



ASSESSING THE CULTURAL AND HISTORICAL POTENTIAL OF THE VOLGOGRAD REGION

K. O. Udoenko, student,
e-mail: udoenko@sfedu.ru
Southern Federal University

This article focuses on the peculiarities of the cultural and historical potential of the Volgograd region. The analysis of regional potential, the use of the data obtained to form tourist brands and their further promotion both domestically and internationally are important components in the development of tourism. The research was based on a parametric method, to get a representative result. After obtaining necessary data, we concluded that the most advanced administrative-territorial unit, in terms of cultural and historical potential, is the regional capital Volgograd. Municipal districts have a lower indicator, which is directly linked to deficiencies in a statistical recording system, a management system, a marketing system of promotion of regional tourism products and etc. The idea of cross-regional cooperation between the Volgograd and Rostov regions in the field of tourism potential development was proposed.

Key words: *cultural and historical potential, Volgograd region, municipalities, urban districts, tourism industry, tourism product, cross-regional cooperation.*

INTRODUCTION

The cultural and historical potential reveals the capacity of objects of cultural and educational tourism, the ways we use them, significance, semantic value and accessibility for the audience. The relevance of the topic of the study stems from the importance of assessing the cultural and historical potential for creating an attractive tourist image of territories and its promotion in both domestic and international tourism markets. From the point of view of tourism and hospitality industry the territory is considered as a product. The development of territory's brand and the regional strategy for tourism development is not possible in the absence of assessment data of cultural and historical potential. Not only the level of development of the entire tourism industry, but also the level of economic development of the region depends on the level of attractiveness of the territorial tourist product.

THE OBJECT OF THE RESEARCH

The main components of cultural and historical potential are material objects (historical, cultural and architectural monuments, museums, professional theatres, etc.) and non-material phenomena (traditions) of cultural heritage.

THE PURPOSE AND TASKS OF THE RESEARCH

The purpose of the research is to study and measure the cultural and historical potential of the Volgograd region.

In the course of the study, the following tasks will be solved:

- calculate the cultural and historical potential of the Volgograd region using the parametric method
- analyse the challenges of developing cultural and historical potential
- develop an idea for a cross-regional tourism project

METHODS OF THE RESEARCH

Quite a number of scientific publications in the field of tourism are devoted to the Volgograd Oblast. Russian publications on tourism potential can be divided into several groups, according to the following sub-themes: 1) *approaches to assessment and development of tourist potential of territories* (O.Ivlieva., A.Shmytkova., R.Sukhov ., K. Kushnir. and T.Grigorenko., N.Putintseva.,A. Safarian., L.Kulakova and V. Osipov., T.Yudina. and C.Grigoryan, R.. Timirgaleeva, M. Ryndach and E. Sergeeva, T. Krasnikova, O. Rogach and Y. Kuzmina, E. Frolova and E. Kabanova); 2) *tourism potential and tourism industry of Volgograd region* (S. Volkov, E.. Dryablova and O. Peskova. N. Avilova . and N. Kosareva ., A.Solodovnikova ., N.Zubakova.,A. Ilyushko ., O.Deynichenko., D.Pastukhov ., M. Matyushechkina ,E. Vitikovskaya . and A. Rykova); 3) *place and role of tourist sphere in the structure of regional economy of Volgograd region* (S.Volkov , M. Shiro, D. Semikin and Y. Semikina); 4) *cluster approach to tourism destination management in Volgograd Oblast* (Y.Astakhova and S. Goryacheva, O. Fetisova and V. Kurchenkov, E. Matina, D. Stepanova and O.Antyufeeva).

Foreign scientists do not focus on the tourism potential of the Volgograd region in their researches. Nevertheless, there are a number of articles on general issues, which can also be divided into several groups: 1) *approaches to assessing tourist attractiveness of the region* (Dapkus and Dapkute, Libo Yan, Bo Wendy Gao and Meng Zhang); 2) *the concept of tourist resource and its role in tourism development* (Yagyaeva).

There are various mathematical methods for assessing the tourist and recreational potential based on the calculation of indicators. In this work, the model of researcher Kushnir was used, which in turn is a supplement to the approaches of V.S. O. Bogolyubov., O. Evreinov, E. Konyshchev, N. Voroshilov, E. Gubanova and A. Mints [4].

The assessment of cultural and historical potential is based on the following indicators: number of museums, number of professional theatres, number of cultural and recreational parks, number of zoos, number of circuses, number of sports facilities, number of historical, cultural, architectural monuments (of federal, regional and local significance).

The use of parametric method to assess the tourist and recreational potential, in particular the cultural and historical potential, of the Volgograd region on the basis of certain indicators is poorly studied, which predetermined the relevance of the research topic under consideration and the need for calculations.

Peculiarity of using the assessment methods

The assessment of the cultural and historical potential is carried out on the basis of the following indicators (we count to 100 or 1000 sq. m): a number of museums; a number of professional theaters; a number of parks of culture and recreation; a number of zoos; a number of circuses; a number of sports facilities [5]; a number of historical, cultural, and architectural monuments per 100 square meters (federal, regional, and local significance) [1]; the presence of World Cultural Heritage sites [2].

Standardization method

The goal of the standardization procedure is to control for compositional differences between the groups of indicators that may influence the examined indicator. The collected indicators are divided into blocks and are standardized according to the formula:

$$k_i = x_i/x_{avi}, \quad (1)$$

where k_i - is the standardized coefficient;

x_i – the value of the i -th indicator in the municipal district;

x_{avi} is the average value of the i -th indicator for all municipal districts.

The calculation of the integral indicator of natural or cultural potential should be carried out according to the formula:

$$I_{hc} = \sum(G_1 + G_2 \dots + G_n) / n, \quad (2)$$

where I_{hc} - is an integral indicator of historical and cultural potential;

$G_1 - G_n$ - indicators that characterize socio-economic development;

n – the number of blocks of socio-economic indicators in the general system of indicators.

Tourist zoning. To classify the municipal districts by potential and to make a table:

0,7-1 – high

0,5-0,6 – relatively high

0,3-0,4 – medium

0-0,2 – low

RESULTS OF THE RESEARCH

Volgograd region has a rich cultural heritage associated with the life of the indigenous population, Cossacks, Volga Germans and other nationalities. More than 2600 objects (including monuments of architecture and archaeology) are under state protection. Three archaeological monuments are under federal protection – «Sukhaya Mechetka» («Stalingradskaya»), Vodyanskoe and Tsarevskoe ancient settlements. People appeared during the Stone Age on the territory of the Volgograd region, which lasted from the beginning of the use of stone tools by hominids (about 2.5 million years ago) to the appearance of agriculture in about 10 thousand years BC. Initially they were hunters and gatherers, but in the Neolithic they were replaced by herders and farmers. In the Middle Ages, the lands of today's Volgograd region were part of such major state formations as the Turkic Khaganat, the Khazar Khaganat, the Golden Horde, the Khanate of Astrakhan, the Nogai Horde, the Tsardom of Muscovy.

There are 34 museums of local history in the territory of the region. Five of them are state museums: Volgograd Regional Museum of Local Lore, State Historical and Memorial Museum-Reserve «The Battle of Stalingrad» (an object of federal significance), Volgograd State Historical, Ethnographic and Architectural Museum-Reserve «Old Sarepta», Volgograd Museum of Fine Arts, Volgograd Regional Art Gallery for Children and etc.

Volgograd is primarily a symbol of victory in the great Battle of the Volga, which was a turning point in World War II. The history of World War II is the main, dominant theme in the study of regional history issues.

Among the monuments of history of world and all-Russian significance is the memorial complex «To the Heroes of the Battle of Stalingrad» on the Mamayev Kurgan, the site of fierce bloody battles in September 1942 - January 1943. The region's museums have valuable archeological, ethnographic and numismatic collections, unique historical and memorial collections.

One of the central places in the musical culture of the region is taken by the Volgograd State Academic Symphony Orchestra and Volga Folk Instruments Orchestra. Both ensembles work on the basis of the Volgograd Regional Philharmonic Society. Artistic collectives of national cultural centers of Don Cossacks, Ukrainian, Belarusian, Tatar, Kazakh, Kalmyk, Armenian, German, Chechen, Chuvash ethnic groups work in the region [3][9][11][12].

With the data received, we calculated the cultural and historical potential of municipal districts and urban districts.

Table 1 – Historical and cultural potential of municipal¹ and urban districts

HISTORICAL AND CULTURAL POTENTIAL	URBAN DISTRICTS, MUNICIPAL DISTRICTS AND INDICATORS
HIGH	Volgograd (1); Kotovsky (0,7); Serafimovichsky (0,7)
RELATIVELY HIGH	Volzhsky (0,5); Kalachyovsky (0,6); Kumylzhensky (0,6); Pallasovsky (0,5); Surovichsky (0,6)
MEDIUM	Gorodishchensky (0,3); Danilovsky (0,3); Dubovsky (0,4); Yelansky (0,3); Zhirnovsky (0,4); Ilovinsky (0,4); Kletsy (0,3); Kotelnikovsky (0,4); Leninsky (0,4); Nikolayevsky (0,3); Oktyabrsky (0,3); Svetloyarsky (0,4); Sredneakhtubinsky (0,4); Staropoltavsky (0,3); Uryupinsky (0,4); Frolovsky (0,3); Chernyshkovsky (0,3); Rudnyansky (0,2)
LOW	Kamyshin (0,2); Mikhaylovka (0,1); Uryupinsk (0,1); Frolovo (0,2); Alexeyevsky (0,2); Bykovsky (0,2); Kamyshinsky (0,2); Kikvidzensky (0,2); Nekhayevsky (0,1); Novoanninsky (0,2); Novonikolayevsky (0,2); Olkhovsky (0,1)

Of course, the main place of tourist attraction is Volgograd. One of the central problems in the research of cultural and historical potential was incomplete statistics. I think that in some municipal and urban districts the indicator could be even higher if all the objects were officially registered.

On the basis of the conducted studies the complex of the existing management system, legislative framework, marketing system of promotion of regional tourism products, human resources, investment potential and infrastructure of the tourism industry do not allow to fully realize the opportunities available in the Volgograd region.

It is necessary to create the conditions to modify the indicators, such as: improving the legislative framework of regulation, support for the protection of cultural and historical monuments within the framework of regional target programmes, providing targeted funding and state support for the highest priority areas of domestic and inbound tourism development, developing tourism infrastructure in municipalities, creating an attractive image of the Volgograd Region, supporting the promotion of regional tourism products on the domestic and international tourism markets, and stimulating investment in domestic tourism development [13].

¹ There are 33 municipalities in the region. But with a caveat. Within the framework of the municipal entity, a single municipal entity the town of Mikhailovka with the status of urban district was established on the territory of the region within the boundaries of the abolished municipal district Mikhailovka of the same name. Therefore, the data on 32 municipal areas are publicly available. There are six urban districts in the region.

Nowadays, more than 100 tourist routes have been developed in the Volgograd region [1]. Cross-regional cooperation is a very relevant topic in the context of enhancing cultural and historical potential. Interaction between the Volgograd Region and the Rostov Region could become mutually beneficial. This is primarily facilitated by the common elements of culture and history of the two regions. The western part of Volgograd region was part of the Province of the Don Cossack Host of Imperial Russia, and the territory of Rostov Oblast was also part of it. The history and culture of the Don Cossacks is an integral part of the history and culture of Volgograd Region and Rostov Region. We propose to develop joint tourism project between the Volgograd Region and the Rostov Region, dedicated to the life and work of Mikhail Sholokhov, the author of one of the most important works of Russian literature of the 20th century, depicting a broad panorama of life of the Don Cossacks. This tourist route is of interest to high-school and university students, young and middle-aged people from 25 to 55 years old, retired persons.

Excursion points and their characteristics:

- Volgograd region, Nikolaevsky municipal district, Nikolaevsk

Sholokhov House Museum

The grand opening of the Sholokhov House-Museum took place on June 22, 2004. On May 24, 2005, to the 100th anniversary of the writer a memorial plaque was unveiled and a monument in the front of the house was erected. The monument was made of bronze, designed by sculptor Anatoly Lunin. The museum is located in the restored house where Mikhail Aleksandrovich and his family was living in 1941-1942. The museum is mainly devoted to the works of Sholokhov during the war years. The exposition of the Sholokhov House-Museum includes household items, photographs, books, documents, pictures, on the «Nikolaev period» of the writer's life and work. Besides, the museum possesses a unique and valuable exhibit - a facsimile edition of the manuscript of the novel «And Quiet Flows the Don» [10].

- Volgograd region, Kumylzhensky municipal district, Stanitsa Bukanovskaya

Memorial Square named after M.A. Sholokhov and Museum of history and culture of traditional Cossack nature use

Sholokhov began his novel-epic «And Quiet Flows the Don» in cossack village of Bukanovskaya in Volgograd Region. He also met his wife Maria Gromoslavskaya there in the 1920s. In 2005 an alley was laid out in the village and a memorial sign with a quote from the novel was erected.

The museum is a Cossack hut and a farmstead with expositions of cattle pens and vegetable gardens. The Cossack hut is a traditional Cossack roundhouse built in 1907. The house consists of four rooms: a closet, a hut and an upper room. One of the rooms contains an exposition dedicated to the life and work of M.A. Sholokhov. The other rooms of the museum are furnished according to old Cossack traditions and include articles of Cossack everyday life: furniture, kitchen utensils, textiles and clothes [6][7].

- Rostov region, stanitsa Vyoshenskaya, stanitsa Kargininskaya, khutor Kruzhilinski

The National Sholokhov Museum-Reserve

The National Sholokhov Museum-Reserve is a museum complex which commemorates the life and work of author Mikhail Sholokhov. The main exhibits are located in an apartment where he lived in cossack village Vyoshenskaya, and in a house in which he worked on portions of his novel «And Quiet Flows the Don». The museum complex was founded in 1984. Its collections comprise over 70,000 items. The collections occupy a complex of five historic buildings in Vyoshenskaya,

Kargininskaya, Kruzhilinskaya, Rostov-on-Don: khutors, villa of architect N. Sokolov, exhibition center, memorial and historical complex [8].

First of all, it needs to be presented at tourism forums to promote it and thereby identify concerned points who could become tour organizers. Real cooperation between representatives of the tourism industry, businesses and local authorities in dealing with financial and administrative issues is needed for deeper cross-regional interaction, for such cross-regional projects to become the norm rather than something unusual.

CONCLUSION

Consequently, as the result of the mathematical calculations we have evidently seen that the municipal districts and urban districts of the Volgograd Oblast have different indicators of cultural and historical potential. The leaders of the region are the city of Volgograd, Kotovsky and Serafimovichsky municipal districts. Kalachevsky, Kumylzhensky, Pallasovsky, and Surovikinsky municipal districts and Vozhsky urban district have relatively high potential. More than half of the municipalities have an average cultural and historical potential. A general list of problem areas in the region was also identified, such as the management system, legislative framework, marketing promotion system, level of investment and infrastructure and etc. The idea of interregional cooperation between the Volgograd Region and the Rostov Region, a new tourist route on the places of life and work of Mikhail Sholokhov was proposed.

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ОЦЕНКА ИСТОРИКО-КУЛЬТУРНОГО ПОТЕНЦИАЛ ВОЛГОГРАДСКОЙ ОБЛАСТИ

К. О. Удоенко

e-mail: udoenko@sfedu.ru

Южный федеральный университет

Данная статья посвящена особенностям культурно-исторического потенциала Волгоградской области. Анализ регионального потенциала, использование полученных данных для формирования туристических брендов и их дальнейшего продвижения как внутри страны, так и на международном уровне являются важными составляющими в развитии туризма. В основу исследования был положен параметрический метод, что позволило получить репрезентативный результат. Получив необходимые данные, мы пришли к выводу, что наиболее развитой административно-территориальной единицей, с точки зрения культурно-исторического потенциала, является областная столица Волгоград. Муниципальные районы имеют более низкий показатель, что напрямую связано с недостатками в системе статистического учета, системе управления, маркетинговой системе продвижения региональных туристических продуктов и т.д. Была предложена идея межрегионального сотрудничества между Волгоградской и Ростовской областями в области развития туристического потенциала.

Ключевые слова: культурно-исторический потенциал, Волгоградская область, муниципалитеты, городские округа, индустрия туризма, туристический продукт, межрегиональное сотрудничество.