INTANGIBLE CULTURAL HERITAGE AS AN ESSENTIAL ELEMENT OF CULTURAL TOURISM INFRASTRUCTURE

Natalia Morozova,
Mikhail M. Morozov

Russian New University,
Moscow, Russia

Abstract:

Many types of tourism, including cultural, ethnic, gastronomic, are based on the intangible cultural heritage that tourist destinations have. In this regard, the work revises the traditional understanding of the tourism infrastructure, which is usually understood as the totality of facilities, roads, engineering, communication networks and other facilities that support the activities of the tourism industry in order to serve tourists. Taking into account the growing role of the non-material cultural in the development of tourism, it was proposed to include in the tourism infrastructure not only the traditional material component, but also the non-material component, referring it to a specific infrastructure. In a highly competitive tourist market, when tourist destinations are making enormous efforts to attract tourists, the possession of unique tourist resources is a key competitive advantage. It is such a competitive non-reproducible advantage that is a unique intangible cultural heritage. The main objective is to incorporate the intangible cultural heritage into the tourist industry, which will allow for the more successful development of cultural tourism. It is noted that the material component of the intangible cultural heritage can be attributed to this cultural heritage, including national musical instruments, clothing, etc., as well as individual performers and collectives, which reproduce this heritage. Inclusion of intangible cultural heritage in the tourism turnover allows to preserve it and to ensure the uniqueness of cultural tourism programs.

Keywords:

Cultural tourism, intangible cultural heritage, cultural tourism infrastructure, tourism resources, tourism activities

INTRODUCTION

Cultural tourism plays an important role in the life of society, intercultural understanding, mutual respect and preservation of cultural values. For its successful development, it is necessary to form an appropriate infrastructure. Traditionally, tourism infrastructure is defined as a complex of facilities, engineering and communication networks, including telecommunications, roads, and related tourism industries, which provide tourists with access to tourism resources and their proper use for tourism purposes. The concept of tourism infrastructure usually includes only the material component and completely overlooks the social, institutional, environmental and other components of the tourism infrastructure, including the intangible component, which is extremely important for cultural tourism.

Correspondence:
Natalia Morozova

e-mail:
sks@rosnou.ru

One of the most important elements of the infrastructure of cultural tourism is the intangible cultural heritage of mankind. In 2003, UNESCO adopted the “International Convention for the Safeguarding of the Intangible Cultural Heritage”. In accordance with this convention, it includes customs, presentation and expression, knowledge and skills, artifacts and cultural spaces recognized by the community as part of their cultural heritage. As a rule, intangible cultural heritage is passed from generation to generation, carefully preserved and constantly recreated. The intangible cultural heritage includes the diverse heritage of mankind and is the most important means of cultural identification (Kirshenblat-Gimblet, 2013). Intangible cultural heritage is a set of traditional for the community forms of cultural activities, forming in its members a sense of identity and continuity (Kiryushina, 2011). Objects of cultural heritage include oral folk art, performing arts, festive ritual culture, and gaming culture. The list of the intangible cultural heritage of mankind, compiled by UNESCO, includes oral creativity of the Old Believers of Transbaikalia and the Yakut heroic epic Olonkho. Cultural identity is inseparably linked with the protection of the intangible cultural heritage, its transfer to future generations, which is possible due to its involvement in the tourism system.

RESULTS

Many researchers pay attention to the fact that the inclusion of intangible cultural heritage in the tourist turnover allows for the sustainable development of tourism (Lovrentjev, 2015, Wei and Dan, 2013). Cultural tourism has a beneficial effect on the intangible heritage, allowing it to be preserved and protected from loss and oblivion. It should be emphasized that the deeper the intangible cultural heritage is integrated into the sphere of tourism, the more it is protected from loss and oblivion. Inclusion of intangible cultural heritage in the tourist turnover contributes to the formation of tolerance of the population and tourists (Morozova *et al.*, 2015).

When determining the concept of tourism infrastructure, an integrated hike should be used to ensure the functioning of tourism as an integrated system. The structure of the infrastructure of cultural tourism proposes to include an intangible component, in particular, an intangible cultural heritage. The following interpretation of the concept of tourist infrastructure (tourism infrastructure) is suggested.

The tourism infrastructure is a set of various interrelated structural elements, material and non-material tourist resources, aimed at creating favorable conditions for the provision of effective tourist activities. In this case, both material and non-material objects can act as structural elements.

The composition of the tourism infrastructure is shown in Fig. 1.

Figure 1. Tourism infrastructure

The general infrastructure consists of providing subsystems, which include production, institutional, social, and environmental. A common infrastructure includes many different organizations, enterprises, facilities and other elements that handle all areas of socio-economic activities, including tourism. In particular, the general infrastructure includes roads and railways, airports, electricity networks, water supply, banks, insurance companies and others.

A specific infrastructure includes elements that are necessary for the provision of tourism activities. It should be noted that the infrastructure of tourism includes a variety of tourist resources, which are the basis for creating a tourist product and the formation of tourist attraction, they create a tourist interest, provide motivation for tourists and increase the competitiveness of tourist destination (Morozov and Morozova, 2011, Morozov and Morozova, 2016).

Among the intangible tourism infrastructure, a special place is occupied by the intangible cultural heritage, which for cultural tourism is the most important tourist resource, the object of the show and the attractiveness factor of the tourist destination.

A specific infrastructure is needed to implement specific types of tourism. It is also necessary to allocate additional infrastructure elements that form the specificity of a particular tourist product and depend on the characteristics of a particular tourist destination. For example, tangible items that are used in the demonstration of cultural heritage, including craftsman's tools, clothes and attributes of public holidays, musical instruments, etc., belong to specific infrastructure support. To demonstrate the objects of the intangible heritage, it is necessary to have a person capable of reproducing and conveying this cultural phenomenon to the tourist. Therefore, to the infrastructure of non-material cultural heritage can be attributed and those people or groups of people who reproduce this heritage. Various workshops in which national crafts and crafts are demonstrated, folklore ensembles are called not only to preserve the skills and national cultural traditions of the people, but also to transfer experience to contemporaries and descendants. The most important task in the sphere of culture and tourism is the identification, preservation, development and popularization of the country's intangible cultural heritage. In the conditions of high competition in the tourist market, it is the uniqueness of the proposed tourist product that is the most important factor of its demand among tourists. Thus, cultural tourism allows preserving an intangible cultural heritage, if it is actively included in tourism.

DISCUSSION

Typical infrastructure provides the creation of the main tourist product, which has consumer properties inherent in similar tourist products. At the same time, in a highly competitive market to attract tourists, it is necessary to have distinctive unique features of the tourist product, which will make it more attractive. To do this, an additional, concomitant infrastructure for a particular type of tourism can be created.

The intangible component of cultural heritage is of particular interest from the point of view of creating a unique tourist product. Unique elements of the intangible cultural heritage, including rituals, especially everyday life, language, songs, oral folk art, form an important part of the cultural tourism infrastructure and allow you to create unique tourist destinations in other destinations. Thus, the addition of a tourism infrastructure to the immaterial component is very justified from the point of view of developing those types of tourism that rely on intangible cultural heritage.

To the unique infrastructure of cultural tourism, which provides for the involvement of intangible cultural heritage in tourism, it is necessary to include a variety of electronic catalogs of objects of the intangible cultural heritage of Russia Catalog of intangible cultural heritage of Russia was created with the support of the Ministry of Culture of the Russian Federation (Morozov and Morozova, 2017). It presents various types of intangible cultural heritage of our country:

- ◆ oral folk art (fairy tales, epic songs and legends, epics, folklore prose),
- ◆ performing arts (song, dance, musical instrumental, theatrical art, fairy tales),
- ◆ festive ritual culture (holidays, rituals, rituals),
- ◆ game culture (festive, ritual and everyday),
- ◆ technology and technology (traditional crafts, folk musical instruments, national costume, traditional economic and everyday culture).

The most famous performing arts include Tuvan throat singing “Khoomei”, Karelian runes (epic folk songs of Karelians), Danilovskaya “six-shot” quadrille (performed by villagers during youth gatherings, at festive festivities), Christmas round-the-clock round dance of Vasyugan’s Old Believers.

An example of the festive ritual culture is the ritual complex of the northern Khanty “Bear’s merrymaking”, the rite of the baptism of newborns from the Old Believers of the “family” Trans-Baikal region. Bearish merrymaking - a ritual that is held on the occasion of the production of a bear, is currently being held in the everyday life of the Khanty.

The presence of a unique intangible cultural heritage and its inclusion in tourism activities within the framework of cultural tourism enhances the competitiveness of a tourist country with this heritage. The mutual penetration of cultural tourism and intangible cultural heritage allows creating new unique tourist products, as well as ensuring the actualization and preservation of the intangible cultural heritage through its active use in tourism activities.

CONCLUSION

The scientific novelty of the work is that the authors propose to expand the traditional composition of the tourism infrastructure by adding an intangible component to it. It is shown that the intangible cultural heritage becomes more and more in demand in cultural tourism, occupies a significant place in the tourist infrastructure, allowing to create a unique tourist offer. The most important feature of the intangible cultural heritage as part of the specific cultural infrastructure is that its carriers are, as a rule, the local population. Inclusion of intangible cultural heritage in tourist traffic means nothing more than active involvement of local people in tourism activities. This is an important factor that increases the loyalty of the local population to tourism, and also contributes to the growth of economic activity of the local population through the development of tourist activities. The intangible cultural heritage acquires special significance in the development of cultural tourism, allowing to create a unique and unique tourist product.

REFERENCES

- Culture (2018). *Electronic catalog of objects of intangible cultural heritage*. Retrieved August 21, 2018, from <http://www.culture.ru/objects/tradition>
- Kirshenblat-Gimblet, B. (2013). Intangible heritage as a metacultural production. *Questions of museum science*, 2(8), 3-16.
- Kiryushina, Yu.V. (2011). Intangible cultural heritage is an actual notion of modernity. *Izvestia Altai State University*, 2-1, 244-247.
- Kurin, R. (2004). Safeguarding Intangible Cultural Heritage in the 2003 UNESCO Convention: a critical appraisal. *Museum International*, 56(1-2), 66-77. DOI: 10.1111/j.1350-0775.2004.00459.x
- Lovrentjev, S. (2015). Intangible Cultural Heritage and Tourism: Comparing Croatia and the Czech Republic. *Mediterranean Journal of Social Sciences*, 6(5), 522. DOI:10.5901/mjss.2015.v6n5s1p522
- Ministry of Culture of the Russian Federation (2018). *Electronic catalog of objects of the intangible cultural heritage of the peoples of Russia*. Retrieved August 21, 2018, from <http://www.rusfolknasledie.ru/?55842>
- Morozov, M.A., & Morozova, N.S. (2011). Assessment of the competitiveness of a tourist destination on the basis of a cluster approach. *Bulletin of the Russian State University of Trade and Economics*, 11, 114-124.
- Morozov, M.A., & Morozova, N.S. (2016) Attractive Tourist Destinations as a Factor of its Development. *Journal of Environmental Management and Tourism*, 7, 1(13), 105-112. DOI:10.14505/jemt.v7.1(13).10.
- Morozov, M.A., & Morozova, N.S. (2017). Tourism Infrastructure as a Basis for Involving Intangible Cultural Heritage in the Tourism and Hospitality Industry. *Modern Problems of Service and Tourism*, 11(1), 43-49.
- Morozova, N.S., Makarova, D.D., & Zvorykina, T.I. (2015) The development of tourism in the Crimea as a way to achieve tolerance and enhance the competitiveness of the region. *Bulletin of the Russian Academy of Natural Sciences*, 6(15), 30-134.
- Wei, L., & Dan, L. (2013) Shenyang Intangible Cultural Heritage Tourism Development Model. *Cross-Cultural Communication*, 9(5), 43-46. DOI:10.3968/j.ccc.1923670020130905.2763