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## Methodological Approaches to the Assessment of Historical and Cultural Resources in Tourist Destinations

Aleksandr Alekseevich FEDULIN

Russian State University of Tourism and Service,  
Pushkinsky District, Cherkizovo, Russia  
[rector.06@mail.ru](mailto:rector.06@mail.ru)

Lyudmila Vladimirovna ZGONNIK

Russian State University of Tourism and Service  
Pushkinsky District, Cherkizovo, Russia  
[mila.zgonnik1@yandex.ru](mailto:mila.zgonnik1@yandex.ru)

Olga Yevgenievna LEBEDEVA

Russian State University of Tourism and Service  
Pushkinsky District, Cherkizovo, Russia  
[gqg@mail.ru](mailto:gqg@mail.ru)

Liliya Leonidovna DUKHOVNAYA

Russian State University of Tourism and Service,  
Pushkinsky District, Cherkizovo, Russia  
[6199900@mail.ru](mailto:6199900@mail.ru)

Sergey Viktorovich ILKEVICH

Russian State University of Tourism and Service,  
Pushkinsky District, Cherkizovo, Russia  
[ilkevich83@mail.ru](mailto:ilkevich83@mail.ru)

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### Abstract:

The article is devoted to the development of methodological approaches to the assessment of historical and cultural resources. It has been established that historical and cultural resources are not sufficiently used in the studied region. The developed methodology for the assessment of historical and cultural resources can be applied by state authorities in assessing the quality of historical and cultural resources in controlled entities. It has been proved that in each specific case the structure of the organization of the use of historical and cultural resources can be determined by the management based on the specifics of the activity. For the development of the historical and cultural potential, it was proposed to implement measures on restoration and reconstruction of historical and cultural heritage objects, develop an advertising campaign to promote historical and cultural objects, organize a network of tourist information centers, implement programs on personnel training, support promising applied research in the tourism and hospitality industry in the studied region.

**Keywords:** historical and cultural resources; tourism; hospitality; potential; object; development.

**JEL Classification:** L83; O10; Z13

## Introduction

Significant motives for travel include the history and culture of a country, state, or region. In some cases, the presence of specific cultural objects, unique historical and cultural complexes is the main component that determines the choice of a tourist. Therefore, the protection of cultural and historical resources and their rational use are of fundamental importance for the sustainable attraction of tourist flows and the maintenance of popularity of a specific tourist destination.

The significant historical and cultural potential of the Russian Federation has a significant role to play in the restoration of spirituality and historical memory of the Russian people, revival of its culture and age-old traditions, patriotic education of citizens and development of sustainable domestic and international tourism activities on its basis.

Nowadays, there are rather favorable conditions for the development of cultural tourism in the state and this is determined by the following provisions: firstly, until recently Russia has been a mysterious territory for most foreigners.

Currently, with the emergence of national artistic, sporting, and political achievements, it draws increasing attention of the world community and, accordingly, attracts interest of tourists; secondly, there is a general regional tendency of reorientation of tourist flows from Western European countries to the Eastern and Central tourist region, which includes Russia; thirdly, we should note certain achievements of state executive structures on promoting Russia to the international tourism market – participation in exhibitions, advertising of the state's tourist opportunities abroad, creation of tourist representative offices; fourthly – the expansion of the tourist market in the state, which manifests itself in the annual increase in the number of travelers and, accordingly, subjects of tourism activities.

Nevertheless, the level of use of historical and cultural resources for tourism in the Russian Federation is still insignificant. That is why a problem of rational, more active and broad involvement of historical and cultural resources in tourism activities is relevant for today both for the state and its large cities.

The issues of assessment of historical and cultural resources were considered in detail by N.N. Girovka (2014), S.A. Demina (2014), A.V. Meshkov (2010), E.A. Shevchenko (2012), Z. Adamanova (2015), and others.

Interest in this area is confirmed by the publication of numerous guidebooks, special issues of periodicals, and a considerable number of theme-based websites.

Cultural and social features are those important factors that affect the attractiveness of tourist destinations for different groups and categories of tourists. According to research results, such regional features as history, architecture, musical, theatrical and visual arts, ethnography, religion are of most interest.

Practice has shown that, contrary to the links that can arise between culture and other economic sectors, the relations uniting tourism and culture are both complicated and decisive. The promotion of culture can be achieved through tourism each time tourism complements the development of culture through economic performance.

The development of crafts formed under the influence of tourist demand is the most obvious example. An important stage of tourism development occurs under the influence of culture in the case when culture represents part of tourist demand. In most countries, tourism already has a cultural basis first of all. However, due to the fact that culture becomes a commercial product in tourism, there is a real threat of losing its reality.

The combination of the terms "history", "culture" and "tourism" can sometimes lead to ambiguity, when in such case "culture" is identified with the term "cultural heritage" and "history", with places and monuments of historical interest.

Cultural heritage of any nation is represented not only by works of artists, architects, musicians, writers, scientists; it also includes intangible cultural heritage such as folklore, folk crafts, festivals, religious rituals, etc. Cultural heritage is a reflection of the interaction of the human community and the environment.

Therefore, historical and cultural tourism should be aimed at the development of cultural heritage, the study of life experiences of other people, their customs, intellectual and creative achievements. Culture should be perceived as something that makes people be above nature or the ordinary way of life in society. Historical and cultural tourism should be based on the need for spiritual appreciation of the world culture, its history, satisfaction of the deepest demands of human society.

Historical and cultural tourism is the best way to get acquainted with national and world history and culture. Aesthetic values, which are imparted by national culture, have become the main motivating factor in the movement of people. Traveling offers simple and pleasant opportunities for acquaintance with culture and history of other peoples.



Research has suggested that historical and cultural tourism as a social institution exists not because it performs important social and economic functions, but because a desire to see the world, expand its horizons, learn the unknown, pay respects to holy places, achieve one's creative potential and restore life forces meets certain personal needs of millions of people.

Historical and cultural tourism remains the most promising among all tourist activities. Its philosophy implies personal discovery of historical places and monuments, personal perception of significant artistic heritage, personal aesthetic experience and spiritual enrichment. At the same time, this is direct communication of people, the emergence of mutual understanding between them, respect for another culture. This is a new sphere of cultural recreation and spiritual education that combines travel with tourism, pilgrimage with travel, culture with education, and generally leads to the individual improvement.

Without tourism, primordial culture would never become a part of the inner world of a person; it would be unattainable without special efforts that are the essence of the tourist activities. Research has shown that any locality can provide a minimum set of resources for historical and cultural tourism, but for its mass development a certain concentration of cultural heritage objects is needed, which is possible only in large settlements – cities. Historical and cultural tourism is based on the historical and cultural potential of a city, which includes the entire socio-cultural environment with traditions, customs and features of household and economic activities.

However, a city is a complex object that can be considered as a technical system. It is also a subject of independent research as a material-spatial, socio-economic, technological, historical and cultural, organizational and managerial, ecological phenomenon.

At the same time, any large city is a dynamical system that quickly builds up a peculiar configuration of economic, demographic, historical, cultural, and organizational growth potential, determining multifunctionality, multiprofile development of life activities. Furthermore, a modern city is a non-homogeneous system, in which objects of different functional purpose interact in a rather dense territory. A city as a system has a multilayered polystructure and contains a number of subsystems that correspond to the main activities of urban communities and are linked by technological, resource and information communications.

City life subsystems include the scope of application of labor, accommodation, service, recreation, etc., as well as communications that provide links between elements of the urban environment and urban communities. All subsystems and links between them have localization in a certain social space and ensure the development of historical and cultural tourism.

## 1. Methods

In this study, historical and cultural tourism is defined as a program tourist trip, the main purpose of which is to satisfy tourists' interests in learning historical and cultural resources of a certain locality and which is based on the alternation of various recreational cognitive activities.

Any locality can provide a minimum set of resources for this type of tourism, but for its mass development a certain structure and concentration of historical and cultural heritage objects is necessary (Agamirova, Agamirova, Lebedev, Lebedev and Ilkevich 2017, Harrill and Potts 2003, Popova 2014).

It is proposed to determine the potential of historical and cultural resources by using a sum of two parameters calculated according to the formulas (1) and (2): tourist capacity of separate historical and cultural objects and tourist capacity of cultural institutions.

The potential of historical, cultural, archaeological and architectural monuments is calculated by using the formula (1):

$$Pe = \frac{T_h \cdot n \cdot K_{konst}}{K_d}, \quad (1)$$

where:  $P_e$  means the excursion potential of the historical and cultural complex (thousand sightseers);

$T_h$  is the time allocated for visiting a historical, cultural and architectural monument (min);

$n$  is the number of people in the excursion group;

$K_{konst}$  is the number of days allocated for visiting a historical object by excursion groups;

$K_d$  is the coefficient of roads, i.e. the time coefficient that depends on the quality of the roads and affects the arrival of the excursion group to review the objects at the sightseeing stop.

The excursion potential of cultural institutions can be determined according to the formula (2):

$$P_k = \frac{t \cdot K \cdot n}{J}, \quad (2)$$

where:  $P_k$  means the excursion potential of cultural institutions (thousand sightseers);  
 $t$  is the opening hours of the museum during the day (min);  
 $J$  is the time required for review of the museum exposition (min);  
 $K$  is the number of working days of the museum throughout the year;  
 $n$  is the fill rate of groups (people).

The models of recreational migrations can be used for determining possible tourist-excursion flows. In these models, the main attention is paid to the study of the volume of tourist and excursion flows, which depends on the distance traveled by tourists.

However, with a further increase in travel costs (money and time) in relation to the subjective value of recreation spots, the demand for them begins to drop sharply, reaching virtually zero values. At the same time, the spatial movement begins to be defined as a temporary restriction.

For spatial modeling of tourist and recreational demand, we propose to use gravitational models, the essence of which can be expressed through the formula (3):

$$V_{ij} = \frac{K \cdot (P_i^p \cdot C_j^c)}{D_{ij}^d}, \quad (3)$$

where:  $V_{ij}$  means the possible number of visitors of the recreational object  $j$ , arrived from the locality  $i$ ;  
 $P_i^p$  is the number of people living in the locality;  
 $P_j^c$  is the fill rate of the recreational object;  
 $D_{ij}^d$  is the distance between the cities;  
 $K, p, c, d$  is the empirical coefficients.

## 2. Results

The study was conducted with the use of the materials of the Moscow Region of the Russian Federation. In total, in the Moscow Region there are 1,962 historical and cultural objects that can be used in tourist-excursion activities; nevertheless, their distribution is extremely uneven. Therefore, the point-based assessment of historical and cultural resources of 29 administrative-territorial districts and Moscow city was conducted. Based on appropriate quantitative indicators, relevant and potential historical and cultural resources were assessed with the use of the 5-point scale (Table 1).

Accordingly, five most promising districts for the development of historical and cultural tourism were identified: Moscow city, Krasnogorsky, Odintsovsky, Pushkinsky, and Stupinsky Districts. The results obtained when assessing the potential of historical and cultural resources of the selected districts of the Moscow Region are presented in Table 2.

Thus, the total potential of historical and cultural resources of only five districts of the Moscow Region chosen for the assessment is more than 10 million sightseers per year.

Table 1. Assessment of historical and cultural resources of the administrative districts of the Moscow Region

No.	District	Number of objects of historical and cultural resources by type					In total	Points
		Architectural	Archeological	Historical	Biographical-social	Cultural institutions		
1.	Volokolamsky	11	19	17	12	12	71	3
2.	Voskresensky	13	13	20	8	7	61	2
3.	Dmitrovsky	8	7	9	7	11	42	1
4.	Zaraisky	11	12	11	10	11	55	1
5.	Istrinsky	11	17	12	14	15	69	2
6.	Klinsky	11	14	14	11	12	62	3
7.	Kolomensky	14	12	9	11	12	58	1
8.	Krasnogorsky	15	18	21	11	14	79	3
9.	Leninsky	10	12	21	11	10	64	1
10.	Lotoshinsky	13	12	11	15	16	67	3
11.	Lukhovitsky	10	9	11	12	13	55	2
12.	Luberetsky	12	11	15	8	14	60	3
13.	Mozhaisky	14	15	10	12	11	62	3
14.	Naro-Fominsky	7	9	14	13	10	53	3



No.	District	Number of objects of historical and cultural resources by type					In total	Points
		Architectural	Archeological	Historical	Biographical-social	Cultural institutions		
15.	Noginsky	9	7	12	11	12	51	1
16.	Odintsovsky	10	13	15	16	13	67	1
17.	Orekhovo-Zuevsky	11	12	14	14	12	63	1
18.	Pavlovo-Posadsky	14	12	15	9	11	61	2
19.	Pushkinsky	12	18	14	13	10	67	3
20.	Ramensky	12	10	11	14	16	63	3
21.	Ruzsky	12	11	13	10	12	58	2
22.	Sergievo-Posadsky	10	13	14	11	11	59	2
23.	Serpukhovsky	12	14	15	11	10	62	2
24.	Solnechnogorsky	11	12	13	10	14	60	1
25.	Stupinsky	13	12	19	14	13	71	4
26.	Taldomsky	12	10	14	15	12	63	4
27.	Chekhovsky	12	12	11	12	15	62	2
28.	Shatursky	11	10	12	14	9	56	2
29.	Shchelkovsky	9	12	11	13	10	55	3
30.	Moscow city	46	22	33	37	48	186	5
In total		376	380	431	379	396	1,962	-

Two indicators were calculated to determine possible tourist-excursion flows in the selected promising districts of the Moscow Region: separately for Moscow city and for Krasnogorsky, Odintsovsky, Pushkinsky and Stupinsky Districts.

Table 2. Tourist-excursion potential of the main districts of the Moscow Region by types of historical and cultural resources

No.	Districts	Excursion potential by types of historical and cultural resources, thousand sightseers per year					In total, thousand sightseers
		Architectural	Archeological	Historical	Biographical-social	Cultural institutions	
1.	Krasnogorsky	256.3	402.9	355.5	121.9	174.2	1,310.8
2.	Odintsovsky	340.9	96.2	332.4	165.7	136.1	1,071.3
3.	Pushkinsky	621.3	392.4	698.6	124.8	237.6	2,074.7
4.	Stupinsky	545.3	348.2	450.4	216.8	166.2	1,726.9
5.	Moscow city	859.2	257.3	384.7	370.1	2,533.7	4,405
In total		2,623	1,497	2,221.6	999.3	3,247.8	10,588.7

Due to the fact that the average duration of an excursion trip from the city of residence to the city of destination is approximately three hours, at a speed of 60 km/h a probable radius inhabited by potential sightseers is 180 km.

Therefore, for Krasnogorsky, Odintsovsky, Pushkinsky and Stupinsky Districts a possible number of sightseers will be 6,183.7 thousand people/year and for Moscow city – 4,405 thousand people/year. Accordingly, a probable number of sightseers in five districts will be 10,588.7 thousand people/year.

### 3. Discussion

The reliability of the presented approaches to the assessment of historical and cultural resources is confirmed by the fact that these resources of Moscow city and the Moscow Region are not sufficiently used. It should be noted that this methodological approach can also be applied by state authorities when assessing the quality of historical and cultural resources in controlled institutions.

It should be noted that in each specific case the structure of the organization of the use of these types of resources can be determined by the district management based on the specifics of the activity and other factors (Buiok, P., Rodrigez, Klempa, Ielinek, and Porzer 2014, Menchenya 2016).

The authors consider it expedient to conduct constant assessment of historical and cultural resources for all regions of the Russian Federation. At the same time, it is also advisable to involve in the assessment the specialists of cultural, legal or technical support departments, if any, that will allow improving the effectiveness of self-assessment and identifying problematic aspects.

## Conclusion

In this regard, the efforts should be made in the following directions: implementation of measures for the restoration and reconstruction of historical and cultural heritage objects; development of an advertising campaign to promote historical and cultural objects; organization of a network of tourist information centers; implementation of training programs for personnel, in particular, for guides, including those with knowledge of foreign languages; support of promising applied research in the tourism and hospitality industry.

Practice has shown that throughout its centuries-old existence the Moscow Region has accumulated cultural achievements of different eras and cultures and its historical and cultural heritage is the evidence of the uniqueness of the historical development of the region that was located on the border of the Western and Eastern civilizations.

The historical and cultural heritage of the Moscow region is represented by both movable and immovable monuments. In this study, the main focus is on immovable historical and cultural monuments. The task of protecting objects of unique historical and cultural significance is a prerogative of the state. The activities of public authorities in this sphere are regulated by a number of legislative acts, as well as by international declarations and conventions ratified by the relevant authorities.

The imperfection of the national regulatory framework in the sphere of protection of historical and cultural resources lies in the fact that it is mainly declarative and the introduction of effective state control mechanisms is possible only by updating the relevant legislation.

The main directions of the government activities on the protection of the historical and cultural heritage of the Moscow Region include the development of a historical and architectural support plan for the region with the identification of zones of protection of monuments, borders and arrangements for using the territories of historical areas, the implementation of measures for protection of the historic landscape of the Moscow region, performing publicly-funded works on the restoration of monuments.

The interdepartmental disunity when performing state obligations to protect historical and cultural monuments is one of the problems. The predominant part of administrative cases is distributed between local governments. The absence of interdepartmental coordination significantly reduces the effectiveness of state efforts.

The Russian Federation closely cooperates with the international society personified in UNESCO in the protection and preservation of historical and cultural monuments. In 1990, UNESCO added the first monuments to the World Heritage List as objects valuable to all humanity. UNESCO also periodically provides financial assistance for repair and restoration of objects and initiates the development of monument preservation programs.

Today in the Moscow Region there are numerous difficulties related to the protection of historical and cultural monuments. Certain groups of problematic issues are related to the commercialization of the economic life of the region (a change in the image of historical sites because of the construction of new buildings, a significant number of monuments appear to be in private ownership with an uncertain status), shortcomings in the regulatory framework (lack of clear mechanisms for regulating this area, preventing and eliminating violations in the mode of protection of monuments, uncertainty of protective zones, etc.).

The disinterest of benefactors in the protection of historical and cultural heritage objects is an important problem; there are also economic difficulties (lack of state funding of repair and restoration works, the inefficiency of using budget funds). Some problems are associated with a rather low level of aesthetic culture of Russian society (the spread of the activities of illegal archaeologists, regular cases of vandalism).

In order to overcome negative factors in the historical and cultural sphere and to approve an effective national concept for the protection of cultural heritage, an active state intervention is needed, which would include not only the optimization of the regulatory framework and the revision of the amount of financing of repair and restoration works on historical and cultural monuments, but also the performance of active public awareness activities with the purpose of forming traditions of respect for culture and history among the inhabitants of the Moscow region.

Updating and bringing the state policy toward world standards of the countries of Western Europe and North America are possible only if its foundations are revised in part concerning historical and cultural monuments.

Recognition of the priority of universal values and awareness of the need to protect the cultural heritage of both the main nation and national minorities should be cultivated as a social paradigm.

Non-governmental organizations can play an important role in the study, protection and identification of monuments of national minorities. Charitable foundations, public associations, scientific societies gradually uncover the unexplored facts of the history and cultivate in society an atmosphere of respect and tolerance for the cultural heritage of other peoples.

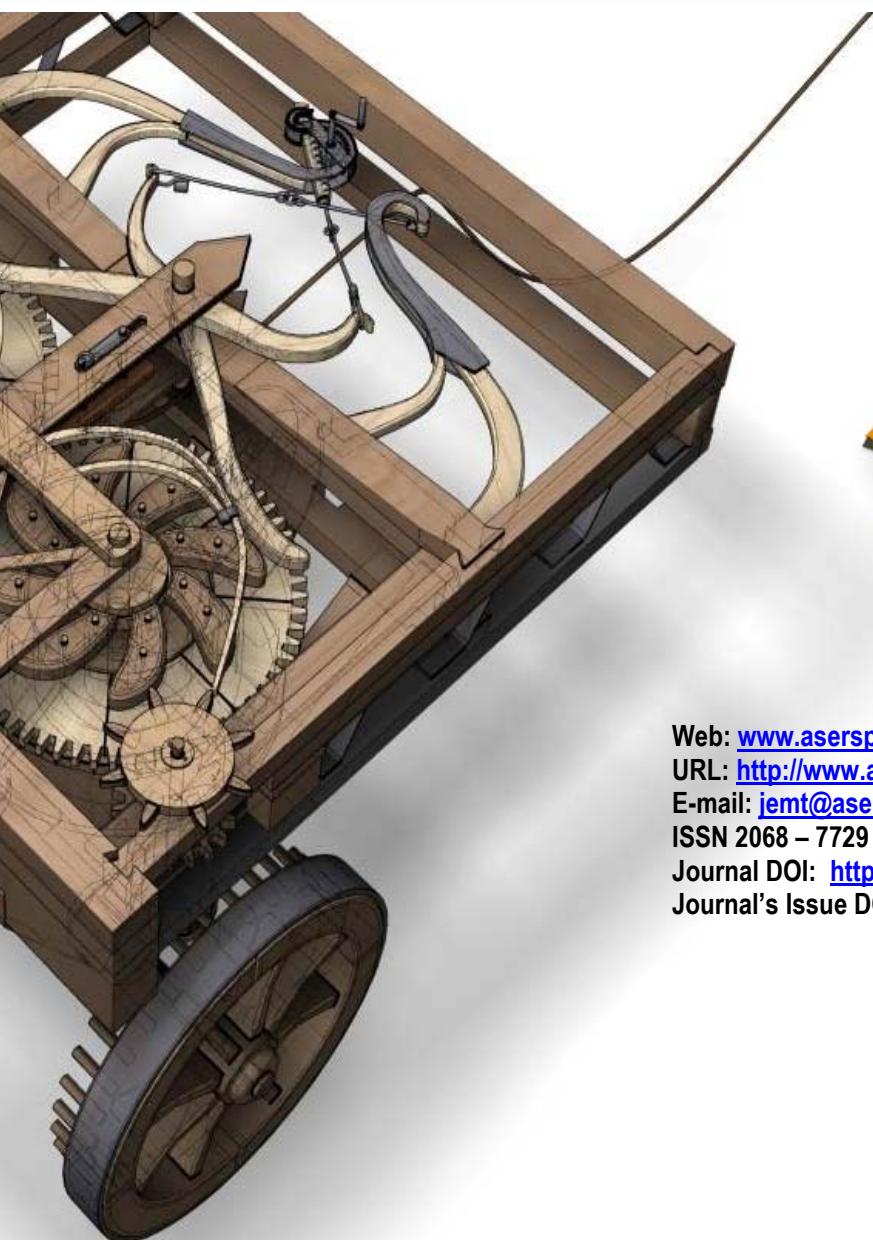
For a long time, there was a debate on the adoption of new programs for the development of national minorities, which would describe actual obligations and functions of the state in the sphere of stimulating and promoting the cultural development of national minorities. This issue should be resolved in the context of comprehensive update of the regulatory framework in the historical and cultural sphere.

A meaningful intercultural dialogue in the Russian Federation is insufficient. The adoption of a comprehensive program for holding public conferences and round tables could help to establish cultural contacts between representatives of different peoples.

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