

Heritage as an alternative driver for sustainable development and economic recovery in South East Europe

Historical and cultural heritage and region's economic: case study central and eastern Russia

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Abstract

Current trends of protection and use of history and culture monuments testify to increasing attention to studying of historical and cultural heritage. The special attention is drawn by idea of formation of protected historical and cultural territories which can become historical cities, farmstead and monastic complexes, fields of historical battles, historical ways and roads, historical production territories and so forth. Such territories are already created in the shape of either memorial estates, or other spatial formations, including even specific administrative and territorial units. In some cases their activity is capable to define future economic specialization of the region, prospect of its social and economic development. In this work questions of the European-Russian cooperation on development of monuments of cultural and historical heritage and their promoting among the population for the purpose of spiritual and material development of society are made actual.

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1. Introduction

Current trends of protection and use of monuments of history and culture testify to the increasing attention to studying of historical and cultural heritage. The special attention is drawn by the idea of formation of protected historical and cultural territories which can become the historical cities, farmstead and monastic complexes, fields of historical battles, historical ways and roads, historical production territories and so forth. Such territories are already created in shape either memorial estates, or other spatial formations, including even specific administrative and territorial units. In some cases their activity is capable to define future economic specialization of the region, prospect of its social and economic development. The historical and cultural heritage is gradually realized as a specific resource of the territory, acts as the new active phenomenon of economic life.

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The culture in modern Russia endures difficult and inconsistent period. On the one hand, its financial situation continues to remain very unenviable – there are no funds for restoration of history and culture monuments, on implementation of interesting projects, on maintenance of activity of cultural institutions. It's sad that many offers on the cultural development, formulated in the late eighties – the beginning of the 1990th years and finished to a stage of the feasibility study or design decisions, remained unrealized due to the lack of financing. Tourism development plans in the revived historical cities and ancient estates, development of the forgotten historical places, and restoration of culture monuments failed.

On the other hand, for the modern period the appeal to earlier hidden layers of the past, the new directions of cultural life of the country is characteristic. There is a revaluation of national heritage, the forgotten names and events come back from a non-existence, religious monuments and shrines are restored. Emergence of a set of editions on history, study of local lore, studying of the nature of the native land (it and reprints of old editions, and the publication of unpublished manuscripts, and new local history works) became the noticeable phenomenon in life of regions of Russia. The concept "heritage", which almost was not used one and a half decades ago got the special importance. Therefore it is important to reveal and understand the main tendencies with which features of cultural development of the country in the next years and possibly decades are connected.

First of all is the outlined transition from protection of separate monuments to preservation of all historical and cultural heritage in its integrity and variety, including as objects of heritage, environment in which they exist, and the person as the heritage carrier. Thus detection of all set of heritage covers not only outstanding monuments of history and culture, but also other elements – national culture, traditions, crafts and useful arts, historical urban environment, rural building and moving system, ethno-culture, natural environment and so forth. They are not only necessary background or condition of preservation of a monument, but also are considered as direct and essential part of national property, as the singular elements defining identity of culture of the country or its region.

The similar tendency gained active development also in search of history and culture monuments. Their inventory in various regions of the country added many new objects to already available lists. They included both outstanding monuments of history and monumental art, and architectural constructions of the end of XIX – the beginnings of the XX century, standard building of the historical cities, factory unique buildings, objects of the industry, houses, economic constructions in rural areas, etc. The special attention was paid on unity of architectural or historical shape, when, for example, it is necessary to protect not only the central monument of ensemble, but also surrounding it inhabited or economic constructions, constructions of later time. Such approach gave chance to begin works on preservation of the general cultural and landscape shape of the territory and the historical environment, instead of a separate monument.

The treatment of many historical events needs reconsideration and in this regard new approach to identification of monuments of history is necessary. Here it is required not only to depart from widespread earlier ideological preference, to show tolerance concerning religious outlook, but also to understand the importance of any historical figure. Very important thing is the restoration of forgotten or biasedly concealed earlier historical events and names, and not only outstanding persons, but also ordinary peasants and citizens, handicraftsmen and merchants, teachers and doctors who have remained in archives or in memory of people.

Preservation of historical technologies – the most important condition of revival of traditional schools of painting, national crafts (pottery, weaving, art of cabinetmakers, etc.). The majority of technologies (for example, use of vegetable dyes for coloring of fabrics) is environmentally friendly and possesses an antiseptic property, that's why their revival is also important. Thus, an important tendency of modern cultural development – formation of system of historical and cultural territories. This new direction in cultural policy assumes heritage preservation first of all by the territorial principle.

The necessity of allocation of territories of this sort is caused by that they "dropped out" of existing system of protected objects (actually monuments, zones of protection of monuments, reserves, national parks and so forth) . At the same time it becomes clear that protection and use of single (point) objects can't be effective out of historical and natural space surrounding them. It is necessary not only from the point of view of perception of a monument, but also its viability, whether it be natural system or an architectural complex. Not used (dead)

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