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Heritage as an alternative driver for sustainable development and economic recovery in South East Europe

## Using historical heritage as a factor in tourism development

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### Abstract

The historical and cultural heritage plays huge role in development of internal tourism. For many Russian regions use of historical and cultural heritage becomes one of real opportunities of economic, social and cultural recovery. Objects of historical and cultural heritage, being an important asset of the cities, make profit and significantly influence their economic development. Leveling seasonal fluctuations and providing additional job openings – the historical and cultural heritage plays huge role in the social sphere. Reviving local cultural values, developing national creativity, and traditions - the historical and cultural heritage promotes cultural lifting of local population. The article studies experiment of countries of Eastern Europe on use of historical heritage of cities for the purpose of social and economic development of region.

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### 1. Introduction

Modern tourism is characterized by variety of forms, types and versions. The form of tourism is connected with crossing frontier of the country. Therefore they specification tourism internal (i.e. travel within the country) and tourism international (trips with tourist purposes to other countries). Long ago it was specificity and became independent such type of tourism, as cultural. Cultural tourism is a spiritual receiving of richness of culture in their authenticity through travel and excursions. It can be considered as the system giving all opportunities for acquaintance with history, culture, customs, cultural and religious wealth of this country. Basis of cultural tourism is the historical and cultural capacity of the country including all socio cultural environments with traditions and customs, features of household and economic activity.

The historical and cultural heritage plays huge role in development of internal tourism. For many Russia's regions use of historical and cultural heritage becomes one of real opportunities of economic, social and cultural recovery.

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Objects of historical and cultural heritage, being an important asset of the cities, make profit and significantly influence their economic development. Leveling seasonal fluctuations and providing additional workplaces – the historical and cultural heritage plays huge role in the social sphere. Reviving local cultural values, developing national creativity, and traditions – the historical and cultural heritage promotes cultural lifting of local population. Historical and cultural heritage also increases appeal of regions, promoting development of city services, infrastructures, the cultural organizations.

## **2. Cultural and historical capacity of the country as condition of tourism development.**

During all history of mankind people exchanged cultural experience, ideas, values and goods through art, trade and migrations. Cultural self-expression of people always causes interest. Natural inquisitiveness of a tourist concerning various corners of the world form one of the strongest incentive tourist motives. The objects visited by tourists, promote their spiritual enrichment and outlook expansion.

Historical and cultural potential of the country is one of the main factors of tourism, because:

- 1) It is important means for involvement of tourists as acquaintance to historical and cultural heritage is a strongest incentive tourist motive;
- 2) Objects of cultural and historical heritage are an important asset of the modern cities which can make profit and significantly influence their economic development;
- 3) It is of great importance in the social sphere, leveling seasonal fluctuations and evenly distributing tourist streams on the territory;
- 4) It creates favorable image of the region, "branding" of historical and cultural heritage which is used as the effective tool of the adoption of leadership on the tourist arena.

And at last, the cultural and historical centers not only bring in incomes to the region, but give local population the grounds to be proud of the unique heritage and give opportunities to share it with tourists.

In spite of the fact that practically any information can be received from printing editions, fiction and other sources, the old truth doesn't grow old: "A picture is worth a thousand words". Cultural capacity of the region is expressed in its historical heritage. Existence of unique historical objects can predetermine successful development of tourism in the region. Acquaintance to historical and cultural objects is the strongest incentive tourist motive. Being the strongest incentive tourist motive, historical and cultural tourism also promotes expansion of resources for involvement of tourists.

Thanks to tourist expenses additional money comes to a city economy. Growing number of tourists in region undoubtedly cause increase in production of a tourist products, creation of the active consumer market in the tourist center and growth of investment appeal of the local tourist industry. Increase in production and sales volumes of a tourist product, possible with the demand among tourists, leads to creation of new objects of the tourist industry (hotels, catering establishments, leisure activity and entertainment), to modernization and increase of production efficiency of existing objects of tourist infrastructure and supra structure (transportation connection points, public utilities). The increase in number of the enterprises of the local tourist industry will demand increase in amount of man-power employed in the sphere of tourism that creates opportunity for employment of a large number of women and youth. Leveling seasonal fluctuations and evenly distributing tourist streams on the territory historical and cultural tourism solves unevenness of economic development of separate parts of territory, being the irreplaceable compensator. It promotes emergence and expansion of economic, transport, municipal and other kinds of activity which allow backward areas to reach level of the advanced industrial regions.

Thanks to historical and cultural heritage the region can receive favorable image in the market. Elements and factors of culture can be channels of distribution of information on tourist opportunities of the district. The success of development of tourism depends not only on material base, but also on uniqueness of historical and cultural heritage.

Many regions in Russia are rich with such unique historical territories, as the ancient cities, farmstead and palace and park ensembles, complexes of cult architecture, historical constructions, historical and cultural

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