Specificities of Sightseeing Foot Tour Arrangement for History Related Street with Regard to Karl Marx Street in the Town of Irkutsk

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Abstract The paper is devoted to the preparation of an innovative foot itinerary for tourists in Karl Marx Street in the town of Irkutsk. Methodology on preparation of sightseeing tours has been analysed by the authors. The analysis of the methodology has facilitated selecting the criteria to classify the excursions as well as the criteria for assessing and shortlisting the objects for excursion exposure. Some chosen criteria being used in tour arrangement and certain specificities of tour preparation have been revealed which are characteristic particularly for Karl Marx Street as a history-related one. It is also proved in the paper that the itinerary prepared for tourists is in full correspondence with the key innovation objectives in tourism.

1. Introduction Considerable alterations took place in the socioeconomic sphere of the state in the 90-th years. They were produced as a result of centrally planned economy transformation into the market-driven one and initiated the Russian society to the search of new approaches in solution of economical problems.

In the times of the Soviet Union, an economic stability was achieved through an effective production of industries, agriculture and the construction engineering sector. For the last decades, due to a dramatic drop of production, the tourism at the domestic level has happened to be considered as a sphere of business which is capable to affect regional economics development. For example, the federal act of the year 1996 [1-10], “On basic tourist activities in the Russian Federation”, says that support and development of the domestic inbound social tourism are the directions in priority of tourist activity state control. It means that creator-owned excursions can be considered as business opportunities of tourism development in Russia.

For Irkutsk the problem of tourism development is a pressing issue the same as for any other subject of the Russian Federation possessing a similar potential. Besides, the timeliness of the work performed in the field of itinerary designing is directly connected with the first-order problem of making Irkutsk a tourism centre, the problem covering a poor development of the town sightseeing tourist programmes and tours.

Materials and the methodology of research

The paper is aimed at the preparation of an innovative project for an issue-related excursion tour. The authors’ opinion is that any idea of preparation and realization of similar projects can create an additional impulse for urbanistic tourism development, even if these projects are not sufficiently
profitable at the first stages. Anyway, they actively bring about additional jobs and contribute to
appearing new sources of income for the community.

To realize the above aim the following issues have been offered by the authors:

- Methodology of preparing excursion tours currently and at the time of the Soviet Union is to
  be studied.
- The architecture of Karl Marx Street which is history-related (the former Bolshaya Street) is
to be investigated.
- An issue-related project for a tour itinerary is to be developed in correspondence with the
  information obtained, the grade for architecture and urbanistics being taken into consideration
  with regard to the peculiarities of Karl Marx Street.

In the course of the paper preparation the authors used and studied the results of tourist industry
theory investigations performed by I.V. Zorin [3,4], V.A. Kvartalnov [4,5], L.V. Kurilo [7];
conducting excursion methodology developed by B.V. Yemelyanov [2] and a group of authors [8,9];
investigations into the architecture history of Irkutsk and the regional studies performed by Ju.P.
Kolmykov [6]. Legislative and regulatory documents concerning the issues of excursion tourism
development in history-related towns were also investigated [1,10].

Sightseeing functions, features and aspects, the essence and peculiarities of the two of its elements,
namely, showing and telling used as sightseeing methods have got their definitions following the long
ways of generation and development of the sightseeing field in Russia. Some sightseeing classification
and a differentiated approach to a community sightseeing service were developed in the Soviet Union
background. A certain methodology intended for assessing the objects of excursion was developed as
a result of a practical work in excursion preparation. The use of this methodology is of a particular
importance in the conditions when the creators of a new excursion, seeing several objects on a tour
itinerary which are similar in contents, are able to choose the ones from them that are of a particular
interest with regard to the issue under consideration [7].

Many methodologies have in view that one’s mind should be made up in regard to a route
classification before making the project of a tour itinerary [2,8,9]. The itinerary classification
anticipates their dividing into groups and kinds in accordance with different parameters and makes for
a better understanding of all the details concerning preparing and conducting the tours. A sightseeing
tour classified in a proper way while being prepared conditions a more effective sightseeing
preparation, and a differential approach to different sightseer groups of service. This is the reason of a
projected excursion being classified in accordance with the writings by B.V. Emelyanov which are
based on the division of a sightseeing group in accordance with the following items: sightseeing issue,
entry list, place and duration of an excursion, travel mode, holding form.

In accordance with the sightseeing issue, the excursions can be divided into general sightseeing
ones (extensive, polythematic) and case tours. A sightseeing tour being projected is a case one graded
to an architecture and urbanist specificity and the demonstration of housing development pertaining to
different periods with regard to an individual street of the history related town centre of Irkutsk. It was
the authors’ idea that the sightseeing material on architectural subject matter should dominate over the
historical one. It should be noted here that it is challenging to project case tours in particular due to
such excursions being seldom held separately, the borders between them being vague, as the practical
work proves it.

The entry list of a sightseeing tour is characterized basing on an excursion subject matter. For
example, there are excursions for profession students and public at large. The entry list can also be
characterized basing on the age, residence (the event for local citizens or city visitors), the level of the
participants organization (i.e. for specially organized tourist groups or for solitary tourists). The
material learning style characteristic for each of the groups calls for introducing alterations into the
event contents, their durability, methodology and technology of the events execution. The tour
itinerary being projected is aimed at a grown up age group of 5-10 people (18 and older). It is
desirable that the sightseers had some special knowledge in the field of architecture. The number of
participants in a group is conditioned by the Karl Marx Street parameters, i.e. the sidewalk width and the availability of a traffic area in the street.

With regard to the place of holding the sightseeing tour being projected belongs to urban ones.

With regard to the travel mode we can speak of foot and transportation sightseeing tours. The tour being projected is foot as its objects of exposure are located within small distances from each other (in the same street). The advantage of foot sightseeing is that the guide keeps time on his/her own dealing with the speed, durability of travelling and stops to rest thus enabling favourable conditions for exposure and telling.

The durability of the excursion being projected should consume three academic hours’ period. This limitation is connected with the fact that a sightseeing tour should not be overloaded with a too great number of the objects to be visited causing an excessive durability of the excursion followed by sightseers fatiguability, attention and interest for the objects of exposure and description getting weaker. The optimum durability recommended by the methodology for an urban sightseeing tour makes up 2-4 academic hours, practical sightseeing holding showing that a group of sightseers are able to absorb with interest no more than 15-20 object of exposure.

The tour being projected is a sightseeing excursion – lecture by a holding form. This form is characterized by telling somewhat dominating over showing, but on the whole the both aspects occupy equal portions of time in the excursion.

To assess the objects included into the sightseeing the following criteria are recommended to be employed with regard to the methodology studied: the educative value of the object, the object popularity, its emphasis, the object safe-keeping and integrity, its whereabouts.

The educative value of a sightseeing tour being projected is determined by the shortlisting of the objects from certain life periods of Irkutsk that are history-related and connected with the housing development in Karl Marx Street. The analysis of the housing development carried out before the tour projecting revealed that all the objects to be exposed are divided into four big categories: the architecture of the pre-fire period (24.06.1879-1880), the architecture of the post-fire period (1880 - the beginning of the XX century), the architecture of the 1920-1930).

The object popularity is usually determined by its awareness with the sightseers and local community.

Karl Marx Street is a popular object with the local community and city visitors. The excursion plan covers its most beautiful buildings as telling objects, namely, the building of the former “Pioner” cinema (to the address of 43 Karl Marx Street), a house the property of Tchernyadyev (1 Litvinov Street; a mansion house the property of Katyshevtsevy-Pletyukhin (42 Gorky Street); a detached house the property of Trapeznikovy (31 Karl Marx Street); a mansion house the property of Pakholkov-Kravets (1 Gryaznov Street), et al. The remaining buildings and places of memory are represented as a general review and are merely the objects of exposure.

The outer emphasis of an object is in its compatibility with the background and the environment that is formed by buildings, constructions, nature. While preparing a tour, that subject which complies with the surroundings best must be given every priority. It means that it is in a harmony with other objects or the landscape. In case with Karl Marx Street, the most expressive corner objects were preferred, i.e. buildings located at the crossroads of Karl Marx Street and other streets.

The safe-keeping and integrity of an object. The inspection of the state for a definite time moment was performed to assess the safe-keeping and integrity of the objects shortlisted and the level of their readiness to be exposed for sightseeing. The objects of sightseeing are mainly in a good state, although many of them were subjected to a rehabilitation during the past 5-7 years’ period. Nevertheless, many of them need to be really restored. For example, in the attempt of reconstructing the street in the 20th-30th years of the XX century the whole of the decoration was beaten off from the building of the former shop of “Gastronom No.1” (21 Karl Marx Street). The accident has made the sample of architecture devoid of any emphasis outwardly and correspondingly reduced its value as of an object to be viewed as a part of a sightseeing tour. This example is not unique.
Whereabouts of an object. While shortlisting objects, the length of the way to a heritage-listed object, the convenience of its reaching and the availability of a place which is convenient for a group of sightseers to locate are taken into consideration.

Karl Marx Street is straight in the plan and has the general length of 2350 m. It starts from the riverwalk (Gagarin Walk) and is over at the territory of the former Irkutsk Works named after V.V.Kuibyshev (at present offices of “Fortuna” LLC are located in this place). Since the times of the Soviet Union this street has been one of the town’s important thoroughfares. At the present period of the town development Karl Marx Street is one of the main streets in Irkutsk. Its attraction both for the sightseers and for the visitors of the town is conditioned not only by the availability of beautiful and broad-ranging species of architecture, but also by the presence of infrastructure developed. Shops, cafes, museums, educational establishments, municipal offices, drugstores, cinemas and many other enterprises can be found here. The former names of the street are Bolshaya Perspektivnaya and Bolshaya. Karl Marx Street was created artificially. It came into being in the place of community fortifications about the year 1760. Since the second half of the XIX century this street has got the status of central.

The left side of the street is characteristic for: the housing system of the years 1799-1804 covers the residence of the general-governors; the mansion house at the corner of the 5th Army Street is a typical former tenement building from pre-revolution times, the block of houses from Marat Street to Lenin Street occupies the place of the former Russian-Asian Bank department which was built in 1910-1912 and is followed by the building of Baikalsk State University of Economy and Law. Its right phase is a built on edifice of a former five-form town elementary school named after Alexander and Maria, which was erected in 1895, whereas its left phase was built in 1934; the building of a modern children’s clinic is an edifice of the former typolithography built in 1903. The building for the Local History Museum was built in the years of 1905-1908; the building hosting now municipal offices was constructed in 1875-1878. At the corner of Sukhe-Bator Street there is a building which was constructed in 1910-1912 and was in a private possession of von Lyude. At present this building gives shelter to a shop and some municipal offices. The building of a former hotel named “Tsentralnoye Deko” on the opposite side of Sukhe-Bator Street was built in the years of 1870-1873. The building of the former No. 1 shop “Gastonom” is, as a matter of fact, a construction of two ones that shelter affiliated branches of the Museum of Art built in the period of 1880-1890. The three houses following them were built in the period of 1870-1878. The construction of the building in the private property of Trapeznikovs was performed in the years of 1876-1878. The houses No. 35, 36, 37, 38, 39 were typical tenement buildings of the XXth century. There is a house built in 1899 outside Kalandarishvily Street. Following a storey addition and the reconstruction of the building a cinema named “Pioner” was opened in it in 1937. There is a building of the former “Dom Ofitserov ”/”Officers Harbor” at the corner of Dekabrskikh Sobyti Street built in 1881-1883. In the early XXth century, Karl Marx Street approached Znamensky (Maratovsky) bridge and finished where the cinema of “Mirazh” was located. The Works named after V.V. Kuibyshev were built in this place in 1929-1930.

The right side of the street is characteristic for: the building of Irkutsk Regional History Museum built in 1883; the V.I.Lenin monument; the building of the Irkutsk Drama Theatre erected in the years of 1894-1897; Alexander Vampilov, the play writer monument, set up in 2003. The network of buildings covering the hotel with a restaurant, “Russia”, a cinema and concert hall named “Globus” and the commercial premises entered from Bolshaya Street that were built at the end of the XIXth century, and “Dekadance” the cinema built in 1895. On the opposite side of Gryaznov Street one can see a tenement house built in 1875-1878. A building hosting an art school and the academy of music was built in 1909-1911. At the corner of Litvinov Street there is an edifice of a hotel building named “Grand –Hotel” that came into being in 1905. The construction of the “Detsky Mir “shop and the neighbouring one were built after the fire. The block of houses between Chekhov Street and Volodarsky Street is occupied by a complex for permanent residence of railway workers. It was built in 1935.
The buildings of the former main office of the V.V. Kuibyshev Irkutsk Works are at the end of the street. The Works were built in 1929 and at present its territory and buildings are occupied by the offices of “Fortuna” LLC.

The results and their discussion

According to the criteria represented in the methodology studied, twenty objects have been shortlisted from the enumerated ones as intended for sightseeing exposure to be told about. The foot tour is to be arranged in the warm season, i.e. since late May to September. The remaining months of the year are not included into the period of sightseeing arrangement for different reasons, such as low temperatures, the period for the sightseeing season to be over, and in connection with a smaller demand for sightseeing tours.

The prepared sightseeing tour is an innovative one. Innovations are a product of a human activity which is important not only to be generated but also to be correctly applied. Innovations have always been interesting for people and correctly chosen target listeners are very important. Innovations in the sightseeing activities produce preponderance of one excursion over another and contribute to promoting them on the market. Therefore it is necessary to prove that the tour arranged is able to realize the basic principles of innovation, such as scientific character, consistency, compatibility with the sightseers’ requirements, positive view of the results, immanence of investment processes, logicality and relevance.

The principle of a scientific character anticipates the use of science and methodology for innovations to be realized in correspondence with the sightseers needs. In the project, the principle is realized through the methods chosen by means of creator-owned methodology studied and compared with regard to organization and execution of sightseeing tours.

The principle of consistency is expressed in the idea that a prepared sightseeing tour must take into consideration the conditions to be met by people enjoying their rest basing on the relative resources of a town. A social influence on the community is also taken into consideration when a tour is being arranged (a sightseeing tour is usually specified for certain social groups of sightseers whose interests are unusual). The same is true for environment factors because they determine the season of a tour.

The principle of innovation compatibility with the sightseers requirements. A tour offers the following innovations: a sightseeing tour characterized by narrow architectural and urbanistic specialization of a tour which is popular with specific range of sightseers.

The principle of a positive view of the results covers the safety of the sightseers. In the route attendance it was taken into consideration that Karl Marx Street is not completely a foot one. Therefore, a limitation was introduced for a of group size.

As for the principle of the immanence of investment processes, the organization of a special sightseeing tour does not need any special investments, but can become a reason and cause a pressing need for restoring architecture memorials of Karl Marx Street and a further support of their good looks.

The principle of compatibility of innovation activities and its results with the level of the society development. At this stage of development a sightseeing tour has to function as an educational enterprise first of all for the community.

The principle of logicality. The process of innovation is over with the appearance of a product in the market that causes the demand for (stimulating the idea of) a new innovation and supports financially this process at a certain stage of its life cycle. The next evolution stage of the attended sightseeing tour is supposed to become the event of its inclusion into the citywide system of foot sightseeing tours and a certain infrastructure organized.

2. Conclusions

The attended concept of a foot sightseeing tour is in correspondence with the principles of innovation in sightseeing, consequently, the tour is an innovational one.
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