

Cultural and Educational Tourism in the System of Creative Industries of a Region

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Summary

One promising direction for the development of the tourism industry in the Russian Federation is cultural and educational tourism. Every year a vast number of tourists travel around the world, and many of them prefer cultural and educational tourism. This particular industry in tourism is contemporary, promising, and relevant. It also offers tourists to visit and stay in a new little-known location and stimulates the development of the tourist business. The development of cultural and educational tourism contributes to the sustainable popularization of a particular area, increasing the income of the local population, creating new jobs, etc. Thus, this topic's relevance is of particular value in modern society.

Keywords:

tourism, cultural and educational tour, region, development, excursion.

1. Introduction

Millions of people across the globe express their desire to travel beyond their city and visit new places, see memorable sites of great history, and educate themselves by communicating with the monuments of centuries-old culture and art. At present, there is no country in the world that remains unaffected by the sphere of tourism to some degree. Tourism with its scale and scope has an impact on the social and economic conditions of society. Like any other social phenomenon, tourism attracts scientists and practitioners alike.

Cultural tourism, as argued by specialists, dates back to the middle of the 18th century, when travel for the sake of studying the cultural and historical heritage of different countries first emerged in Europe. Accompanied by their tutor-mentors, the future generation of aristocrats went on trips to get more culturally educated [1, pp. 90-91].

Cultural tourism has a vast amount of resources, among which we can refer to the various material and spiritual objects of the past and present cultures of different peoples, able to satisfy the spiritual needs of excursionists and evoke motivation and interest in travel.

Journeys to the sights of cultural heritage may be combined with different types of tourism, such as environmental,

religious, business, sports, and others. This interaction makes cultural tourism one of the most popular and accessible ways of organizing recreation. Its popularity is due to the relative independence of the financial well-being of the tourist [2, p. 5].

For example, bus tours can be defined by their content as cultural and educational tourism. Considering excursion tours to holy places, such tourism is both educational and pilgrimage. Trips to study particular cultures, customs, and habits of local peoples can be considered both excursion and ethnographic tourism. Various natural and recreational sites connect cultural and educational tourism with ecotourism.

2. Results and Discussion

Cultural and educational tourism encompasses the following directions:

- Historical tourism. This branch not only explores the history of the country from its beginnings to the present day but also gives people the opportunity to visit cultural sites and monuments, as well as offers excursions to various places;
- Event tourism. This direction enjoys great popularity among tourists. It also includes participation in music, food, and national festivals;
- Religious tourism. This category is quite popular and promising and allows making trips to different corners of the world to not only explore ancient monuments but also learn about the interior decoration of churches, mosques, etc.
- Archaeological tourism. Interest in archaeology is growing every year. The archaeological direction of tourism includes not only visits to monuments of the ancient era, but also participation in various excavations and expeditions;
- Ethnographic tourism. This category stems from interests in particular peoples, ethnicities, cultures, traditions, languages, nationalities, etc.;
- Ethnic tourism. This branch relates to visiting one's historic homeland, getting to know one's cultural tree, people, etc;

- Anthropological tourism. This type offers tourists information about the development of man and the emergence of humans in certain areas, familiarizes them with primitive society, the habitat of dinosaurs and mammoths, etc;

- Ecotourism. This direction assumes a person's interest in nature, the study of natural attractions, and a concern for environmental problems [3, pp. 9-10].

Cultural and educational tours come in two types:

- stationary tours that assume tourists stay in one city or tourist center;

- itinerary tours, which include visits to several tourist centers or cities covered by the route of the tour or hike.

Accommodation on stationary tours for tourists can be offered by hotels ranging from one to five stars. However, one of the main requirements for hotels in this case is their location in the historic center or at least within the city limits. Itinerary tours usually offer accommodation in two to four-star tourist-class hotels [3, p. 11].

Catering in the itinerary tours is usually full board (breakfast, lunch, and dinner) because most of the time is devoted to visiting museums, theaters, and cultural and historical sites, which leaves no time for self-catering. Catering outlets are usually located near the sites of the tour program. On stationary tours, tourists most often choose breakfast or half board (breakfast with lunch or breakfast with dinner). In this case, it is assumed that tourists are offered lunch or dinner during excursions and recreational activities [3, p. 14].

In addition, educational tours can be classified according to their themes, such as historical, folklore, literary, and ethnographic, aimed at the study of culture and art, the places of famous literary and cinematic works, and the places of residence of famous writers and prominent creative people [4,5].

Leisure activities in cultural and educational tourism are provided in the form of creative meetings, national holidays, or video programs about the place of visit. However, sports and resort programs are not included [6,7]. Excursion guides work on educational tours, whereas art historian guides typically lead thematic excursions. A critical component in working with foreign tourists is the presentation of information in their native language (or the English language as an international one). Currently, this service is becoming an unspoken rule of good reception and service to tourists, since translation can not always precisely and competently convey information about the observed objects and interferes with their perception by the excursionists, which affects the quality of the tour [8, p. 367].

Music as one of the resources of cultural tourism is also among the most attractive for tourists. Tourists from all over the world come to Austria, to the city of Vienna, to enjoy the works of great composers such as Beethoven, Mozart, Strauss, Schubert, Brahms, and others.

The enormous potential of cultural attractions and monuments exists in Germany. Berlin, Munich, Dresden, Cologne, and other cities have a wealth of castles, cathedrals, palaces, museums, and themed exhibitions [7]. The interesting infrastructure of antiquity can be observed in Greece and the city of Athens, where the culture and art of the ancient world were created.

The Baikal Region can be considered one of the promising centers of cultural tourism in Russia. This is the place where Western and Eastern cultures come together, linking the peoples of Central, East, and South Asia. Lake Baikal is the center of attraction for both Russian and foreign tourists. A large number of different ethnic groups and peoples are concentrated here, combining different religions and cultural influences [9].

Travel agencies or offices offer different types of tours, for example, one-day or multi-day tours. One-day tours assume excursion programs lasting from 1 to 24 hours. There also are bus tours designed for the weekend (weekend tour) and multiday tours (3 days or more) [10].

Tour programs can also be divided into walking tours and bus tours. Walking tours involve passing the route on foot, and bus tours assume transportation by buses.

Excursion programs are also divided into individual and group. Individual excursions are designed for one, two, or three people depending on their needs. These excursion programs are quite expensive but enable tourists to study the objects of cultural heritage more closely [11, p. 57].

Small group excursions are intended for an audience of three to 15 excursionists. This type of offer is the most popular on the market. This kind of excursion program can be quite a profitable option, as the financial burden is divided among the entire group, which translates into an optimal cost per person. Sightseeing and visits to places of interest remain quite comfortable [11, p. 69].

Group tours are programs designed for fifteen or more people. This type is one of the most common in corporate tourism, that is, the travel of a particular group of people, such as company employees, schoolchildren, students, and other groups. However, the downside of this type of program is the difficulty of its organization both for a tourist enterprise and the guide, as well as poor assimilation of information received by excursionists [11, p. 84].

Excursion programs can be classified according to their occupancy and content. The most common types are:

- Thematic excursions that offer an introduction to history or certain events, the lives of prominent people, and cultural attractions, that is, carry a certain theme;

- Exploratory walks, the purpose of which is to explore a particular area like the historic center of the city with its history and culture on a particular itinerary;

- Interactive activities engaging the tourist in an event or activity, such as a fair or carnival, which may include participation in various workshops;

– Original or peculiar tours, which involve visiting unusual or rare places, stories about the legends of the objects of the show, various mysteries of the city, and, for example, mystical events [12, p. 148].

In today's world, cultural and educational tourism is quite demanded by society, because during excursions a person explores and learns about the surrounding nature and gets acquainted with historical, cultural, and ethnographic facts. Furthermore, visits to different countries promote tolerance, as the person sees that people of other races, nationalities, and religions do not differ from their habitual social circle. Cultural and educational tourism demonstrates by its own example that all peoples are unique and good in their own ways.

Trips, in turn, involve the interaction of different cultures. All people live in interaction with one another. Similarly, no ethnic group can live in isolation from others. Cultural and educational tourism actively promotes contact between different nationalities. All people are in one way or another open to each other and willing to share their cultural achievements and values. This direction of tourism also gives people the opportunity to explore the world and influence their lives and behavior in a given situation.

Although cultural and educational tourism does exist in Russia, it has many unresolved tasks, such as the lack of a normative legal basis. Therefore, it is not among the model types of tourism. Nevertheless, it is constantly developing owing to the demand for it, the emergence of new objects to visit, and gradual popularization [13, p. 58].

State policy in the relevant sphere needs to focus on the rational use of tourist recreation resources, the creation of favorable conditions for the development of the tourism industry, and support for domestic and incoming tourism [14, p. 212].

There are many different types of tourism, one among which is cultural and educational tourism.

At present, cultural and educational tourism in the Belgorod region involves a large proportion of school groups, which is about 70% of the total population. Local residents prefer to spend their vacations with their families, so the direction of family tourism becomes promising. Furthermore, advertising and information support for enterprises and tourism organizations of the Belgorod region will contribute to the development of cultural and educational tourism among the entire population, as well as attract tourist flows from other regions of Russia and the world [15, p. 64].

Cultural and educational tourism is developing gradually in the Belgorod region. On the whole, it can be said that this type of tourism is developing at a steady pace. There are some enterprises that are ready to present various excursion programs in the Belgorod region.

The Belgorod region has quite a vast potential for the development of cultural and educational tourism. Various tourist enterprises can offer a wide range of excursion

programs from small to large. For example, there are organizations that specialize mainly in domestic and inbound tourism in the Belgorod region. Such organizations include the tourist bureau "Dobrokhhot", the fine excursions bureau "Promenade", the Center for Development of Tourism and Folk Arts and Crafts "Zolotaia podkova", and the Belgorod Regional Center for Children and Youth's Tourism and Excursions.

There are also organizations ready to offer both outbound and domestic tours in the form of weekend tours and small excursion programs. Among such tourist companies are "Aktiv-tur", "Turtsentr Ekspo", "Tsentr Mira", "Kolibri-tur", "Nika Tur", and others.

Cultural and educational tourism is currently among the most popular types of tourism. The objective of such travel is learning about and exploring cultural heritage by acquiring new knowledge through visual contact with the sites and their audio accompaniment. Thus, by virtue of obtaining new skills in the process of learning, people begin to develop positive thinking with regard to the assimilation of knowledge through various means and methods.

Cultural and educational tourism provides comprehensive development of the tourist's personality accompanied by active study of the culture overall. In addition, this kind of tourism can foster patriotism, aesthetic taste, responsibility, and respect for human dignity and individuality. Thus, it can be argued that this type of tourism forms the worldview of a person and determines their place in society.

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3. Conclusion

The conducted analysis of the activities of tourist companies in the Belgorod region of Russia in the development of cultural and educational tourism reveals the need for new formats of work, as well as for the promotion of the existing areas of tourism business in the region to develop cultural and educational tourism and foster

people's love for and interest in the history of their native land.

This way, it is possible to attract the attention of schoolchildren, young people, and middle-aged people to cultural and educational objects, as well as to give individuals general physical and emotional relief, which will have a positive impact on people's living standards and bring them positive emotions.

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