

ле (корчи, камни) и около входа в Вилейское водохранилище (сваи разрушенного моста и остатков мельницы). Данные участки группа проходит на 2 и 3-й день движения;

– основную тренировку по технике можно организовать на слиянии р. Нарочь с р. Вилия на участке, расположенном на расстоянии 700–800 м вверх против течения р. Нарочь. Здесь можно поставить ворота из шестов и вешек и провести занятие (учебное соревнование) по технике управления байдаркой.

Все указанные препятствия (участки реки) имеют достаточную ширину (10–15 м) при глубине до 1,5 м и скорости течения до 1 м/с, что благоприятно для проведения занятий и обеспечивает их безопасность. Препятствия н/к доступны по уровню технической сложности для преодоления «новичками» и в тоже время предоставляют необходимый туристский опыт.

Оценка обоих маршрутов показала, что они могут успешно использоваться для проведения учебного похода. При этом для целей обучения технике преодоления препятствий наиболее удобен маршрут по рекам Сервач и Вилия. Для того чтобы его планировать как учебный маршрут для подготовки инструкторов-методистов по туризму, в БГУФК следует внести коррективы в календарный план маршрута для увеличения времени, отводимого на учебные занятия.

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## THE CHALLENGE OF CULTURAL TOURISM

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With a growing international interest in heritage, growth in cultural tourism has increased the public and politician's positive view of cultural resources as well as developed a wide range of expectations for the impacts of cultural tourism. Cultural tourism is seen both as a way of providing the necessary financing to rehabilitate and interpret heritage resources as well as a tool for creating economic development.

The management of heritage resources was always seen as a complex process which had to meet a number of preservation and professional demands. The introduction of tourism concerns within heritage resource management has made the process ever more demanding with a new set of, at times, conflicting forces. While historic sites and communities seek and welcome tourists, they also have to deal with many of the negative impacts of tourism activity.

Cultural tourism is often seen as a means to maintain the past, as well as to improve a community's quality of life, provide economic development, and create jobs.

The challenge for communities and heritage sites is to provide a unique, special, and participatory tourist experience that will bring with it jobs and economic development in terms of investment in a range of initiatives. The challenge is further complicated by the need to preserve the character of the community

and its cultural resources, offer an authentic experience, respect the social and cultural way of life of the host community all the while ensuring the sustainability and authenticity of the tourist product.

**Cultural Tourism Defined.** It is difficult to define cultural tourism given the many dimensions that it may adopt. Cultural tourism can be seen to have a number of the following dimensions: handicrafts, language, gastronomy, art and music, architecture, sense of place, historic sites, festivals and events, heritage resources, the nature of the work environment and technology, religion, education, and dress.

Cultural tourism brings together the accepted practices of research, site development, design, planning, construction, interpretation, and visitor services and connects them to the practice of tourism in marketing, research, product development, and promotion. Some have seen that cultural tourism is no more than traditional practice with a marketing emphasis. Cultural tourism has to use accepted practice and principles but integrate tourism planning and development practices into the process. Achieving this state will require that those in heritage resource management introduce the tourism professional into their work and accept the fact that understanding market realities and matching them to product development may be essential for the preservation of many heritage resources in a time of significant public sector cutbacks. This is not to suggest that authentic development does not occur, but rather that sensitive preservation that respects international charters occurs within realistic tourism objectives.

It is important to consider, therefore, that cultural tourism may take on many forms and meet a number of tourist motivations. While there is not the space here to discuss tourist motivations and markets in detail, it is sufficient to be aware that cultural tourism is in a position to meet a number of tourist objectives and requirements.

Frequently, communities identify cultural resources that they feel make their locale special and unique. While this recognition of the potential of cultural resources as a means of job creation and economic development is encouraging, there are a number of potentially serious drawbacks to this reliance on cultural resources. The first relates to the lack of proper treatment of the cultural resources that are seen as tools for development as opposed to important cultural resources with a cultural and community value and significance. The second relates to a community's unrealistic expectations of the tourism potential of their cultural resources. Finally, there are the negative social, economic, physical, and cultural impacts on the resources and the host community. These impacts can include traffic congestion, higher prices for housing and other commodities, inappropriate development, changes in social values, and deterioration of the natural environment.

The essence of heritage tourism lies in recognizing an area's unique qualities and making the best cultural and economic use of them. Cultural tourism at the community level is the end process of making a community more livable for the residents and then for the tourist.

**Cultural Tourism Principles.** It is now recognized that cultural tourism must adhere to a number of basic principles. A number of attempts have been made to define these basic principles for sustainable and appropriate tourism development. The ICOMOS's International Committee on Cultural Tourism has developed a Charter on Cultural Tourism which outlines an approach to tourism development.

Yogyakarta Declaration on National Cultures and Universal Tourism (Gadjah Mada University, Indonesia, 16 November 1992) contained a number of resolutions which stressed sustainability; protection of natural environments; the creation of harmony between the needs of the visitor, the place and the community; broad community support with a proper balance between economic, social, cultural, and human objectives; and a recognition of the importance of the relationship of government, the host communities, and the tourism industry.

It is clear that community cultural tourism must meet a number of goals and objectives. The residents of the community must maintain control of tourism development by setting objectives, identifying the resources to be maintained and enhanced, and developing strategies for development and interpretation. As importantly, residents must be responsible for the implementation of strategies as well as the operation of the tourism infrastructure.

Tourism development must also provide quality jobs for residents. The provision of fulfilling jobs has to be seen as an integral part of any tourism development at the local level. Part of the process of ensuring quality employment is to ensure that the tourism infrastructure (hotels, restaurants, shops) is developed at the local level. The training of local residents and access to loans are central to this type of policy. All residents must have equitable access to the fruits of tourism development.

The development process must also ensure that heritage resources are maintained and enhanced using internationally acceptable criteria and standards. The Charter of Venice as well as other international charters should act as the basis for the development and presentation of heritage resources. The objective of community cultural tourism is to ensure that the experience provided to the tourists is an authentic one which accurately reflects the area's culture and does not attempt to present a false image of the community's culture. Cultural tourism development must also be sustainable and "must be rooted in the reality of an environment, with all its natural, economic, and cultural characteristics."

**Cultural Tourism Planning.** If cultural tourism strategies are to adhere to the principles described above, the process which is employed must allow for the participation of a range of interest groups and must include access to expert advice in heritage resource management and interpretation as well as tourism planning and development.

It is not possible to fully discuss the process which should be utilized in a cultural tourism project. It must be recognized that the process involves a number of activities and must be comprehensive in nature if an initiative is to succeed. The following activities must be considered:

- a basic inventory and assessment of heritage resources;
- an assessment of what the residents feel are important in historical terms;
- an assessment of these resources from a tourism perspective using reliable information;
- a market analysis of heritage resources;
- the development of carrying capacities for the heritage resources and the community itself;
- the development of alternative options which should be assessed by all local interests;
- the creation of a tourism development plan;
- the development of the tourism product which will include the following:
  - a) training and education;
  - b) interpretive planning and development;
  - c) physical improvements (buildings and landscape);
  - d) building new facilities;
  - e) the support of craft activities;
- the ongoing management of cultural tourism resources.

**Inventory and Evaluating Community Resources.** The inventory and analysis process should assess the full range of cultural tourism resources whether they be tangible or intangible. The inventory process must not concentrate only on buildings but must also stress the way of life and cultural traditions which are important ingredients in making a site or community unique. The range of factors include:

- **Historic Resources:** sites, buildings, neighbourhoods, districts, landscapes, parks, farms, ranches, barns;
- **Ethnic Tangible and Intangible Features:** features associated with ethnic, minority or religious groups including settlement patterns, languages, lifestyles, values, housing types, work patterns, education;
- **Natural Features:** dominant landforms, topography, vegetation, water;
- **Sequences:** sense of entry (gateways), visible approaches to dominant features or into districts, clarity of routes;
- **Visibility:** general and targeted views, visual corridor from a pathway or road;
- **Details and Surfaces:** street furniture, floorscape (pavement material and pattern);
- **Ambient Qualities:** climate, noise levels, smells, quality of light;
- **Visible Activities:** people observing people, everyday activities, festivals and events;
- **Physical Factors:** boundaries, colours, housing types and densities, settlement patterns, nature of materials, sizes, textures;
- **Intangibles:** history, lifestyles, political decision making structure, sense of community, structure of society, tradition, values.

**Mining Impacts on the Host Community.** There is growing sophistication in a number of areas in assessing impacts of proposed plans and policies. Too often tourism planning strategies are based on hope and false expectations as opposed to a reliable and technically sound evaluation of potential impacts. It is important to be in a position to determine whether a development will have the hoped-for benefits or will there be unintended consequences either on the local population or environment.

The information on tourism numbers must be reliable and based either on government figures or preferably on specially commissioned studies. There still is very little information on small town cultural tourism and one has to be sceptical about projections. It is often the case that in a small community, the level of spending that actually stays in the community may be insignificant if the tourism infrastructure is inadequate or owned and operated by outside interests.

The benefits normally associated with cultural tourism development are:

- increased funds for conservation;
- revival of crafts and traditions;
- increased employment;
- additional income for individuals as well as local businesses;
- diversification of the income;
- improved tax base;
- more visibility for the community in other economic activities;
- better use of municipal infrastructure and facilities;
- realising wider social and economic change.

The costs to the community can be:

- depletion and destruction of cultural resources if they are not properly managed;
- investment of public funds which often requires borrowing and servicing costs;
- increased servicing costs for police and fire, sewage treatment etc.
- congestion and over use of community facilities;
- can arouse hostility of residents;
- brings about change in cultural values;
- can reinforce social discrepancies.

**Implementation.** Too often communities think of making change occur either through government actions or those made within the private economy. Given the nature of the problems facing smaller communities separate actions often will not succeed. New and innovative techniques have to be considered to implement a tourism strategy. These actions must include partnerships, trusts, co-operatives, development corporations, and community councils. Many of these techniques have worked in a wide range of economic development initiatives.

**Achieving Quality Cultural Tourism.** There are a number of actions which must be considered if we are to achieve the true potential of heritage resource management and tourism imperatives. They include:

– **Better planning and management.** Cultural tourism strategies and plans must be linked with a broader set of initiatives and community or economic development plans. They must be afforded the same status and importance as other local plans and they should be viewed as a component of broader community goals;

– **Coordination.** There needs to be more coordination at both policy and action levels among the various agencies involved and among the different levels of government. This is particularly relevant to tourism and environmental policies. Also, service provision, such as transportation, parking, and water and sewer capacities, must also be considered in conjunction with tourism plans and developments;

– **Cooperation.** Cooperation among local sites, businesses and tourism operators is essential given that one business or operation can be directly affected by the success or quality of another. Models of cultural tourism partnerships must be explored in the areas of planning, management, marketing, and funding for tourism ventures. Local financial institutions can also play a role by working with local entrepreneurs to help provide businesses with the funds necessary for start-up;

– **Impact assessment and monitoring.** There is a definite need for impact assessment of tourism development proposals. The capacity of sites must be considered, including physical, natural, social, and cultural limits. The scale and pace of tourism development should be compatible with local and environmental limits. There must also be monitoring and evaluation of plans and operation;

– **Establishment of guidelines,** for tourism operations, including requirements for impact assessment must be put into place. There should be codes of practice established for tourism at all levels national, provincial and municipal. There is also a need to develop indicators for measuring the impacts and success of local tourism ventures. Protection and monitoring strategies are essential if rural communities are to protect the very resources that form the basis of their tourism product;

– **Education and training.** More comprehensive education and training programmes at the local or regional levels are necessary. Links with academic institutions can help provide a range of educational services to small communities. These types of programmes could be held at local community colleges or through distance education. Consortia of educational institutions could handle the design and facilitate the delivery of these programs and courses. In addition, more specific training will also be required, such as in the area of customer service, book-keeping, computers (maintaining financial, visitor records). Computers also present interesting opportunities with the use of geographic information systems and design programs for the development of tourism resource inventories.

It is important to note that training and education can take many forms from formal in class instruction, to distance education, to self-paced computer based learning packages, to publications and manuals oriented to community participants;

– **Marketing and promotion.** More effective marketing and promotion of cultural tourism products is necessary.

Heritage resource management must integrate tourism planning and concerns within the management process. This will require a number of changes in practice as well as new issues introduced into the realm of cultural tourism planning.

## ИСПОЛЬЗОВАНИЕ АУТЕНТИЧНЫХ МАТЕРИАЛОВ В ПРОЦЕССЕ ФОРМИРОВАНИЯ МЕЖКУЛЬТУРНОЙ ПРОФЕССИОНАЛЬНО-КОММУНИКАТИВНОЙ КОМПЕТЕНЦИИ У СПЕЦИАЛИСТОВ В СФЕРЕ ТУРИЗМА

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На сегодняшний день туризм является одной из самых высокодоходных отраслей мировой экономики. Новые социально-экономические отношения нашей страны с зарубежными партнерами диктуют новый подход в обучении специалистов, работающих в сфере туризма. Широкое развитие международного сотрудничества и растущие межнациональные контакты в области туризма обуславливают необходимость улучшения подготовки кадров в УВО.

Специфика работы специалистов в сфере туризма предполагает работу с различными партнерами, клиентами, в том числе и иностранными. В условиях глобализации развиваются международные связи во всех экономических и политических сферах, также и в туристической индустрии. Расширение рынка туристических направлений и услуг предполагает грамотную работу с клиентами и партнерами, осуществляемую высококвалифицированными специалистами, которые владеют определенным набором качеств. Прежде всего, специалисты по туризму должны быть внимательными, гостеприимными, любезными, любознательными, активными, готовыми к работе с различными клиентами. Работа с иностранными клиентами предполагает владение иностранным языком.

Начинающему специалисту в сфере туризма зачастую не хватает знаний не столько по сугубо практическим темам, например, по заполнению различных форм бланков, содержанию и структуре туристских каталогов, сколько по иностранному языку. Так, например, выезжающему за рубеж необходимо заполнить бланки или другие виды форм на иностранном языке и прямая обязанность работника турагентства помочь в этом клиенту. Все это ведет к формированию комплекса «страха неизвестности», неуверенности в себе, что, безусловно, сказывается на компетентности работника и качестве выполненной работы. Следует отметить, что выпускник факультета туристского профиля должен владеть не только определенным количеством профессиональных знаний, умений и навыков, но и профессионально владеть иностранным языком.

Именно профессиональное знание иностранного языка (в дальнейшем английского) для специалиста, работающего в сфере туризма, является признаком его профессиональной компетентности.

Речь идет не об английском языке вообще (Social English), который можно изучить на курсах, (благо их сейчас огромное количество), а о подготовке английскому языку профессионально-ори-