

Historical and Cultural Site of Educational Tourism in Derbent City

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Abstract: The article is devoted to historical and cultural sites of the city of Derbent and the problem of preservation of historical and cultural heritage. There is also the analysis concerning the lack of sufficient funding to maintain and tourism promotion not only within the domestic but also in the world tourist market.

Key words: Tourism • Objects of historical and cultural heritage of the city of Derbent • Investment
• Government policy

INTRODUCTION

Historical and cultural tourism should not be limited to well-known and popular brands, as Russia has enough regions that have their attractive objects which are of interest to tourists and according to which one may develop new tourist routes. "The success of tourism development depends not only on the material and technical base corresponding to the generally accepted standards and requirements, but also on the uniqueness of the national cultural heritage. The objects of cultural national heritage must be presented rationally and creatively" [3. S. 152].

Derbent is a well-known city of the Republic of Dagestan with its interesting historical and cultural sites, primarily the "Citadel" which was included in the list of World Cultural and Natural Heritage by UNESCO on the July 3, 2003.

Derbent is an open-air museum with unique historical and cultural monuments: "Orta-capy" gates, Bayat-capy, Doubary-capy, Cala-capy, Naryn-Kala, Dzharchi-capy, Khan's Palace, "Zindan" dungeon, etc.

Taken into account the considerable importance of historical and cultural heritage of the city of Derbent the State Historical-Architectural and Art Museum-"Ancient Derbent" reserve was established in 1989 as a complex monument of national Russian importance.

The boundaries of the reserve make 439 hectares, including the "Naryn-Kala" citadel-the historic centre of the city-magaly (old town), the territory of ancient cemeteries, landscape and archaeological site named as "Old Damascus", the zones along the Dug-bar wall and the ancient port of Derbent area.

Derbent museum includes a grand defensive system of the VIth century. The fortress is situated on Dzhalgansky Ridge hill (the first settlement appeared here in the late 4th millennium B.C.). The area of the fortress makes 4,5 hectares, the walls are 700 m long, the wall height makes 17-18 m, the wall thickness makes 3 m. The display objects inside the fort are archaeological excavations, the remains of palaces built in XI-XVII centuries, the cross-bathing Christian church of the VIth century, the khan bath of the XVIIth century, the underground prison of the XIVth century and much more. The old part of the city (at the foot of the hill) makes 9 blocks (magals) of residential buildings, baths, caravansarai, minarets, mosques and bulakhy springs. The atmosphere of medieval eastern city is preserved here with its narrow winding streets and cozy courtyards, flat roofs, the architectural details of houses. Another part of MZ is the lower "European city" which are presented by separate architectural monuments.

The Albanian-Christian temple towered above the ground of more than 12 meters. With the arrival of Arabs Derbent became the center of Islam formation in

Dagestan. When the rulers were taking the city they destroyed buildings and grounds and built their new building on the foundations. The Christian church was filled with soil without destruction. After that it was underground. Then it was rebuilt into reservoir when water was ducted from mountain springs.

The Persian-khan bath was built in XVIIth century. The operating principle of eastern baths is not determined exactly. Presumably, the bath furnace was under a stone floor and was made in the form of channels. The stone floor and water in small pools was heated from it. Also hot steam was ducted along ceramic pipes. This steam circulating around the bath walls, maintained the bath temperature.

"Zindan" dungeon was built of stone, the walls are straight. It is completed with a lancet arch. It has a small opening where prisoners were descended. People were imprisoned in "Zindan" pit for disobedience, especially for the betrayal of the city. The town and fortress could not be taken by an assault practically and theoretically. Derbent could be taken only by water poisoning. According to legend, the water sources were found in mountainous areas, as water flowed into the city from the mountain springs along stone chutes. Local traitors took the reward and showed the attackers water sources. They opened stone chutes-collectors, slaughtered cows and sheep and poisoned these sources with its blood and entrails. In this regard, due to the lack of clean water the city residents opened the city gates. That was the way the enemy might take the city of Derbent.

Juma mosque is located on the opposite side. It's a former religious school, built 500 years ago.

From the walls of the Naryn- Kala one may easily see the tombstones of several cemeteries with innumerable plates. There is a group of sad graves called "Kyrhlar" among this abundance of tombstones. According to legend, they buried 40 Arabs here who were killed in the fight against "infidels". Each grave is covered with a stone monolith of a semicircular shape. Tutu-Bike mausoleum, the ruler of Derbent city is next to them (second half of the XVIIIth century).

The lodge, where exiled writer A.A. Bestuzhev-Marly lived for four years is situated now at the upper magal (quarter). There is his memorial plaque on the wall of this lodge. Beyond the southern wall of the fortress is an ancient cemetery Esfendiar. Huge gravestone resembling human figures remained there. The tombstones are three meters high and completely covered with ornaments and the Arabic script.

Currently the Derbent architectural complex is fully restored. They restored the original appearance of many buildings of Naryn-kala citadel with the help of experts.

MATERIALS AND METHODS

The paper uses the methods of system analysis for the use of historical and cultural heritage of Western Europe countries promoting the positive image of the Republic of Dagestan. "According to the World Tourism Organization, cultural tourism is one of the most promising and fastest growing types of tourism activities in the world. For example, the U.S. share of CT is up to 81 % of total domestic tours. In EU this share is now makes 24% and according to expert estimates, it will reach 50% of total domestic tours in ten years" [1]. According to McKean tourism promotes artistic creativity, which leads to cultural revival. «Points points out that tourism" stimulates artistic creativity». Therefore tourism can even revitalize or culture» [2. S.321].

RESULTS

The historical and cultural potential is not enough to develop cultural tourism. It still needs its preservation and promotion to the world market and it requires certain financial costs. The lack of adequate funding by the state leads to the destruction of historical and cultural sites of the region. So, because of a natural disaster i.e. flooding the following sites were damaged: the foundation of the famous rock fortress Naryn-Kala is washed away by the north wall Kyrhlyar-Capa; Bair-Bulakh that is also close to the wall is washed away completely. The walls of Bestuzhev-Marlyev museum have cracks and the roof is in poor condition and needs urgent repair, the fortification wall of Dug-bary is being destroyed. About 438 million rubles were given to restore the facades of buildings, streets, resettle people from dilapidated houses, but the damage was estimated at 2 billion rubles. Naturally the allocated funds are insufficient to perform a complete restoration of facilities. There are other things that are associated with the restoration of the city. Besides the damage reimbursement for citizens it is also planned to receive funds in order to reimburse infrastructural damage. It's about 200 million rubles. it is planned to spend about 500 million on the construction of protective structures on Dzhalgan mountain, from the northern to the southern traffic police post. This project is currently under development. It is supposed to get about 1 billion

200 million rubles. The serious problem is with the improvement of the territory satate adjacent to the fortress. There is a lot of land self-acquisition, illegally built shanties which are also built on the cemeteries. Many people build their own homes on the graves of our ancestors. Let's consider the role of public investment in the development of cultural tourism on the example of Greece. So Greece "has up to 25,000 historical monuments and attractions (it's a quarter of the total number of monuments in Russia). But tourists strived for Greece is not so much for the monuments, but for the sake of rest on the Mediterranean resorts" [3]. In order to solve this problem, the Greece state had another 121 700 000 euro in 2005. "In 2007, GNTO launched a new campaign "Explore your senses in Greece", whose purpose was to combine the first-class service and the promotion of cultural and natural heritage. As a result, among the most popular tourist destinations Greece occupies the 15th place in the world and 4th place in Europe. Greece annually attracts more than 13 million tourists, about 90% of whom are Europeans" [1]. Another important issue for the promotion of historical and cultural heritage is the lack of a unified state policy in the sphere of tourism. This problem is faced by many countries, including African countries. The architectural monuments of Zanzibar are included in the World Heritage List. "In other words, the governance of tourism in Zanzibar falls under the remit of a number of different government departments and as a result of both the policy vacuum discussed in the previous section and the lack of a body with the authority to co-ordinate the tourism-related activities of different departments, these departments frequently fail to communicate and work to their own agendas "[4. C.95].

CONCLUSION

The example of Greece shows that the promotion of historical and cultural sites in the world market is necessary at the early stages demand making of investments from the state and private investors for its use and maintenance by the state and the broad advertising campaign directly contributes to the amount of foreign and domestic tourists and hence to higher revenues in the regional economy.

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