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**ANALYSIS OF TOURIST RESOURCES OF THE REGION:
CREATING OF THE INTERACTIVE ATLAS**

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Abstract

Projects on an interactive platform are currently used to create many educational, tourist and recreational resources, including the promotion of domestic tourism. The idea of increasing the efficiency of using information technologies and supporting the tourism industry is becoming an important part of the strategic development of regions and municipalities. In this regard, the problem of the "center-periphery", due to the geographical distance from the infrastructure facilities, is being solved. It seems to us that the key problem is not regionality itself, but the lack of information content that can provide high-quality and reliable information about the potential of the territory. The objects of small cities and villages of the Samara region are extremely poorly represented in the information environment. The development of content for the interactive information atlas of the Samara region is due to the need to involve local territories remote from megacities in the tourist space of the region. With the support of the Russian Geographical Society NGO, the research team conducted expeditionary work in the northern outback of the Samara Region to study the historical and cultural objects of the region with the subsequent prospect of creating tourist products that are in demand outside the local territory. The regional competitiveness is considered by the authors from the position of including the agricultural territory in the tourist space by creating an interactive platform with information resources about the sights of the region.

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Keywords: Interactive atlas, regional tourism, historical and cultural heritage, Samara region, domestic tourism.



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1. Introduction

A modern understanding of the preservation of objects of historical and cultural heritage is not only the prevention of their material destruction, but also activities involving their inclusion in the socio-economic context. Located in the most remote corners of the country, they have a unique, constantly accumulating historical and cultural potential. They are the basis for developing the concept of tourism development in the regions.

Research aimed at studying the tourist and recreational potential of territories remote from megacities and large infrastructure facilities form the idea of a new civilizational paradigm based on a qualitatively new perception of the territory and regional competitiveness (Ukrainsky, 2018). In particular, hypotheses of increasing returns to the region are considered, which is associated with a change in the demand for available resources (Skorobogatov, 2017).

A number of interactive resources have been created for the development and promotion of domestic educational tourism. The most important one for the Samara region is the electronic interactive atlas "Tourist-recreational route and sights of small towns and villages of the Samara region" implemented in 2016 with the financial support of the Russian Geographical Society NGO (Tarasova, Polyanskova, & Solentsova, 2019). The content analysis of historical and ethnocultural objects of the municipal district Shentalinsky, Samara Region, is aimed at the subsequent integration of resources with the existing interactive platform turatl.ru.

2. Problem Statement

Numerous studies of Russian and foreign scientists draw attention to possibilities for the development of tourism in the regions as a key source for the formation of small business and sustainable economic growth (Girau, Ferrara, Pintor, Sole, & Giusto, 2018). However, a number of regions remote from megacities with developed infrastructure are marginalized in the sense that they do not have accessible informational and infrastructure resources (Pelc, 2018).

It seems to us that the problems do not arise due to remoteness from the center or the metropolis, but often from the lack of approaches to solving them. In modern research, an attempt of economic evaluation for institutions of the cultural heritage of the regions and their positioning in the public space is made, as well as the application of models for assessing economic efficiency to such institutions (Bychkova, 2016). For municipalities and regions, the key problem is the diversification of economic sectors and building up creative potential, supporting creative industries - museums, ethnocultural and gastronomic festivals (Abankina, 2017).

A methodological problem is the problem of determining the boundary between a region and a center. The region has certain characteristics peculiar to only of a specific geographical and administrative localization. The territory we are studying has administrative boundaries and a certain image of a sociocultural destination, with its inherent mentality, worldview and mental outlook.

3. Research Questions

The basic research task is the conceptualization of the competitiveness phenomenon for territories remote from megacities in the context of digital information technologies development. The tasks set by the authors involve the scientific justification of the existing ethnocultural and historical objects examined during the expedition and field work. The analysis was carried out using a large number of documentary archival sources and processing of field studies obtained by the research group as a result of work in the territory of the municipal Shentalinsky district, Samara region. The geographic remoteness of the district from the provincial center is 164 km, by road - 188 km.

4. Purpose of the Study

The purpose of the study is the systemization of the scientific expedition results and justification of potential regional tourism sights located in the northern outback of the Samara region for creation of the new information content. The consistent implementation of the research, expeditionary work, the presentation of work results at the exhibition and discussion problems of preserving the ethnocultural and historical objects of the region at a conference with the involvement of the public is aimed at creating an interactive 3D Internet resource. Placing the results of the study in the global information space will facilitate wide access to reliable data on natural, ethnocultural, historical sites located in the territory of the municipal Shentalinsky district, Samara Region.

5. Research Methods

The methodological basis was data from field studies. As a result of the research expedition, materials on the historical and cultural features of the region were examined. The authors analyzed and processed field research materials, archival data using historical-genetic, critical analysis of sources. The main research method is the content analysis.

6. Findings

Archaeological Site of Federal Importance - Kondurcha Fortress. One of the potential tourist sites of the Shentalinsky district is the archaeological site of federal significance - Kondurcha Fortress. The research team analyzed the available resources on the construction of a defensive line on the site, which runs through the modern Shentalinsky district. The sources indicate the possible use of ancient defensive ramparts for the construction of the Novo-Zakamsky line, in particular, the old Bulgarian fortresses. The Journal of the Imperial Russian Geographical Society in 1851 reported about the construction of a new Zakamsky line under the senatorial decree on February 14, 1731 "to better protect the lower cities beyond the Volga instead of the Cheremshan outposts along the Sok River and along other rivers to the Ik River." The head of the Orenburg expedition V.N. Tatishchev at the "General Council" in Samara in 1937 addressed the issue of the status of the old and new Zakamsky lines. It was an integral part of the system of defensive structures built in 1731-1736. The Novo-Zakamsky defensive line was created between the Samara and Kama rivers to defend the European part of Russia from nomads' raids. Currently, the historical rampart

with triangular redans in the Kondurcha Fortress is clearly visible. In addition to field research and description of objects, an analysis of published sources was carried out for the subsequent inclusion of the description of this object into the interactive tourist atlas of the Samara region. A proposal has been made to the Samara Regional Branch of the Russian Geographical Society to install a memorial sign with a historical reference about a unique historical site in the village of Kondurcha Fortress.

Ethno-cultural objects of the region. First of all, it is important to consider the very concept of ethnic tourism. Ethnic tourism is currently gaining popularity in the world. A different understanding of the nature of ethnic tourism gives rise to many definitions of this concept. Some authors identify this type of tourism with nostalgic, focusing on the historical ties of tourists with the visited destination (Song, 2015). Others believe that this tourism focuses mainly on small nations least affected by civilization. This brings ethnic tourism closer to exotic and even extreme tourism. In this article, based on the position that any ethnic group has a unique culture that can interest tourists, its definition of ethnic tourism is given. Ethnic (ethnographic, ethnocultural) tourism is a type of cultural and educational tourism with the purpose of tourists familiarization with the history of different ethnic groups. The specified tourism involves visiting demonstration settlements that have preserved ethnic specificity and ethnographic museum complexes.

According to the authors the ethnic tourism is a conceptual basis for the development of tourism in the Shentalinsky district, taking into account the ethnic diversity of the region. The resources of ethnic tourism are the most diverse manifestations of ethnic culture, embodied both in the material and in the spiritual sphere. As a result of the research, various features of the ethnic culture of the peoples living in the Shentalinsky district were analyzed. Some settlements that can be used as demonstration when organizing and conducting tourist routes of an ethnic nature were identified such as the villages Tuarma, Kamenka, Old Afonkino, Deniskino, Bagan, Old Shentala.

The research of a unique object was carried out. The pagan Old Afonkino village is the only one preserved in the Samara outskirts where the Chuvash- representatives of different faiths live: Christians, pagans, Muslims. In the neighboring village cemetery are Orthodox crosses, grave pillars of unchristened Chuvash - Jupe, as well as plates on the graves of Muslims. The new information content will contribute to the development of domestic tourism in this direction and familiarization with the rich culture of the multi-confessional Chuvash village.

The center for the revival of Mordovian culture in the Shentalinsky district is a unique ethnographic museum named after M.I. Chuvashева in the Old Shentala village. Founded in the early 1990s, the museum has become a center for the development of interethnic relations of peoples of different regions of Russia. Creation of information content will expand the understanding of the ethnic history of the region. Researchers note the Mordovian holiday "Mastorava", the Tatar "Sabantuy", the Chuvash "Uyav" as potential objects of event tourism.

Analysis of the archive chronicles and the creation of the exhibition complex in relation to the socio-economic and historical significance of the Romanovka village. A special role of the studied object located in the northern outback of the Samara region is unique achievements over a long historical period as one of the leading enterprises in breeding livestock. Special merits of the farm were during the Great Patriotic War. In 1943, the state farm "Kanash" had been holding the Red Banner of the State Defense Committee as the best farm of the country for 9 months. The research group studied the materials of three archives: the

Samara Regional State Archive of Socio-Political History, the Central State Archive of the Samara Region, and the Shentalinsky Municipal Archive. Based on the documents studied, the exhibition complex “State Farm“ Kanash ”- Land of Heroes” was prepared. The study of the historical and cultural significance of the Romanovka village, Shentalinsky district, occupies a special place in the creation of the content of the interactive atlas of the sights in the northern outback of the Samara region. By the 75th anniversary of the Great Victory, the exhibition is on display in all cultural and educational centers of the region. An electronic variant of the exhibition will be presented in an interactive atlas. One of the key stages of work on the project is the creation of a collection of documents and materials on the labor exploits of home front workers during the years of World War II. The work on creation of a museum complex in Romanovka village is in progress.

7. Conclusion

The identification of potential sites for the development of tourism in agricultural areas remote from developed infrastructure centers seems relevant in order to increase the competitiveness of the region. Digital information technologies greatly facilitate the task of integrating the outback into the global space. Work on the project “Shentala - The Beautiful Valley”: Ethnocultural and Historical Atlas of Sights of the Northern Outback of the Samara Region” is a unique opportunity to conduct a comprehensive scientific analysis of historical, ethnocultural objects of the region with the involvement of the public, local historians, museum workers. The essence of the implementation of the tasks lies not only in identifying, analyzing, describing objects, but also in coordinating work with the district administration to create a museum complex. It seems to us that the results of the research can become not only content for an interactive atlas, but also for a museum in the Shentala village. Substantiation of potential ethnocultural objects of the region was largely carried out as a result of a summer expedition in the region. This article provides a content analysis of the most significant historical, ethnocultural and socio-economic objects of the region. They can take center place in the formation of tourist routes.

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