MAPPING AS A TECHNOLOGY FOR DESCRIBING CULTURAL RESOURCES OF TOURIST DESTINATION

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Abstract. The article deals with application of mapping technology for describing cultural regional resources problems. The role and importance of the technology for forming ethnic and cultural orientation tours are shown. Examples of ethnic and cultural resources of distracts of Novosibirsk territory are listed.

Key words: mapping, cultural resources, ethnic culture, tourist destination

The actuality of application mapping technology for describing cultural resources of tourist destination is determined discrepancy between concealed potential of these recourses and forms of its informational description. The informational description represented by historical and cultural texts is required to treat and systematize from the tourist’s needs point of view.

Nowadays mapping was widely used in countries, where its population was a complex structural association with various traditions keeping cultural identity of local specific communities. There is a number of examples of active applications of cultural mapping in Canada, the USA and other countries [2-4]. Similar researches are being carried out in Russia [1].

Cultural mapping is an innovative and perspective tool for preserving ethnic culture and promotion its traditions, amateur art, unique way of life, distinctive kinds of decorative applied and handcrafts. Cultural mapping contributes to the development to the cultural tourism. This technology has a number of advantages, which are confirmed by worldwide experience of its application for revealing strong aspects and society resources, forming new perspectives and paving the way for effective cultural planning in the limits of a local territory. The mapping process draws attention to the importance of the cultural resources both well known and concealed. The obtained results pointed out either the problems required decisions or the strong features, which can be used to develop a territory including strategies of cultural and internal tourism development.

Let’s point out the advantages, which are given by the application of mapping technology in tourism in Novosibirsk region’s several districts cultural resources. The part of cultural resources which enables to preserve ethnic cultural traditions of Siberian regions as a whole was taken as a subject of the research.

The main goal of this article is a study of a possibility to use cultural mapping for describing Novosibirsk region cultural resources and following forming process of ethnic cultural orientation tours. The main stages of cultural mapping are in general developed and included planning, project design, realization and synthesis. In the article we pick out only the stages and tasks which deal with forming the list of ethnic cultural resources. At the stage of planning the available resources are determined for carrying out mapping of tourist’s destination, they are: business resources (administrative, human resources), information and financial resources.

Let’s consider the main participants of forming process and presenting tourist product. We also determine advantages of the application of the technology for every participants (see table 1).

Table 1. The planning tasks and the advantages for mapping process participants

| Tasks | Municipality | Participants | Tourist organization |
|-------|--------------|--------------|----------------------|
| 1. Recognition of unique cultural and improvement of reputation | Additional investment for infrastructure development and culture objects | Development cultural traditions among residents, organization of spare time, ensuring, employment of residents in service tourist organization | Application of local original cultural for development of new tours and offers, forming image |
| 2. Identification of Creating information | Preserving and developing | Supplement culture |
earlier unknown resources and possibilities system in the form of web-based map and comprehensive presentation Novosibirsk region’s possibilities

3.Providing actuality and the information breadth perception Organizing self-developing network for information exchange between various communities, networks etc.

4.Analisis problems and needs Determination the problems, which make difficult to develop the territory a tourist’s destination. Determination the priorities in planning. Drafting skilled staff

unique original tradition of local communities in Novosibirsk region’s districts of the youth to the its culture

More comprehensive consideration the importance of available non-material assets getting rid of stereotypes and forming and forming loyalty

Increasing the level of self consciousness and original cultural value. Forming the interest to participate in culture important events

The organization of tourist’s product offers taking into account the revealed problems. Forming offers for interactions with local tourist’s services suppliers

Gathering and systematizing resulted in the creation of text-based map with description on certain kinds of resources. The results of cultural mapping are presented in table 2, which contains short description of the ethnic and cultural resources for several districts of Novosibirsk region (see table 2).

Table 2. Novosibirsk region’s ethnic and cultural resources

| Kind of resource | District            | Resource                                                                 |
|------------------|---------------------|--------------------------------------------------------------------------|
| 1.Public cultural organization | Chanovskiy          | The center nationals cultures(german, estonian, kazakh etc.)              |
|                  | Iskitimskiy         | Russian house of people’s traditions                                       |
|                  | Karasukskiy         | Siberian military Cossack’s society                                       |
|                  | Novosibirskiy      | Russian center «Igray, garmon» named after G. Zavolokin                   |
| 2.Festival and events | Chanovskiy          | Ethnographic festival «Sibirskay glubinka», the festival of folk music and dance «Rossia Molodaya», Siberian festival of tatar’s youth, open children’s festival contest of Belorusia folk arts, regional festival of Ukrainian culture «Sorochinskaya yarmarka». |
|                  | Kupinskiy           | The folklore festival «Natsionalnye gornitsy»                            |
|                  | Novosibirskiy      | International festival «Igray, garmon».                                  |
| 3.Possibilities and areas | Iskitimskiy         | Ecological settlement «Luchezarnoe», festival of Slavonic’s cultural       |
|                  | Ordynskiy           | Ecological settlement «Blagodatnoe», the festival «Den zemli»             |
|                  | Toguchinskiy        | Ecological settlement «Skazka», reconstruction of every day culture of the Slavs |
|                  | Ordynskiy           | Master class on original technique «Ordynskaya Rospis»                   |

Undoubtedly, this is the first experience of the application of the technology for the description of tourist’s destination resources concerning Novosibirsk region’s districts. It only set up the problem and enabled to make the following conclusions:

1. Cultural mapping as a tool is of great importance for the development of internal tourism over local territory.
2. Mapping technology enables to describe the main kinds of cultural resources to preserve cultural originality of specific ethnic group.
3. The advantages of the application of the technology are of high importance for different subjects.
4. The obtained mapping information enables to create text-based map of ethnic and cultural resources of Novosibirsk region. Afterward that will help to create web-based map by GIS-technology.

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