role of Social Institutions for Tourist Attractiveness Development in Respect of Russian Cultural and Historical Heritage Olga Vladimirovna ROGACH, Elena Victorovna FROLOVA, Tatyana Mikhailovna RYABOVA, Elena Evgen'evna KABANOVA	...911
22	Tourists' Expectation and Perception regarding Holiday in Jakarta, Indonesia Roozbeh Babolian HENDIJANI, L. Iswi Hapsari SULISTYO	...919
23	Tourism and Peace in Economic Development Perspective of India P. K. MISHRA, J. K. VERMA	...927
24	Features of Formation of Infrastructure of Digital Nomadism on Route of the Great Tea Road through the Western Siberia and Central Urals Natalia A. BALUK, Aleksey D. BALUK, Anatoly S. KUPRIN, Lidia Y. KUPRINA, Svetlana S. SITEVA, Marina L. BELONOZHKO	...935
25	Excursion Tours and the Possibility of using Augmented Reality Technologies for Improving the Local Tourist Attractiveness Irina Victorovna BOGOMAZOVA, Svetlana Gennad'evna STENYUSHKINA	...943

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The Role of Social Institutions for Tourist Attractiveness Development in Respect of Russian Cultural and Historical Heritage

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Abstract:

In modern conditions the cultural and historical heritage is the main component of territory tourist attraction. The acquaintance with historical objects is one of the most significant motives for cultural and cognitive travel planning. The introduction of cultural and historical heritage objects into economic activities and the development of cultural tourism is the most demanded trend in the whole world. The purpose of the study is to analyze the role of social institutions that determine the values of historical and cultural heritage perception by Russian society.

The conducted research allowed to conclude that the state, education, religion and mass media act as traditional institutional structures in Russian society that provide the regulation of the value orientations among Russian citizens. The article determined the main dysfunctions in the process of institutional conditions development for the preservation and perception of cultural and historical heritage. The key ones are the following ones: the ineffectiveness of socio-cultural tendency planning and programming, the commercialization of historical and cultural heritage, an inadequate financial support, a low level of

⁸ Vilgelm Pik Street, 4, 1, Moscow, 129226, The Russian Federation. The publication was prepared within scientific project №16-33-01106 supported by the Russian Foundation for Humanities.

population awareness concerning the tourist potential of Russian territories, an inadequate elaboration of educational programs that generate interest in cultural and historical heritage and in internal tourism. According to respondents, education should become the key institution that provides the development, consolidation and translation of values concerning historical and cultural heritage by Russian society.

Keywords: social institution; values; cultural and historical heritage

JEL Classification: Z1; Z3

Introduction

The cultural and historical heritage acts as an important factor in the development of regional tourism. The acquaintance with historical objects is one of the most significant motives for cultural and cognitive travel planning. The tourist attraction of a territory is based on an analysis of the spatial differentiation concerning the following groups of factors: type, value (historical, artistic, scientific and cognitive one) of historical, cultural and nature sights, the degree of their territorial concentration; the functional and spatial relations of monuments with a landscape environment and infrastructure (Mitin 2006). The developed cultural and historical objects of a space determine the localization of recreational streams and the directions of excursion routes to a certain extent (Andreev 2007).

Cultural heritage (as well as geographical, economic and historical features, legends and modern events) should be the basis for a territory certain image creation (Janjugazova 2006). Also, the diversity of cultural heritage, concentrated on a certain territory, largely influences the specialization and the development of the relevant types of tourism.

In terms of globalization, mass commercialization of culture, the issue of cultural and historical heritage object perception is extremely relevant. The process of culture functioning through tourism and the need to develop tourism as an economic sector at the same time gives impetus to the development of cultural heritage scientific research and its potential for the development of tourism (Sichenko 2012).

Tourism industry is one of the most interested in preserving and reviving the heritage objects of business, but it is often responsible for the deterioration of monuments, which subsequently affects the quality of tourist perception. Therefore, the main problem of cultural and cognitive tourism is to unite seemingly two opposing trends: the preservation of heritage objects and the development of tourism in such a way that they do not contradict each other, but complement one another (Abramov 2009).

Due to the actualization of internal cultural and educational tourism issues, the degradation of the "heritage industry" to the level of market products for social and cultural consumption, the reduction of public interest in cultural values, a close attention should be paid to the role of social institutions during the determination of value attitudes concerning the perception of historical and cultural heritage by Russian society.

1. Analysis of the latest publications on the problem

The factors of tourism attractiveness development are considered in the works written by Kalashnikova and Khanakhok (2015), Abbasova (2015), Slavina (2013), Frolova *et al.* (2016), Mashina (2014), Kozyakova (2016), Tsurtsilina (2016) and Fieraru (2016). The specifics and the mechanisms of cultural and educational tourism development are one of the most relevant areas in the scientific discourse of the modern world Croes and Semrad (2013), Kastenholz (2015); Herrero-Prieto and Gómez-Vega (2017), Kabanova *et al.* (2016), Frolova (2015). The role of mass media as an institution that develops the tourist appeal of cultural and historical heritage objects and cultural events was studied in the works written by Chieko Iwashita (2006), Samuel Ghile Bahta (2003). Causal relationships between tourism and culture are examined in the works written by Shepherd (2002), King (2016), Ateljevic and Doorne (2003). The preservation of cultural and historical heritage is the most significant factor of tourism development (Yun and Zhang 2015).

The purpose of the study is to analyze the role of social institutions that determine the values of historical and cultural heritage perception by Russian society.

The information base of the research includes the results of the sociological survey "Tourist attractiveness of municipalities in Moscow region". The study was conducted among 684 respondents during March-June 2015. The sample is a multistage, stratified one and limited by quota. The signs of representation is the type of an urban

settlement by population, sex, age. The authors also used general scientific methods of research in a complex manner; research activities were applied using the methods of comparison, the comparative and system analysis.

2. Results

According to respondents the key task of a state as a social institution is to ensure the full access of "new" generations among Russian citizens to the spiritual and material values of culture. This statement is revealed in the following provision: while preserving the historical and cultural heritage of Russian society for young generations, a state provides the opportunity to increase the intellectual, social and cultural capital of an individual. In the opinion of 87.3% of the respondents, the preservation of Russian society historical and cultural heritage in modern conditions becomes a necessary term for securing the civilizational path of Russia development. At that, a special attention during this process provision should be given to the elimination of the modern global challenge negative impact: the falsification of world history, the strengthening of the way of life propaganda based on violence, national and religious intolerance.

Besides, according to respondents, the priority task of a state as a social institution that determines and consolidates the values of Russian society perception concerning its historical and cultural heritage, is the assessment of historical and cultural project quality. At the same time, 57.4% of Russians consider that the quality of projects implemented nowadays do not ensure the society spiritual development of the society; 61.8% do not see moral and aesthetic value in them.

An inadequate solution of the task set by the state entails the reorientation of the spiritual and cultural sphere to market development mechanisms. Almost 2/3 of respondents say about it. The respondents think that such commercialization of the historical and cultural heritage promotes the imposition of a consumer lifestyle at the expense of social-cultural development values. According to 49.6% of Russians, the situation is aggravated by the fact that the value of labor is devalued for the vast majority of Russian population, whereas consumer values come to the fore, hampering social and economic development.

According to the opinion among 39.5% of respondents, the processes of national security provision in the field of Russia historical and cultural heritage protection are characterized by the predominance of inefficient planning and the programming of social-cultural trends. 62.7% of respondents note the existence of ineffective solutions in the sphere of the historical and cultural fund financial support. In fact, there is a fragmentary substitution of the educational and upbringing function of the historical and cultural heritage by the tasks of "cultural goods" provision from the state to population. At that, the content characteristic of such "cultural goods", as a rule, includes the projects and the works that do not provide the processes of social experience and social inheritance accumulation, but also propagate the values of marginal subcultures, the surrogate values of mass culture. Every second respondent says this.

A special respondents' attention is drawn to the position according to which the definition and the consolidation of the perception values by Russian society's concerning its historical and cultural heritage are not accompanied by the study of society perception success concerning the traditional values of Russian culture. The results of the study show the dominance of the opinion among Russians that the spread of program-targeted financing of cultural projects within a small scale and scope does not allow to ensure completely the reproduction of Russian civilization traditional values. The overwhelming majority of respondents points to the actualization of single, unrelated events, which does not allow to ensure the continuity of historical and cultural heritage and to have a measurable impact on Russian citizen values.

Proceeding from the mentioned above, the role of a state in the determination of value perception by Russian society concerning its historical and cultural heritage lies in the actualization of sociocultural initiatives that are oriented toward the effective solution of the tasks concerning the preservation of Russian society cultural core.

According to the respondents, education should be another social institution that ensures the development, the consolidation and the provision of values by Russian society concerning its historical and cultural heritage. This is related to the traditional attitude of Russians to the perception of the educational system as one of the key institutional structures responsible for the socialization of individuals. This provision assumes that education

provides the continuity of a state historical and cultural heritage, the transfer and the consolidation of cultural values from generation to generation.

In the course of the research it was established that four functions have the greatest cultural and social significance of education in the processes of social experience accumulation and the translation of historical and cultural heritage value.

First of all, this is the historical and cultural orientation of modern youth. One of the trends for the development of a stable interest among young people to the national culture and historical heritage is the organization of tourist electives, clubs, circles at the educational institutions which can be established as a structural unit or as a public association, taking into account the local characteristics and interests of students. Tourist school organizations act primarily as the consulting centers where theoretical and practical classes for the preparation and conduct of hikes, tourist rallies, local history and ecological expeditions would take place. These types of tourism activities contribute to the conduct of meaningful leisure, the expansion of knowledge in the field of ecology, geography and biology. The organization of outdoor activities generates not only the skills and athletic skills among students, but also promotes environmental education, develops the sense of responsibility, mutual support, teamwork and organization.

The essence of this function is to transfer the cultural values treated in the broadest sense to the younger generation through the institute of education: scientific knowledge, achievements in literature and art, the rules of conduct and moral values, knowledge and skills inherent to various kinds of professional work, *etc.* It should be noted that the culture of each people of Russia has its national-ethnic flavor, and therefore the educational system plays a crucial role in the reproduction and the preservation of its unique features, and a citizen becomes the carrier of Russian people national consciousness acquiring them.

Secondly, the institute of education provides the development of values and attitudes, ideals and behaviors prevalent in Russian society among new generation. Programs should be updated in the education system that generate interest in domestic tourism. Russian Federation has a unique tourist potential, which allows to organize various tours for students within the educational process, for example:

- historical and patriotic tour (visiting the places of battles and Russian military glory);
- cultural and cognitive tour (travels in order to study the monuments of architecture, culture and history);
- environmental (the acquaintance with nature, cultural and ethnographic characteristics of the territory, national parks and nature reserves);
- literary (visiting of places associated with a writer's life and his work, as well as the routes of the work characters);
- cognitive-entertaining (acquaintance with folklore, art crafts, traditions and customs of the peoples of Russia) and much more (Kabanova 2016).

Therefore, in the framework of educational programs, the priority trend for the organization of excursions is the visiting of Russian territories that have a rich history, cultural heritage, memorial places and picturesque nature. Due to the realization of this function, the younger generation is socialized and integrated into the social system, becoming familiar with the history of the fatherland and the native language. Besides, consolidating the principles of morality adopted in society, the institution of education determines the values of the historical and cultural heritage perception, serves as the basis for the development of a new shared system of values among new generations.

The third function of the education institute, to which a special attention should be paid, is social selection, which, taking into account the structural development of the educational process, makes it possible to implement a differentiated approach to students at the very first stages, the end result of which is the reproduction and the renewal of society social structure. In fact, social selection becomes the barrier to the degradation of the historical and cultural heritage and is the engine of any society development.

At the same time, the prerogative of the modern institution of education is the function of social-cultural transformations, which is realized in the process of society cultural heritage enrichment and expansion. In this sense, the institute of education becomes one of the leading tools to combat various vestiges that prevent social

progress. Thus, the institution of education also has a very important role, since it is called upon to develop a new type of personality, a new citizen, devoid of dogmatic stereotypes, capable of being an active participant in social-economic and political transformations.

During the study the conclusion was confirmed that the content of socialization process among new generation is implemented by the education system, largely depends on the standards, ideology and religion prevailing in society. In pre-industrial societies, religious education was included in the school curriculum, whereas in the industrialized society the church is "separated" from the state, which exercises control and general management of a formal education system. At the same time, in the opinion of the majority of respondents, in addition to the traditional role played by the church, religion acts as a social institution that determines the values of historical and cultural heritage perception by Russian society. Activating the patriotic function, the institution of religion ensures the development of a spiritually constructive beginning in the social development of Russia. 65.3% of respondents state this.

However, nowadays, according to respondents, despite the importance of religion for the positively-stable development of social-cultural values and historical and cultural orientations of Russian society members, the "weight" of this institution in the above processes is insignificant one. 87.6% of respondents express the opinion that the role of religion in the social-cultural development of Russian society, although relevant, but is not high. So 58.3% of Russians believe that religious revival in Russia will perform a creative function only if diligence and morality become the moral core of social development. The opinion is also dominant among respondents, according to which the secular nature of mass culture does not allow to use the creative potential of religion fully in the determination of the historical and cultural heritage values perception by Russian society.

An observed weakening of the effectiveness concerning the traditional social institutions that determine the value of historical and cultural heritage perception by Russian society, causes the increase of mass culture product demand, which is oriented towards the social-cultural needs of the marginal strata and subcultures in its totality. We believe that the result of this discrepancy between the value orientations of Russian society in the perception of its historical and cultural heritage is the decline of internal moral control level among Russian citizens, the decline of culture and art product quality, and the substitution of creative freedom with the ideas of unlimited permissiveness. One of the reasons for this is marketing problems, primarily related to the lack of a scientifically based strategy for a positive country image development, as well as the low interest to the study of culture and the history of a native city. Secondly, there is an insufficient awareness of the tourist potential and the possibilities of Russian territories. One of the main problems is the lack of high-quality advertising, worthy propaganda and the popularization of leisure in Russia. During the last 20 years tourism was perceived by Russians only as a foreign recreation. We can say that both advertising and the promotion of tourism are carried out precisely in this direction (Kabanova 2016).

Therefore, in the processes of spiritual and moral value translation and the consolidation of positive values in the minds of Russian people, it is necessary to pay special attention to the state cultural policy concerning the coverage of these issues in mass media. This circumstance draws us to the need to consider the role of mass media in the determination of Russian society values in relation to the historical and cultural heritage. Every second respondent notes that the most important pattern of the socio-cultural space development in Russian society is its transition to a new information stage of development. In the opinion of more than half of the respondents, the role of media influence on people's consciousness only increases in the conditions of democratization. At the same time, 53.9% of respondents express their confidence in the need to change the ways and technologies of value orientations record and transfer. 66.1% of respondents see this as an opportunity to actualize the spiritual interests and demands of Russian society. The results of the research showed that the role of mass media is not limited to the function of covering the issues of historical and cultural heritage preservation. Almost 2/3 of respondents talk about the reproduction, interchange and mutual enrichment of socio-cultural technologies in the environment of historical and cultural sites through the initiation and the conduct of various social and cultural actions.

3. Discussion

The effectiveness of "determinant" role performance concerning social development values by a state depends on the existing system of state management by historical and cultural heritage and the practice of specific mechanism use to ensure the socio-cultural development of Russian society. A state establishes a constructive "dialogue" through a developed system of measures and mechanisms that stimulate the activities of individual actors, social groups and social organizations to solve cultural problems. Among the promising technologies and mechanisms of social experience accumulation, the transition from the re-creation of point objects to the restoration of territorially-spatial facilities saturated with historical monuments and characterized by a high density of positive cultural traditions can be considered.

The study results show that the substitution of the strategic goals of cultural policy implementation by its tasks, conditioned by specific activities and the resources of cultural authorities, developed tools and means for approved decision implementation. In particular, the self-sufficient goals of public administration in the sphere of culture, include such tools and means as the society cultural potential preservation, the increase of citizen satisfaction with the quality of the provided cultural services, the expansion of access to cultural goods and the preservation of historical and cultural heritage sites. A significant role in the translation and reproduction of value orientations among Russian citizens is assigned to cultural institutions that ensure the dissemination and the preservation of cultural goods, and as the consequence, the support of Russian society spiritual development processes. At the same time, museums, private theaters, non-profit organizations in the sphere of culture, auction houses, concert halls, galleries and a number of professional creative unions do not enter the zone of active state cultural policy, in particular, on the issues of Russian society historical and cultural heritage preservation and reproduction. The current underestimation of these organizations influence on the definition of value orientations among the subjects of socio-cultural activity is conditioned by the dominance of quantitative indicators in the determination of a state cultural policy effectiveness.

The information society opens wide opportunities for cultural choice and cultural self-determination of each person, which makes the search for optimal ways of creation a relevant one within each society of a sufficiently developed communicative space in which the interests and the preferences of population groups and strata differed in cultural orientations might cross. Mass media as a social institution that determines the vector of social-cultural development of any society fulfills a multifunctional purpose, acting as the channel for cultural knowledge, values and norms spreading as an instrument of mass consciousness development in society. Directly or indirectly, mass media participate in the development of public opinion, subjective assessments, behavioral attitudes, value orientations of Russian society, influence the labor and the socio-political activity of a person.

Conclusion

Thus, summing up the results of role determination concerning the social institutions that determine the values of the historical and cultural heritage perceptions by Russian society, the following conclusions can be drawn. State, education, religion and mass media act as traditional institutional structures that regulate the value orientations of Russian citizens. Despite the a priori high role of these institutions in securing the socio-cultural orientation in the minds of individuals, the current conditions of social-economic and political transformations that made a significant impact on the degradation of the heritage industry ensured the correlation of their role positions.

In particular, religion as a social institution goes to "second roles", and it does not have the same influence potential on consciousness and spiritual component of Russian people life. The situation is also characteristic of family social institution, which, nowadays, does not provide the social function entrusted to it. Besides, significant family opportunities in the determination of historical and cultural heritage perception by Russian society are limited by the resource base of the organization concerning its social-cultural activities. These provisions bring to the forefront the institution of education, which, in the conditions of continuous reforming of its functioning foundations, still plays a leading role ensuring the continuity of the historical and cultural heritage. Undoubtedly, a state, in the context of state cultural policy implementation, plays a leading role to ensure the processes of infogenesis, but there are the difficulties concerning the overcoming of negative political decisions on the world arena, as well as

the shortcomings of internal systems of protection and reproduction concerning the historical and the cultural heritage of Russian civilization. Mass media in the context of institutional structure role determination stand in a slightly different row, but in the context of the information space expansion, the prevalence of globalization and integration tendencies of social development, the role of mass media in the development of value and behavioral models of individuals concerning the historical and cultural heritage can not be overemphasized.

Despite the presence of complexities and a number of factors that affect the consolidated capabilities of social-cultural institutions, modern reality demonstrates the existence of positive trends in value orientation determination among Russian society. A special attention should be paid to the attempts of the family as a social institution to take the positions of an active subject for sociocultural transformations, the successful attempts of the Russian state to prevent the external threats of Russian civilization historical and cultural heritage deformation, and the build-up of social development creative potential by all social institutions.

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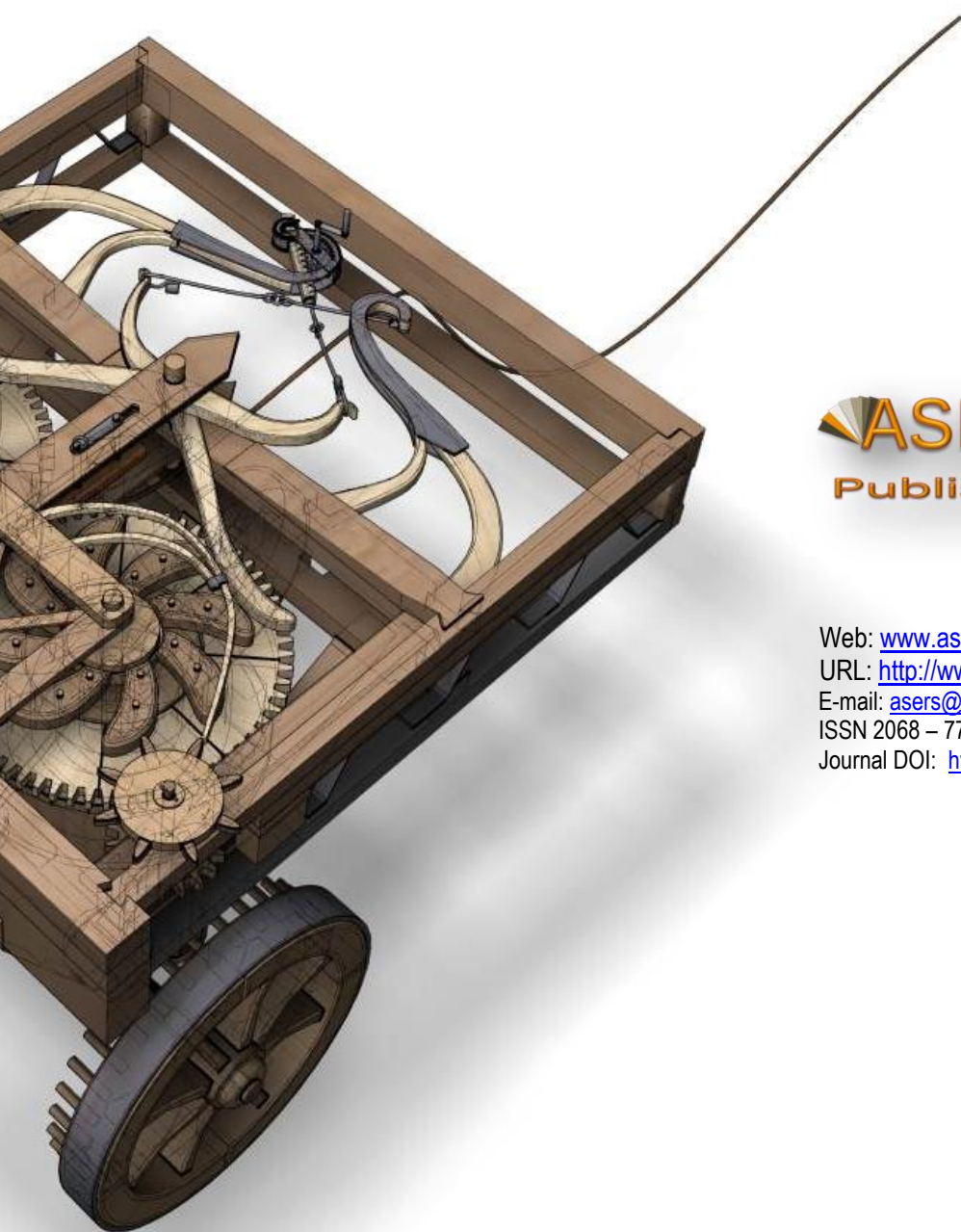
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