Journey of Mark Twain to Crimea

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Abstract. The resort can be regarded as a kind of parallel reality to which a person sets off for a certain amount of time in order to rest, recreate and then return to their usual environment. The most evident reason for the emergence of resorts as a civilizational phenomenon is the fact that society of the 19th century acknowledged the problem of quality of life and public health. In connection with the incorporation of Crimea to the Russian Empire in 1783, a new era began in the history of the peninsula, which is of great interest to both Russian and foreign societies. The amount of people who wanted to visit the peninsula grew significantly over time and peaked in number in the 60’s of the 19th century. The majority of tourists coming to Crimea were those representing the intellectual elite of the society who wished to get a first hand experience with the remnants of the rich past of the Crimea as well as its healing climate and recreational potential. The majority of the researchers were scientists chasing the idea to conduct research in various fields of science, study distinguished places and the uncharted corners of the mysterious peninsula. In addition to the official and festive visits, scientific expeditions and descriptive business trips, various tourist, cultural and treatment-and-prophylactic trips had been made.

1. Introduction

Ethnic and cultural needs appear to be a factor that is directly related to the expectations of tourists and greatly impacts both the perception of service and the image of the visited country – or a particular tourist destination – in the minds of guests. The hospitable environment of tourist destinations is, first of all, a friendly benevolent attitude towards people of different ethnic backgrounds, which is so relevant in our changing global world.

The way people approach the pastime, entertainment and recreation in certain cases can tell about their culture more than other aspects of their life. The distinguished Roman philosopher Cicero said: “I am never so busy as in the hours of my leisure” [1, p. 11]. The authenticity of his words is confirmed by the fact that the culture of any nation reaches completeness and can be deemed fully formed once it develops its own style of recreation, when specialized places are created and ennobled for that purpose and when the society members begin to visit such places.

If one wants to evaluate the evolution of culture through the prism of these developments, then the best evidence is the burgeoning of recreation and resort areas, the process of their evolvement and ennoblement. The very concept of resorts can be regarded as a kind of parallel reality where one departs...
for a certain time in order to rest, improve health and acquire new impressions and then return to the usual environment.

The most evident reason for the emergence of resorts as civilizational phenomenon is the fact that society of the 19th century acknowledged the problem of quality of life and public health. The reason was rooted in the very way of existence, living in cities, poor conditions of life [2, 3]. It was during this period that the need arose to turn to nature with its immense wealth. As a result, the concept of resort and tourism appeared that opened a different world to people. Since ancient times, Crimea stood at the crossroads of civilizations. The cultures of the peoples inhabiting the peninsula were constantly intertwined, opposing and at the same time mutually complementing each other. Along with this, thanks to the unique Crimean landscape, the relatively low accessibility of mountainous areas and vast steppe areas, peoples were able to maintain their individual characteristics and exceptional traits.

For the majority of the population living in Russia in the 19th century, the concept of a resort was associated with the Black Sea coast and, in particular, Crimea. Despite the fact that the arrangement of the peninsula was well behind the western resort areas, Crimea was very popular due to its unique and unmatched natural wealth. Diverse fauna and flora, rich nature, picturesque mountainous terrain, noisy rivers, cascades of waterfalls, favorable climatic conditions, healing sea air – all these beneficial properties of nature were combined on a peninsula surrounded by two seas.

While for the European society, resorts back then were long explored, developed and familiar places for switching activities and recreation, for the population of the Russian Empire though vacation trips quite often turned out to be voyages of discoverers. In the early stages of the development of the resort industry, traveling required considerable financial and physical expenses. However, the study of conversion of the Crimean coast seems no less important and interesting than, for example, a breakthrough to Siberia or the development of coal deposits in the Donbass.

2. Background
The development of public recreation in Russia began in the 60’s and 70’s of the 19th century. The Crimea began attracting a wide mass of holidaymakers in the second half of the 19th century after it became the summer residence of the royal family. Due to the Romanovs, not only Livadia and Yalta, but the peninsula in general started to get a lot of attention [4]. Aristocracy, creative intelligentsia, travelers, scientists, researchers, merchants and ordinary people started visiting and exploring Crimea. Aside from the Russian residents, the foreign tourists started to gain interest in regard to the peninsula and its touristic potential. One of such cases will be considered in the presented scientific publication.

In the recent years, Russia enjoys steady growth of the inbound tourism. In 2019, foreigners visited Russia 5,061,696 times indicating tourism as the goal of their trip (20.5% increase compared to 2018) [5]. TOP-5 of the main suppliers of tourists in comparison to 2018 has not changed. The largest amount of tourists, according to the FSB (Federal Security Bureau of the Russian Federation), came from China - 1.5 million. The flow of tourists from China grew by almost 19%. 1.2 million Chinese citizens visited Russia through the “visa-free channel” as part of tourist groups. Most of them (750 thousand) spent their time in Moscow and St. Petersburg. In 2019, Primorsky Krai recorded another 170 thousand visits, the Amur Oblast - 116 thousand, the Zabaykalsky Krai - 38 thousand, the Khabarovsk Krai - 15.1 thousand. Germany holds the second place in terms of the amount of tourists visiting Russia. Over the year, citizens of this country paid 522.2 thousand visits to Russia, which is 15.7% higher than in 2018. South Korea is the third - in 2019, tourist flow from this country increased by 20.8% and amounted to 413.6 thousand [6]. The flow of tourists to Russia from the USA continues to grow as well. Last year, Americans made 241.1 tourist visits to Russia, which is 6% more than a year earlier.

3. Focus of the research
The promotion of Crimea in the context of tourism, resort and recreation cluster at the present stage seems relevant in many respects. Firstly, the rich historical past of the peninsula has a lot to offer; secondly, geographical and climatic traits represent it as a region with unique capabilities that can and should be positioned at the global level. The broad natural resource potential, historical traditions of its
existence, socio-cultural priorities for many years determined the recreational specialization of Crimea as a strategic direction of its development.

In regard to the historiographic review, the following can be noted. A. Vakulenko [7] and O. Zavgorodnaya [8] wrote about visits of American delegations to the Crimean coast at different times. However, the works of these authors are of a narrative nature and do not have any scientific background. The newspaper article in which the appeal of the American delegation was published [9] is also worth mentioning. The information is certainly interesting and useful, but very limited, and, therefore, can be used in the context of individual stories.

The presented scientific article is intended to provide analysis of the episodes of the American delegation’s visit to Crimea in terms of hospitality and neighborliness in the field of tourist exchange at the state level, and not only. Such information is of interest from a historical point of view, while also can be regarded nowadays in the context of modern American-Russian relations.

4. Solutions, results and recommendations
A little more than 150 years ago, the then-unknown journalist Samuel Langhorne Clemens (1835 - 1910) [10, p. 423], who later became a recognized writer and public figure, more familiar to the broad public as Mark Twain, visited the Crimea in 1867 as a member of the American cruise tourist group [8]. He described his impressions of the peninsula in travel sketches, which subsequently underpinned one of the writer's books, called "The Innocents Abroad" [11]. The episodes related to Crimea can lawfully be considered a kind of “window to Russia” for the mass American reader of the time. In fairness, it should be noted that Mark Twain received wide fame precisely by virtue of this work, which was distinguished by a lively and rich language of narration. So, in the preface, the author noted: “This book is a record of a pleasure trip. ...it has a purpose, which is to suggest to the reader how he would be likely to see Europe and the East if he looked at them with his own eyes instead of the eyes of those who traveled in those countries before him” [11, p. 15]. Having read this piece of writing, we can safely assure that the author has fully achieved his goals.

The plan of the cruise comprised many countries in Europe and the Middle East. The journey lasted from June 8 to November 19, 1867 [7] and was full of events, meetings, impressions. In the Russian Empire, the foreigners got to visit Odessa, Sevastopol and Yalta. According to the declared purpose, this article will focus on the pastimes of the American delegation on the southern coast of Crimea. This fragment is of particular interest in the sense that the ordinary US citizens met Russian monarchs and their noblemen in person and spent a considerable amount of time together. It is unknown who exactly on behalf of the Russian side advised to visit Emperor Alexander II. One can only assume that it could be an attendant of the then Governor-General Grigory Vasilievich Zhukovsky (1800 - 1880) [12, p. 25]. While this is the most compelling about scientific study – as one lifts the veil of obscurity in regard to a particular subject matter, new blind spots are revealed, thus giving way to further research and maintaining timeliness of the topic.

Getting back to the stay of the American delegation in Crimea, one should first of all pay attention to unprecedented hospitality and cordiality according to the guests, as well as some kind of carelessness of the Russian side regarding the verification of identification documents of members of the American group. Of great interest is also the fact that Mark Twain mentions in the travel notes his loss of passport just before their voyage to Crimea which resulted him in using someone else's document during the trip: “I had lost my passport, and was traveling under my room-mate’s, who stayed behind in Constantinople to await our return. To read the description of him in that passport and then look at me, any man could see that I was no more like him than I am like Hercules” [11, p. 304]. Analyzing this situation, one can explain the hospitality of the Russian side to the guests from overseas by the fact that this was perhaps the first visit of American tourists to the Crimea. Unfortunately, it is not possible to provide statistical data on this matter in the given research work, since such records started to be conducted systematically only in the late 60’s of the 19th century. In particular, A.V. Malgin indicates in one of his works the total number of visitors to be around 200 families (i.e., about 1000 people) per season. But these statistics concern Yalta only [13, p. 95].
It should be pointed out that according to the protocol of diplomatic reception, prior to the meeting the delegation should have prepared an official address by the members of the delegation, which in fact was prepared by Mark Twain himself and signed by members of the American group. The text of the document was translated into Russian and placed in one of the issues of the “Odesskiy Vestnik” magazine: “One of the greatest pages that adorned the history of mankind since people wrote it was written by the hand of your imperial majesty when this hand broke the bonds of twenty million slaves. Americans especially appreciate the opportunity to honor the sovereign who has committed such a great deed. We took advantage of the lesson we were taught and currently represent the nation as free in reality as it was before only by name. America owes a great deal to Russia... and especially for its continued friendship in the year of its trials. With hope, we pray to God that this friendship continues for future times” [9]. A copy of the original text, written by the hand of the American classic, has since recently been kept in the collections of the museum of the Livadia Palace.

In the context of the content of this appeal, it should be clarified regarding the Russia’s support of America “in the year of its trials.” Here, the author implies the Civil War of 1861 - 1865, when the Russian Empire, represented by the Emperor Alexander II, supported the policy pursued by US President Abraham Lincoln (1809-1865). In support of this, the fact of the dispatch of the Russian Pacific Squadron to the United States in 1863 with a mission to protect the United States from possible aggression by France and Great Britain [14] should be cited. This indifference to the American problems on the part of the Russian emperor can be explained by the reformist ideas of Alexander II, who built his domestic policy upon the foundation of innovation, which contributed to practically all spheres of life and activities of Russian society. An example of this is the Manifesto of 1861, which resulted in the abolition of serfdom [15, p. 93]. During the aforementioned war, the US President signed the Proclamation on the Liberation of Slaves (the first Decree of September 22, 1862; the second Decree of January 1, 1863) [16]. Although today there are many polar opinions on the role of the Russian Empire in the victory of the American North over the South, as well as on parallels regarding the abolition of serfdom and the liberation of slaves [15]. But one way or another, the gratitude expressed by Mark Twain on behalf of the entire American people in his “Appeal” to the Russian emperor, can be regarded the basis to consider the diplomatic relations of the Russian Federation and the United States through the prism of the history of tolerance and mutual understanding.

In this context, it is worth getting into more detail regarding the very reception of the American delegation by the emperor, who was described in an eloquent and detailed way and by Mark Twain in the aforementioned book. The author emphasized the anticipation of a high meeting. The American guests, according to the words of the “Consul of the United States”, should have dressed up accordingly: “swallow-tail coats, white kids, and white neck-ties, and the ladies in light-colored silks, or something of that kind” [11, p. 311], and lined up upon the emperor’s entourage appearance, then “a universal, delighted, enthusiastic smile ought to break out like a rash among the passengers – a smile of love, of gratification, of admiration – and with one accord, the party must begin to bow – not obsequiously, but respectfully, and with dignity” [11, p. 311]. Even before the expected meeting, overseas guests realized that the hosts were happy to have them. This became clear when, in addition to the invitation from the Emperor himself, they were invited to the palace of the brother of Alexander II, Grand Duke Mikhail (1832 - 1909) [11, p. 312].

The second and, perhaps, the main, fragment of the meeting, which the author emphasizes, was the behavior of Alexander II and his retinue: “the imperial family came out bowing and smiling... With every bow, his Majesty said a word of welcome... There is character in them – Russian character – which is politeness itself, and the genuine article” [11, p. 312]. In continuation of such comments, Mark Twain allowed himself a comparison not in favor of others: “The French are polite, but it is often mere ceremonious politeness. A Russian imbues his polite things with a heartiness, both of phrase and expression, that compels belief in their sincerity” [11, p. 312]. The sincerity and responsiveness of Alexander II looked even more convincing in comparison to other crowned persons, for example, Louis Napoleon. Analyzing these statements, one cannot but take into account the journalistic and life
experience of Mark Twain in order to understand that the author of travel notes is close to the truth to say the least.

The paternal adoration that the emperor had for his daughter did not escape the American’s gaze as well: “Every time their eyes met, I saw more and more what a tremendous power that weak, diffident school-girl could wield if she chose to do it. Many and many a time she might rule the Autocrat of Russia” [11, p. 314]. This refers to Maria Alexandrovna (1853 - 1920). It should be noted that the institute of parenting did exist at the Russian court. In particular, starting from 5 years old, heirs to the throne and Tsar’s children received a worthy education: “Mentors were involved in their upbringing and education. It depended on them how this education and upbring would be” [17, p. 26]. So, the process of upbringing and education of Alexander II himself, according to sources, embraced the span of about thirteen years [18, p. 577]. In turn, the crown prince Alexander Alexandrovich, as well as his brothers and sisters, were well nourished by the parents who paid proper attention to their education [17, p. 29].

In addition to the worthy manners of the monarch, American tourists were surprised by his appearance. Instead of the expected crown and attributes of power, the Russian sovereign was dressed unexpectedly simply: “The Emperor wore a cap, frock coat and pantaloons, all of some kind of plain white drilling—cotton or linen and sported no jewelry or any insignia whatever of rank” [11, p. 313]. Similar observations Mark Twain attributed to the entire retinue of the emperor. The cordiality of the royal couple in relation to the American guests was also revealed by a tour about their residence: “...the Emperor of Russia and his family conducted us all through their mansion themselves... They seemed to take a real pleasure in it” [11, p. 315]. Aside from the overall comfortability, foreigners noted the lack of excessive luxury and a pump in the royal chambers. One cannot but agree that this also characterizes Alexander II. And here from the domestic history, one should recall the example of I. Stalin, a very ascetic person who did not need anything excessive in the everyday life. The leader of the nation did not ascribe too much importance to amenities, clothing, food [19, p. 65]. Analyzing this fragment, it should be said that such cases are unfortunately rare.

As part of their stay on the South Coast of Crimea, the Americans were cordially invited to visit the palace of Grand Duke Michael, the third oldest brother of the emperor. What is meant here is the royal residence in Oreanda, which unfortunately has not survived to this day (it was burned during the Second World War - author). But thanks to the description of Mark Twain, we know that this palace was built in the Greek style. The author paid a special attention to describing his impressions from the park zone surrounding the residence [11, p. 315]. Here, as in the first case, the royal couple led by the emperor joined the accompaniment of foreign guests. The American writer expressed his amazement as follows: “You can appreciate it if you have ever visited royalty and felt occasionally that possibly you might be wearing out your welcome—though as a general thing, I believe, royalty is not scrupulous about discharging you when it is done with you” [11, p. 316]. It should be noted that the behavior of Grand Duke Mikhail, expressed in cordiality, attention, and even patronage towards the Americans, captivated overseas guests no less than the sovereign’s reception: “We... appreciated the friendly spirit that prompted him to do us a favor that any other Grand Duke in the world would have doubtless declined to do” [11, p. 316]. The simplicity and openness with which the reception was held, the Russian hospitality and the variety of breakfast dishes did not escape the prying eyes of tourists.

5. Conclusion
Modern tourism is one of the significant manifestations of globalization, which affects all areas of functioning of the society. As a result of the process of economic and socio-cultural integration, the range of tourist services is expanding rapidly, among which one of the most important is the service of accommodating foreign tourists and complementary services provided by modern hotel industry enterprises. Thus, in the context of the growth of not only domestic but also ingress tourist flows, certain traits of serving foreign citizens arose in the hotel service industry.

The popularity of the South Coast of Crimea attracted not only a large number of "average" vacationers, but also well-known eminent people of Russia as well as those from abroad. Famous actors, directors, singers, composers, writers, poets stayed in the Crimean hotels, which gave the latter a more
prestigious status and subsequently contributed to an increase in the number of guests. In the hotels of the South Coast stayed such prominent figures of culture and arts as I. A. Bunin, A. M. Gorky, N. A. Nekrasov, V. V. Mayakovskiy, A. P. Chekhov, L. Ukrainka, M. P. Mussorgsky, N. A. Rimsky-Korsakov, E. K. Mravina, M. S. Shchepkin, K. S. Stanislavsky, V. I. Nemirovich-Danchenko, M. N. Ermolova, V. F. Komissarzhevskiy and many others.

The development and implementation of programs based on meeting the ethno-cultural needs of tourists in Russia can be characterized as being in progress [20]. Such programs are designed to create a comfortable environment for foreign tourists while visiting Russia, who, traveling outside their country, often experience a number of inconveniences associated with national and cultural differences, traditions of everyday life and routine. Frankly, this is not the only reason for the discomfort for Crimean guests. However, this study opens up prospects for further study of the development of the tourism industry in the Crimea, and also makes it possible to use the presented scientific material as historical experience in the context of development of the recreational system in Crimea at the present stage.

6. References

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