



UDC 910.3
IRSTI 71.37.01
DOI 10.37238/1680-0761.2022.87(3).125

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**OPPORTUNITIES FOR THE DEVELOPMENT OF CULTURAL AND
EDUCATIONAL TOURISM AS A PERSPECTIVE FOR THE PRESERVATION AND USE
OF THE CULTURAL HERITAGE OF THE MOSTOVSKY DISTRICT OF THE
KRASNODAR REGION**

Annotation. The issues of preservation and use of cultural heritage objects are one of the priority tasks facing many regions of the Russian Federation. The most effective solution to this problem is cultural and educational tourism, the development of which contributes to the protection and maintenance of objects of culture and archaeology. The Mostovsky district of the Krasnodar Territory has a rich archaeological heritage: 564 dolmens, the remains of ancient fortresses, ancient inscriptions on open rocks, stones, in places of ancient human settlements, on caravan routes, on the walls and ceilings of caves, in deep gorges. The article provides an analysis of cultural heritage objects on the territory of the Bagovsky rural settlement of the Mostovsky district,

Keywords: cultural and educational tourism; objects of cultural heritage; dolmens; historical and archaeological monuments; Mostovsky district; barrow group.

Introduction

Tourism throughout the world is considered as one of the most profitable sectors of the economy of the country as a whole or its individual regions. The share of tourism in the economy of states with a warm climate and access to the sea is more than 20% according to the World Tourism Organization (UNWTO) [1].

The most important component of tourism is the knowledge of the new, as an integral part of the spiritual culture of a country, region or a separate territory. According to Grigoryan Ts.A.: “a cultural and educational service can be the goal of a tour in an area with a high cultural and historical potential and unique natural objects” [2]. Thus, this type of tourism is based on the uniqueness and originality of the natural, historical and cultural wealth of the region.

In many regions of Russia, the problem of the loss of historical monuments is acute, therefore, the identification and study of cultural heritage objects is a necessary condition for preventing the process of destruction of Russia's national wealth.

The territory of the Mostovsky district of the Krasnodar Territory, in particular, the Bagovsky and Andryukovsky rural districts, is rich in historical and archaeological monuments, combined with a unique natural complex. Monuments of archaeology in the Mostovsky district are barrow groups located near the station. Andryuki. Also known are the dolmens of the Zatsepinskaya Polyana and dolmens located on the left bank of the Kizinka River, as well as a chain of flat hills in the area of the river. Kizinki, bearing the ruins of one of the largest dolmen settlements, is the largest megalithic group in the Caucasus - 564 dolmens. The vast majority of them are completely destroyed. The oldest remains of Neanderthals in the entire North Caucasus were discovered near



the station Barakaevskaya, in the Monastic caves of the Gubsky gorge. There are also settlements of ancient tribes in the area of st. Bagovskaya, the Kizinka and others.

A particularly noteworthy place on the territory of the Andriukovsky rural district is the tract "boiler" with an observation deck over a beautiful gorge (canyon), with a unique landscape diversity. Above the observation area, r. Andryuk forms a cascade of several waterfalls.

The famous Monastic Caves are located on the territory of the Guba rural district. Monks lived in them, and scientists also discovered traces of Neanderthal sites.

Research hypothesis. We believe that the problem of using archaeological heritage sites for the purposes of cultural and educational tourism in the Mostovsky district has not been studied enough. The current excursions do not take into account many objects on the route: paleontological, archaeological and many other types of historical and cultural monuments due to their poor condition, as well as the lack of infrastructure around the cultural heritage site [3].

The subject of the study is the features of the development of cultural tourism in the Mostovsky district of the Krasnodar Territory as the basis for the preservation and promotion of the cultural heritage of the region.

Materials and methods of research

As a methodological basis for the study were used: literary sources, materials of previous studies of the authors [4-7], published in scientific and periodicals. The following methods were used in the article: analysis of literary sources, historical, methods of system analysis, deduction, statistical, etc.

Research results

Objects of cultural heritage on the territory of the Mostovsky district are represented by three categories: objects of federal significance, regional significance and local (municipal) significance. The number of cultural heritage sites located on the territory of the Mostovsky district in the context of the territories of rural settlements is shown in Table 1.

Table 1 – Objects of cultural heritage on the territory of the Mostovsky district

Settlements of Mostovsky District	Number of objects by categories of historical and cultural significance			Total
	federal	regional	municipal	
Andryukovskoe	-	13	-	13
Bagovskoe	1	5	12	18
Benokovskoe	-	2	16	18
Besleneevskoe	-	11	6	17
Gubskoe	-	15	64	79
Kostroma	-	30	1	31
Krasnokutskoe	-	23	-	23
Makhashevsky	-	3	11	14
Mostovskoye	-	24	30	54
Perepravenskoe	-	17	1	18
Psebay	-	11	6	17
Unarokovskoe	-	5	23	28
Shedok	-	18	9	27
Yaroslavl	-	1	23	24
Total	1	178	202	381

Since tourism, as a promising direction for the economic development of the territory of the municipality, is a source of financial income and employment, it can contribute to sustainable development and more effective adaptation of the local population to its goals. However, the chaotic development of tourism damages the state of cultural monuments, therefore, in order to

preserve the historical, cultural and natural heritage, it is necessary to develop a program for the development of cultural and educational tourism at the level of the municipality.

Let us consider the prospects for the development of cultural and educational tourism on the example of the Bagovsky rural settlement. Here, in a relatively small area, there is the largest number of artefacts of dolmen culture, not only in the Caucasus, but throughout the country (and most likely in the world). The dolmens are located in the so-called "Bagovsky Triangle", which includes tracts of artefacts in the vicinity of the villages of Bagovskaya, Barakaevskaya and the Kizinka farm (Figure 1). Here, at the end of the 19th century, a huge accumulation of dolmens was discovered in a total number exceeding 600 units (this is almost a fifth of all Russian dolmens).

Today, there are practically no routes to the dolmens of the village of Bagovskaya, there is scattered information about the preserved archaeological sites in the surrounding forests and rare photographs.

But the centre of the “dolmen triangle” is undoubtedly the Kizinka farm, where, along the left bank of the Kizinka River, on five flat hills of the Sulimovaya, Kislaya, Observant, Popovskaya and Tserkovnaya mountains, the ruins of a huge megalithic settlement are located. A total of 564 dolmens were noted here (Kislaya Mountain - 311 structures; Observational - 43; Popovskaya - 163; Suimova - 8; Church - 36; and several single dolmens on the slopes).

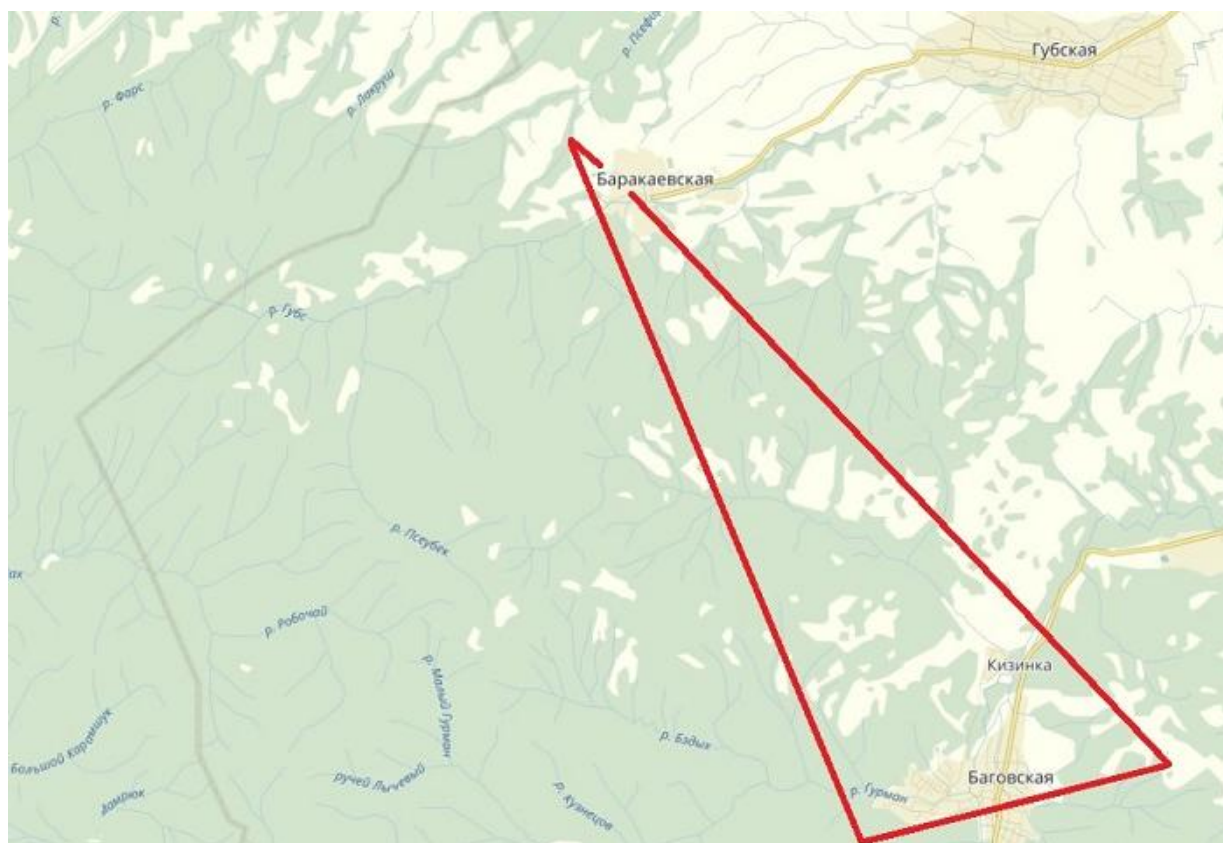


Figure 1 - "Bagovsky Triangle"

The list of cultural heritage sites on the territory of the Bagovsky rural settlement is given in Table 2.



Table 2 – List of cultural heritage objects on the territory of the Bagovsky rural settlement

№	Object name	Object location
1	2	3
1	Group of dolmens (26 dolmens)	Art. Bagovskaya, 9 km northwest of the village, in the Zatsepin clearing
2	Dolmen-mound group (33 dolmens)	Art. Bagovskaya, 2.7 km north-west of the village, Seregina Polyana
3	Dolmen group (24 dolmens)	Art. Bagovskaya, 8.2 km northwest of the western outskirts of the village, Zhurovaya Polyana
4	Dolmen (not traceable)	Art. Bagovskaya, along the river. Gurmay, Tower meadow
5	Kurgan group (30 mounds)	between Art. Bagovskaya and Kizinka farm
6	dolmen group (164 dolmens)	X. Kizinka, 6.8 km northwest of the northern outskirts of the farm
7	Fortress	h.Kizinka, 7 km east-north-east of the village of Sunduchnaya
8	Trough-shaped dolmen	Art. Bagovskaya, 6 km north-north-west of the village - the northern edge of the tract Bolshoye, Sunduchnaya
9	Kurgan group "Baronova" (3 mounds)	Art. Bagovskaya, 14 kmsouthwest of the southern outskirts of the village, the tract of Baronovy polyana, at the height mark 1562 m
10	Ambitsukov parking	Art. Bagovskaya, 17 km to the south-west of the village, the upper reaches of the Khodz river, Ambitsukova cave, the right bank of the Khodz river, under Opasnaya mountain, at the height mark 1385 m
11	Parking in the grotto Smokey	Art. Bagovskaya, 17 km south-west of the village, the upper reaches of the Khodz River, in the Smoking Grotto (Fragrant Mine), the left bank of the Khodz River, at the source of the river, at the height mark 1726 m
12	Dolmen	st. Bagovskaya, 6 km north-north-west of st. The northern edge of the tract Bolshoye, near the town of Sunduchnaya at the height mark 776
13	Kurgan group 2 (2 mounds)	h.Kizinka, 7 km east-north-east of the farm, on the town of Sunduchnaya, at an altitude of 1178 m
14	Kurgan group 1 (3 mounds)	Kizinka village, 6.5 km west-north-west of Kizinka village 0.25 km north of Sunduchnaya
15	Dolmen group 1 (7 dolmens)	Art. Bagovskaya, 6 km to the north-west of the village, in the forest along the northern edge of the tract Bolshoye, near the town of Sunduchnaya, at an altitude of 776m
16	Dolmen group 2 (9 dolmens)	Art. Bagovskaya, 6 km to the north-west of the village, in the forest along the northern edge of the tract Bolshoye, under the town of Sunduchnaya, at around 781 m, point 97
17	Dolmen group 3 (6 dolmens)	Art. Bagovskaya, 6 km to the north-west of the village, in the forest along the northern edge of the tract Bolshoye, near the town of Sunduchnaya, at around 794 m, point 92
18	Mound (not linked)	Art. Bagovskaya, 0.2 km west of the river mouth. Gurmai and Khodz

Thus, out of 18 cultural heritage sites, 10 are represented by dolmens and dolmen groups, 5 barrows and barrow groups, 2 sites and 1 fortress.

An analysis of the materials of field expeditions [5, 6] shows that many of the dolmens are destroyed and covered with earth, the upper covers are shifted or destroyed, trees grow in the centre of the dolmen structures (Figure 2).



a) the collapse of dolmen No. 74

b) the state of dolmen No. 58

Figure 2 - The current state of some dolmens on the territory of the Bagovsky rural settlement

The most important direction in the preservation and use of the cultural heritage of the Mostovsky district is the creation of a program for the development of cultural and educational tourism.

However, to attract tourists, it is not enough to bring cultural heritage sites into an attractive state. It is necessary to create a modern tourist and service infrastructure. For many heritage sites, tourism has already become a major economic activity, and its 'indirect' impacts on handicrafts, local trade, construction and social fabric are clear.

The emphasis in the program should be on combining two, at first glance, opposite trends - the preservation of cultural heritage sites and the development of tourism. And this must be done in such a way that they do not contradict, but complement each other, which is fully consistent with the Convention for the Protection of the World Natural and Cultural Heritage. To achieve these goals, it is appropriate to use new technologies, methods of mass flow management and marketing of cultural heritage sites. For example, one can note the need for accessible cultural, historical or scientific explanations on cultural heritage sites for a wide audience.

The preservation of heritage sites and the development of tourism should not contradict, but should complement each other. Obviously, the state is not able to take on the task of restoring and maintaining all the objects of cultural and natural heritage of Russia, so a large amount of work is assigned to local governments.

Cultural heritage objects located on the territory of the Bagovsky rural settlement are shown in Figure 3.

Despite the large number of cultural heritage sites, Mostovsky District is little known as an attractive place for recreation and tourism. There is not only insufficient information about the recreational opportunities of the region, but also there is a lack of comfortable accommodation facilities and recreation centres, as well as information about significant regional events held in the region.



The development of cultural and educational tourism, as an element of the land management system of the district, entails careful planning of the following activities:

- laying of tourist routes;
- training of professional instructors (rescuers) working with tourists;
- certification of routes;
- production of a sufficient number of tourist chips, which will allow instructors to respond quickly in unforeseen circumstances.

It is necessary that part of the financial resources received from the development of tourism go to the needs of the preservation and restoration of cultural and historical sites.

Conclusion

The Mostovsky district is a territory with a large number of unique objects of cultural and archaeological heritage that needs to be popularized and updated.

The number of vacationers in the Mostovsky district annually is 110-115 thousand people. Despite the large number of tourists, dolmens are visited by only 2-4 thousand people, and most of them are "wild" tourists. This intensity of visits is due, firstly, to the poor condition of the territory (thickets of bushes, lack of accurate routes, and the presence of traumatic areas) and, secondly, the number of more frequent cases of searching for lost tourists.

The development of cultural and educational tourism in the Mostovsky district involves a set of measures, including: the creation of an infrastructure complex around cultural heritage sites, the installation of navigation and orienting information signs for tourists, as well as the creation of recognizable tourist brands in the area under consideration, an increase in the level of information support for tourists, placement of advertising materials in printed publications, on television, websites, etc.

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ВОЗМОЖНОСТИ РАЗВИТИЯ КУЛЬТУРНО-ПОЗНАВАТЕЛЬНОГО ТУРИЗМА КАК ПЕРСПЕКТИВА СОХРАНЕНИЯ И ИСПОЛЬЗОВАНИЯ КУЛЬТУРНОГО НАСЛЕДИЯ МОСТОВСКОГО РАЙОНА КРАСНОДАРСКОГО КРАЯ

Аннотация. Вопросы сохранения и использования объектов культурного наследия являются одной из приоритетных задач, стоящей перед многими регионами Российской Федерации. Наиболее эффективным решением данной задачи выступает культурно-познавательный туризм, развитие которого способствует охране и поддержанию объектов культуры и археологии. Мостовский район Краснодарского края обладает богатым археологическим наследием: 564 дольмена, остатки древних крепостей, древние надписи на открытых скалах, камнях, в местах древних стоянок людей, на караванных путях, на стенах и потолках пещер, в глубоких ущельях. В статье приводится анализ объектов культурного наследия на территории Баговского сельского поселения Мостовского района, рассматривается развитие культурно-познавательного туризма как инструмент восстановления и поддержания всех объектов культурного и археологического наследия.

Ключевые слова: культурно-познавательный туризм; объекты культурного наследия; дольмены; историко-археологические памятники; Мостовской район; курганная группа.

Мещанинова Е.Г., Еремин А.А., Киреева В.В.

КРАСНОДАР ӨЛКЕСІНІҢ МОСТОВ АУДАНЫНЫҢ МӘДЕНИ МҰРАСЫН САҚТАУ ЖӘНЕ ПАЙДАЛАНУ ПЕРСПЕКТИВАСЫ РЕТІНДЕ МӘДЕНИ- ТАНЫМДЫҚ ТУРИЗМДІ ДАМУ МҰМКІНДІКТЕРІ

Аңдатпа. Мәдени мұра объектілерін сақтау және пайдалану мәселелері Ресей Федерациясының көптеген аймақтарының алдында тұрған басым міндеттердің бірі. Бұл мәселенің ең тиімді шешімі мәдени-танымдық туризм болып табылады, оның дамуы мәдениет пен археология объектілерін қорғауға және қолдауға ықпал етеді. Краснодар өлкесінің Мостовский ауданы бай археологиялық мұраға ие: 564 дольмен, ежелгі бекіністердің қалдықтары, ашық жартастардағы, тастардағы, адамдардың ежелгі тұрақтарындағы, керуен жолдарындағы, үңгірлердің қабырғалары мен төбелеріндегі, терең шатқалдардағы ежелгі жазулар. Мақалада мостов ауданының Баговский ауылдық елді мекенінің аумағындағы мәдени мұра объектілеріне талдау жасалады, мәдени-танымдық туризмнің дамуы мәдени және археологиялық мұраның барлық объектілерін қалпына келтіру және қолдау құралы ретінде қарастырылады.

Кілт сөздер: мәдени-танымдық туризм; мәдени мұра объектілері; долмендер; тарихи-археологиялық ескерткіштер; мостов ауданы; қорған тобы.