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“Сохранение и туристское использование культурного и естественного наследия”

*ТУРИЗМ В КАВКАЗСКОЙ ОБЛАСТИ: НЕПРЕРЫВНОСТЬ, ИЗМЕНЕНИЕ И
ПРЕОБРАЗОВАНИЕ
ИДЕОЛОГИИ СОВРЕМЕННОГО СОХРАНЕНИЯ*

Кавказская Область вообще может быть привлекательным инвестиционным назначением для проектов туризма, предлагающих его культурное богатство, естественную красоту, компетентную рабочую силу и его свободный проход от международных рынков. “Общественность и Партнерство Частного сектора” должны быть установлены, чтобы представить интересы всех инвесторов туризма в в Кавказской Области. Профессиональная промышленность туризма должна работать с правительственными учреждениями, чтобы получить наивысшие современные стандарты в секторе туризма. Информационные технологии должны экстенсивно использоваться, чтобы обратиться к потребностям инвесторов, организаций, и потребителей. Само собой разумеется, все проекты туризма должны быть осознаны в подходе систем с общей политикой и стратегиями Российской Федерации. В последовательных шагах целый туристический потенциал области должен быть зарегистрирован очень детальным способом, проекты в wholistic подходе систем должны быть осознаны, общая стратегия и идеология должны быть установлены и последние, но не наименее все возможные усилия должен быть проведен на глобальный маркетинг.

Мы надеемся, что наша бумага будет, чтобы быть скромным вкладом в лучшее понимание сложности инвестиций туризма в Кавказской Области.

“Preservation and tourist usage of cultural and natural heritage”

**TOURISM IN CAUCASIAN REGION: CONTINUITY, CHANGE AND
TRANSFORMATION
IDEOLOGIES OF THE MODERN CONSERVATION**

Introduction:

The new world disorder redescibes the ethics of the Capitalist Society according to the global market rules. Wild Capitalism tends to see every aspect of life from the viewpoint of economic growth and pragmatism, and that surely means whatever leads us to gain profit is wise. It is the updated ethics of so called “New Breed of Business Gurus” saying that everything done for business by new business-warriors will open new brave horizons.¹ Sadly speaking, redefined moral values of so called “new enlightenment” based on profitable “plastic heavens” is continuously gaining special power when those mentioned gurus transmit them. The Information Technology boom also led to a sensational rise in globally transmitted ideas widely over time and space, where they take on new contexts in new ideologies of those mentioned false heavens.

Dubai can be shown as one out of many examples of those fake heavens in the middle of the desert which is completely artificial and fake as a whole. From the tourism investment point of view it is a mere display of vulgar fantasies based on unsustainable consumption. In 1975 the brand new Inter Continental was the only western style hotel in Dubai offering luxurious options. Today, there are over three hundred with almost similar standarts. On one hand so called “Dubailand” which is the Middle East's answer to Disney World attitude can also be considered a sort of admirable attempt towards excellence, on the other, with the obvious lack of noteworthy civilisation, tradition, philosophic background and likewise, the whole experience can be named as a kind of adult Disneyland indeed.

Material and Methodology:

In Caucasia with archeological sites and foundings representing the rich cultural heritage of the region over more than 4000 years, the problem is reversed.² Keeping in mind a visitor who wishes to gain a broad knowledge about the historical background and heritage of the touristic region, we also should not forget that the most updated concepts are to be applied to provide best luxury and comfort. In other words while realizing investments for tourism we have to set a balance between continuity and change.³ The question is that what should be preserved to maintain the continuity while displaying the rich cultural heritage and what are the necessary changes to be made to provide the best satisfaction according to the updated needs, with the consideration of all controversies in this field.⁴

When aesthetics⁵ is discussed in modern context we always have to talk about morality⁶ and there are no rules of morality, morality⁷ is ideology.⁸ While realizing a touristic investment project in an environment with vast historical background we have to decide about the identity⁹ and the culture¹⁰ to be presented to the user. In other words there must be a certain ideology¹¹ for the philosophy of conservation.

The contemporary conservation and restoration doctrine was first crystalized in 1931, by the “Athens Charter”, later defined in a more detailed context by the “Venice Charter for the Conservation and Restoration of Monuments and Sites” in 1964, underlining the importance of:

- Continuous maintenance in time
- The environmental impact (builded & natural, etc.)
- The indivisible nature of the monuments considering their historical background and physical settings.

Article 9. The process of restoration is a highly specialized operation. Its aim is to preserve and reveal the aesthetic and historic value of the monument and is based on respect for original material and authentic documents. It must stop at the point where conjecture begins, and in this case moreover any extra work which is indispensable must be distinct from the architectural composition and must bear a contemporary stamp. The restoration in any case must be preceded and followed by an archaeological and historical study of the monument.

Article 10. Where traditional techniques prove inadequate, the consolidation of a monument can be achieved by the use of any modern technique for conservation and construction, the efficacy of which has been shown by scientific data and proven by experience.

Article 11. The valid contributions of all periods to the building of a monument must be respected, since unity of style is not the aim of a restoration. When a building includes the superimposed work of different periods, the revealing of the underlying state can only be justified in exceptional circumstances and when what is removed is of little interest and the material which is brought to light is of great historical, archaeological or aesthetic value, and its state of preservation good enough to justify the action. Evaluation of the importance of the elements involved and the decision as to what may be destroyed cannot rest solely on the individual in charge of the work.

Article 12. Replacements of missing parts must integrate harmoniously with the whole, but at the same time must be distinguishable from the original so that restoration does not falsify the artistic or historic evidence.

Article 13. Additions cannot be allowed except in so far as they do not detract from the interesting parts of the building, its traditional setting, the balance of its composition and its relation with its surroundings.

In early 19th century, during the Revolutionary Period in France, historical buildings, especially buildings of religious function were destroyed as a result of misunderstanding the main concept of “Illumination”. A generation later however, beginning with the Romantic Movement,¹² the public opinion in general began to understand the necessity of preserving “memories”, thus creating the post of “Inspector of Historic Monuments”. From that time to date the concept of preserving “memories” has been gradually developed in the light of dialectic awareness¹³ leading us to a sophisticated yet applicable understanding of contemporary conservation and restoration doctrine.

Conclusion:

Caucasian Region in general can be an attractive investment destination for tourism projects offering its cultural richness, natural beauty, qualified labor force and its easy access from international markets. “Public and Private Sector Partnership” should be established to represent the interests of all tourism investors in in Caucasian Region. Professional tourism industry should work with the government institutions to gain the highest contemporary standards in tourism sector. Information Technology should be extensively used to address the needs of investors, organizations, and consumers. Online purchasing must be supported by mentioned “Public and Private Sector Partnership” for either group packages or individual bookings. Needless to say, all tourism projects must be realised in a systems approach¹⁴ with the general policy and strategies of the Russian Federation. In consequential steps the whole touristic potential of the region must be documented in a very detailed way, projects in a wholistic systems approach should be realised, the general strategy and ideology should be set and last but not the least all possible efforts should be spent on global marketing.

We hope that our paper will to be a modest contribution to the better understanding of the complexity of tourism investments in Caucasian Region in a systems approach.

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