Historical and cultural landscape as a factor for the ethnographic tourism development

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Abstract. Historical and cultural landscapes are a promising basis for the development of tourism and the formation of tourist routes in different regions of the world. The study investigates the influence of cultural landscapes, their values and conditions on the urban development of the territories of ethnographic tourism on the example of the Belgorod region. The areas of archaeological landscapes of the Belgorod region are considered and analyzed, the promising areas for the organization of objects of rural and ethnographic tourism are identified, the principles of their planning organization taking into account the preservation of cultural landscapes are proposed.

Introduction
There are various understandings of the historical, cultural and archaeological landscapes definitions. In the context of tourism development, a concept, in the interpretation of which the cultural landscape is in full compliance with the methodology developed by UNESCO regarding the World Natural and Cultural Heritage sites is preferable. The developer of this approach in Russia is the Institute of Cultural and Natural Heritage named after D.S. Likhachev, the cultural landscape is understood as: “... a natural-cultural territorial complex formed as a result of the evolutionary interaction between nature and man, its socio-cultural and economic activities and consisting of characteristic combinations of natural and cultural components that are in a stable relationship and interdependence” [1, p. 159]. Archaeological landscapes are a type of anthropogenic landscapes, transformed by various types of impacts, which allows to allocate the areas associated with the implementation of different socio-economic functions by landscapes (agricultural, residential, sacral, fortification, ameliorative, etc.) [2, p. 102]. In most cases, the cultural landscapes are hidden and lie within the boundaries of various specially protected areas: reserves, sanctuaries, national parks, nature and culture monuments, and museum-reserves. As a rule, the territories nominated for obtaining the status of a cultural landscape of UNESCO World Heritage are already protected within the country, i.e., their natural and cultural value is recognized as outstanding. A cultural landscape can exist without the status of a protected territory, but this rather indicates its non-recognition (low value), the authorities’ neglecting, or the absence of any research on its lands. In such case it is impossible to control it [3, p. 153].

In Russian science the problems of cultural landscapes are reflected in the works of A.I. Voikov, V.V. Dokuchaev, A.A. Izmailsky, and later in the works of Yu.A. Vedenen, M.E. Kuleshov et al. The
natural landscape as a semiotic system was considered by V.N. Kalutskov. The regional features of cultural landscapes of the Central Black Earth region of Russia on the example of the Belgorod region are affected in the works of M.V. Perkov, A.E. Enin, A.N. Azizov-Poluektov, the geo-ecological and climatic features of the regions’ landscapes are revealed in the works of A.N. Petin, A.V. Degtyary, N.N. Kramchaninov, I.S. Koroleva, E.A. Statsenko, E.B. Yanitsky, M.E. Komarova, T.A. Polyakova, R.A. Holodova. In foreign science, the theory of the cultural landscape was developed by C. Sauer, it is also possible to highlight the works of D. Cosgro, D. Jackson, D. Gold, devoted to the analysis of the mental values of the cultural landscape. The studies by W. May, L. Holzner, and J. Knilling focus on the regional landscape problems, which allows understanding the cultural characteristics of a particular society.

Despite many concepts and views at present the issues of urban planning of the cultural landscape remain insufficiently studied, relating, in particular, to solving modern environmental and socio-cultural aspects of the formation of mass tourism territories and ensuring a comfortable urban environment as a whole [4, 5]. Cultural landscapes are a touristic resource. An important problem in the development of the modern landscape is the modeling of its perspective development [6]. One of the current challenges the scientists face now in the field of architecture and urban planning is to search for the principles of forming zones of mass recreation and tourism in the immediate vicinity of cultural and historical landscapes, taking into account their preservation and ecological balance. The main idea of creating objects near the territory of the historical landscape is the demonstration in natural landscape conditions of unique samples of residential buildings of historical eras, tools and works of the applied entrepreneurship. The creation of the protected areas, such as: an open-air park, a museum-reserve or a national park, is about the priority of preserving living culture, where tourists can be engaged in traditional nature management.

Goals, objectives and research methods
The main goal of the research is to study the influence of cultural landscapes, their values and conditions on the urban development of ethnographic tourism on the example of the Belgorod region, as well as the search for the principles of rational planning organization of tourist zones near the valuable landscape sites. The objective of this study is to analyze the structure of cultural landscapes on the example of the Belgorod region, identifying its regional specificity and the areas of the ethnographic tourism perspective development. In the course of the study the graphic-analytical methods, retrospective analysis, landscape-visual analysis and photo-recording were used.

Historical and cultural landscapes as a factor for the tourism development on the example of the Belgorod region
The growing need of the population for cultural identity in recent years has increasingly generated interest in the historical heritage of the southern Russian regions, including the Belgorod region. The modern historical and cultural framework of the region is represented by the objects of the archaeological, historical and cultural heritage and the cultural landscapes relating to the different stages of the formation of the region's settlement system. The ancient centers of the settlement existed on the territory of the modern Belgorod region already in the period of the early Iron Age. In later temporal periods, settlements of Scythian and Chernyakhov culture were located in this territory. The border character of the location largely determined the specific features of the settlement system of the region represented by the formed structures: meridional with the location of settlements, settlements, camp sites, and areas with concentration of archeological monuments along the river beds and latitudinal, due to the construction of the defensive line of the Belgorod line consisting of the settlements - fortresses and villages.

Active development of the vast spaces of the forest-steppe - the territory of the “wild field” began in the XVI century. There were no cities here, but there were Russian settlements. They became the strongholds of the lines of the military guard service, which played a significant role in the settlement of the region. Here the clashes with Lithuanian and Polish troops in the Time of Troubles were usual.
The construction of the new border towns began, the first of which were Belgorod, Kursk, Oskol, and later Valuyki (1599). Built in the middle of the XVII century, the Russian fortifications (Karpov, Yablonov, Hotnyzhsk, Userd, Korocha, Verkhososensk, Nezhegolsk) became the starting points for the development of the “wild field” territory of the Russian state [7, 195]. At the end of XVII century many of these cities, having lost the role of fortifications and without acquiring other functions, turned into villages, and some disappeared [8, p. 25]. Part of the cities-fortresses fell into decay (Nezhegolsk, Karpov, Yablonov, Userd, Verkhososensk), other fortress-cities and settlements of Belgorod line have passed the historical path of development to small towns - centers of municipal formations - Korocha, Novy Oskol, Alekseyevka, Biryuch, Valuyki, Grayvoron for three hundred years. At present, they are the key elements of the regional settlement system and have historical and cultural potential [9]. The initial landscape of the region is a flat elevation changed into a ravine-beam system with the release of the Upper Cretaceous sediments to the surface and the erosional areas of river valleys [10, from 1244]. To date, the defenses of the Belgorod line have not been preserved with the exception of the small fragments of the earthen ramparts, but the cities continue to exist, as well as the large guard villages that were previously located along the territory line. These cultural landscapes date back to the 17th century in the region. The objects of the archaeological heritage of the Belgorod Region and their habitats are the most vulnerable from the point of view of their preservation. The main cause of damage or destruction of a part of the archaeological heritage of the region is illegal plowing of land, burial mounds and ancient settlements are at risk. However, today, a significant part of the archaeological heritage sites, due to various circumstances, have not determined the territories of the cultural heritage sites and their borders. In this connection, the following tasks remain relevant: the mapping of archeological monuments; archaeological land survey; carrying out activities to preserve archaeological monuments and determine the boundaries of these objects’ territories.

Despite the fact that a number of the key sites of the historical and cultural framework of the territory were lost, the Belgorod region has considerable potential for the formation of ethnographic and educational tourism zones near the remaining cultural landscapes, including archaeological, such as: ancient settlements (Poroz in Grayvoronsky district, Sabynskoe Settlement in the Yakovlevsky District, the Bolshoy and Dmitrovsky Settlements in the Shebekinsky District), burial mounds, high roads (Muravsky, Izyumsky, Kalmyusky and Nogai) and fragments of the defensive structures of Belgorod line. On the basis of cultural landscapes, it is possible to organize archaeological open-air museums and reserves, landscape parks, recreate some of the lost objects of historical and cultural heritage - fragments of fortresses of the Belgorod line, the formation of educational routes, the development of ethnographic and rural tourism facilities [11, p. 75].

At the present stage the large number of cultural heritage sites is concentrated in the historical cities of the Belgorod Region. The leader in the number of cultural and architectural monuments is the city of Belgorod and the Belgorod Municipal District. Based on the analysis of the preserved cultural archaeological landscapes of the Belgorod region, the promising areas for the development of ethnographic tourism facilities and the formation of educational routes are: the area adjacent to the preserved fragments of the shafts of the Belgorod line near the village of Dragoon; coastal zone in the historic part of the river Iskrinka (Bolkhovoy Kolodez) in the village Pushkarnoe; territory in the village Bolkhovets (Fig. 1). These sites are located along the regional route 14K-4, on the route of traffic flows from Bryansk, Orel, Kursk in the direction of the federal highway M-4 “Don”, as well as the federal highway M2 “Crimea” in the direction of Moscow. This direction is in demand among the auto-tourists in the summer season, and is a “transit corridor” in need of organizing a serving tourist infrastructure and roadside auto-tourist clusters.

On the plot near the village Dragunskoye the fragments of earthen ramparts of the Belgorod line and the historical path - “Muravsky Way”, which have archaeological value revealed are preserved. The territory adjacent to these archaeological landscapes is promising for the organization of educational tourist routes, objects of ethnographic tourism and festival sites for historical reconstruction. Every year festivals and other events for the local population are held in this area, so the development of the service infrastructure is needed. As a part of the informative ethnographic
tourism zone development it is possible to recreate a part of the defensive structures and buildings located in this area in the second half of the 17th century, and organize the exposition of military history and archeology of the Belgorod Region dedicated to the colonization of the “wild field”. The exposition includes several independent, complementary sections, sanctifying the military history of the Belgorod line of the 17th century, the defense system of the southern borders of Russia in the 17th century, features of the garrison life, service, life of Cossacks, archers, gunners, dragoons, peasants. In addition, it is necessary to develop the educational routes near this area, which will emphasize the uniqueness of the region and stimulate the interest of the local population and tourists, as well as to create an original tourist product. In order to increase interest in the unique cultural landscapes and informativeness, it is advisable to form a system of navigation and memorial signs in the places of interest on the route sections.

One of the key aspects of the mass tourism zones formation near the cultural-historical landscape is the definition of functional-planning principles, using which, the identified monument of archeology turns into an object of tourist attraction of the region. The basic principle for the formation of the tourist zone of the cultural landscape should be the principle of the identified archaeological objects preservation. It reflects the main objectives, the preservation, study and promotion of cultural heritage sites. The implementation of the natural-cultural landscape conservation principles may include: high-altitude restrictions when creating new elements; landscape “rehabilitation” of the visually perceived and surrounding neighborhoods of the archaeological complex (elimination of dissonant components), restriction of the new construction, development of a set of environmental measures aimed at preserving the natural components of the natural and cultural landscape. Considering the above-mentioned, one of the main tasks, along with the designated ones, is the creation of an integral natural-cultural archaeological ensemble with high qualities not only of a scientific-educational, but also of an aesthetic-demonstration character. The authors propose to use the principle of stylistic integrity, providing the following aspects: newly designed objects do not create dissonance to the landscape appearance of an architectural monument, they are considered as harmonious elements of the existing natural-cultural complex, the residential and transit zones intersecting with tourist routes are complemented by stylistically uniform landscaping, not creating a clear contrast to the modern construction and recreated objects of the historical period.

**Summary**

Thus, the historically established cultural landscape with its natural foundation should be protected. The historical and cultural landscape is a subject of the natural laws, on the other hand, it contains the results of material and production activities (historical and cultural monuments). The harmony of the cultural landscape is determined, first of all, by the anthropogenic factor - the ability and the desire of the society to conduct rational nature management. Thus, cultural landscapes, (archaeological, agricultural, landscapes with objects of cultural heritage, etc.) are the components of the historical and cultural tourist potential of the region and objects of tourist attraction when organizing educational routes, festival sites, objects of rural and ethnographic tourism.

However, when organizing tourism activities, it is necessary to take into account that the cultural landscape, especially the archaeological one, needs to limit the anthropogenic load. Although, at present, tourism can be considered as an effective tool for the development of the regions and over the past decades, the issues of sustainable development of the territories against the background of increasing anthropogenic tourist loads remain in the spotlight [12]. The tourist infrastructure organized near the archaeological landscapes should not disrupt the ecological balance of the territory, and the recreational load should correspond to the landscape capacity. It is necessary to develop a set of measures for the protection of archaeological landscapes, the establishment of the standards for recreational loads, the search for planning principles and methods for organizing the landscape exposition, and rational tracing of the pedestrian routes. Also, it is important to continue research on identifying cultural archaeological landscapes and approving their subject matter of protection, assessing their cultural and historical significance, determining their potential as objects of tourist
attraction and the possibilities of organizing exhibits for the Belgorod region. The potential centers of tourism on the territory of the region can be historical cities and the settlements that emerged as fortresses and settlements during the construction of the Belgorod line, the settlements with a high concentration of monuments of military glory. The development of cultural and educational tourism will contribute to the development of small towns and villages in the Belgorod Region, which have a high historical and cultural potential. Each newly created tourist center must correspond to the territorial identity.

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