

Art tourism as a direction of regional sustainable tourism development

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Abstract. Currently the concept of sustainable tourism is undergoing a stage of evolution, going beyond the framework of ecology and economics, due to which the range of problems for scientific research is expanding. The article proposes an expanded range of types of cultural tourism that can become directions for the sustainable development of a tourist destination. The main object of the research is the art market of Novosibirsk, the subject is event content in the field of art exhibitions. The purpose of this study is to single out art tourism as a separate area of cultural tourism and analyze its prospects from the point of view of the principles of sustainable tourism. To achieve the objectives of the study, the methods of polling, observation and the method of event-resource mapping were used. The results of the study are presented, which have revealed a number of problems in this area, the main of which is the gap between the increased level of cultural demands of consumers and the range of exhibition events, their format. In general, Novosibirsk has great potential for organizing modern formats of art exhibitions, and this cultural and event resource can be used as the basis for the development of art tourism and become one of the areas of sustainable tourism in the Siberian region.

1 Introduction

The relevance of the Concept of Sustainable Development has now acquired a new meaning in the context of the transition to innovative energy-saving technologies for economic development and to more effective technologies for monitoring and managing social processes. In the twenty-first century, we observe the evolution of this concept towards the complication of the interconnections of natural, social, and cultural phenomena. In these transformation processes, environmental friendliness acts as the main principle that allows you to maintain a balance of the environment and socio-cultural environment. This naturally leads to the expansion of the problem field for scientific research and the identification of new promising areas of socio-cultural development that have the quality of sustainability.

It is known that the concept of global sustainable development emerged as a result of the combination of three main scientific positions: economic, social and environmental. The unity of these positions allows us to consider many sectoral processes in the socio-economic and cultural spheres through the prism of this worldview paradigm and to highlight promising points of growth in regional development.

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At the World Summit on Sustainable Development in Johannesburg (2002), special attention was paid to sustainable tourism, which was characterized to enhance the benefits of tourism resources for the local population while maintaining the cultural integrity and environmental well-being of the tourist destination [1]. At the same time, sustainable development of tourism ensures the unity of the parameters of the three areas. If the parameters of the economic and ecological area are described in sufficient detail in the scientific literature, then the parameters of the socio-cultural, from our point of view, need in-depth study to develop tourist destinations.

Considering the importance of tourism in the global economy, and especially the preservation of its position in the context of the industry crisis associated with the pandemic caused by COVID 19, it is necessary to more actively study and use cultural resources for the development of domestic tourism, which, in turn, will contribute to the sustainable development of the territory. Since cultural and natural resources are at the heart of tourism activities, regions, and local territories, represented by tourism industry organizations and authorities, are more than ever interested in discovering and describing the existing potential using mapping methods.

Recently, researchers have noted the evolution of the concept of sustainable tourism and are expanding the range of types and subspecies of tourism, which may be a condition for the formation of factors of sustainable tourism. Thus, the authors O.T. Loiko, K.Kh. Ilyasova, E.S. Aiskhanova, A.E. Khasuev et al. suppose that the concept of sustainable tourism has gone beyond the narrowly defined concept of ecotourism and now covers all aspects of tourism [2-4].

O.N. Astafieva noted that in the modern world the concept of sustainable development is evolving, there is an active inclusion in the problems of social topics, analysis, and dissemination of best practices for the preservation of cultural heritage, technologies for cultural and ecological tourism, creative industries [5]. The formation of the intrinsic value of culture in the public consciousness makes it possible to make it a supporting factor in programs for the development of regional tourism. This is especially relevant in the aspect of strengthening the relationship between types of tourism with the identity of the destination and the cultural identity of residents [6]. This correlates well with global trends in sustainable tourism development. Thus, UNESCO experts suggest the following tasks as the main measures for the development of sustainable tourism: foster respect for culture to preserve its descendants; use cultural resources for the implementation of sustainable urban development, etc. [7].

In the literature, there are various classifications of types of cultural tourism. Thus, the researcher O.T. Loiko refers to cultural tourism as: historical, architectural, ethnographic, archaeological and folklore tourism [2].

We suppose that the rich empirical material of the actualization of cultural resources in tourism by tour operators in the Russian Federation and the Siberian Federal District allows us to expand the range of types of cultural tourism, which can become additional directions for sustainable development of the territory.

Based on the definition of sustainable tourism, tasks, and conditions for its development, as well as considering the topics of our research, we can talk about expanding the types of sustainable tourism and focusing on the development of cultural tourism and its subspecies. There is a need to include in the structure of sustainable tourism such types of cultural tourism that are related to its event content and can solve several problems simultaneously, namely:

1. The preservation of the traditional culture of the population of the tourist destination (in the forms of arts, crafts, holidays) and its support by creating a calendar of events.
2. The formation and development of new socio-cultural projects that allow to develop the uniqueness and originality of resources to attract tourists to the region and support its attractiveness.

In the structure of sustainable tourism, we single out such types of cultural tourism that allow solving these problems at the same time, namely: festival tourism (event tourism), exhibition tourism, museum tourism, scientific tourism, art tourism. From our point of view, art tourism refers to event tourism and represents such events in the field of art that reflect the uniqueness of local art markets.

The aim of the study is to single out art tourism as a separate area of cultural tourism, to determine its role and importance in attracting tourists and developing tourism in the region, as well as preserving and enhancing the cultural heritage of the Siberian region in accordance with the principles of sustainable tourism development.

Let's briefly dwell on the content of the concept of "art tourism" to determine those key events that will be subsequently investigated. According to the authors [8], art tourism includes such objects of tourist interest as carnival, festival, plein air, fashion show, biennale.

From the point of view of the authors, this is an incomplete list of objects for art tourism, it does not reflect the possibility of actualizing the cultural potential of large cities with a deep history and cultural identity. In the announcement of the project "Organization of Art tours as the main direction of development of art tourism in Novosibirsk", the segment of art tourism "allows you to see all the diversity of the artistic life of the city, to get acquainted with the points of growth of creative industries (art, cinema, design, urbanism, crafts, digital art)" [9].

Art tourism is a type of tourism that, as the main purpose of the trip, involves visiting art exhibitions, art events, as well as acquaintance with original art, including visiting studios, artists' workshops, galleries, organizing and conducting plein-air, temporary "art residences" with specialized programs, master classes in different types of art. It is aimed at acquaintance with the peculiarities of the artistic life of a tourist destination and at creating conditions for the arrival of interested tourists and their creative self-realization.

2 Research methods and materials

This research was structured based on bibliographic, descriptive, and empirical material collected from secondary and primary sources.

To solve the research problems, a survey was conducted using a questionnaire developed by the authors. The questionnaire included nine closed-ended questions and one open-ended question, which made it possible to reveal a personal attitude to the problems of organizing and holding exhibitions in Novosibirsk, as well as their desires in expanding the range of events held on the art market. The survey was conducted over six months, from November 2020 to April 2021.

Also, in the process of observation, which was carried out from January to April 2021. the authors of the article carried out observation of visitors and their discussion of exhibits of exhibitions in various art spaces of Novosibirsk.

The study also used the method of event-resource mapping of the art exhibitions market in Novosibirsk, in terms of studying the organizations and the calendar of events of exhibitions taking place from January 2021. to April 2021. The mapping process itself draws attention to the existence and importance of cultural resources, both known and well-described, as well as latent and little-known [10]. This method was used to analyze the structure of the Novosibirsk art market and exhibition events held by the main market participants in various formats.

For a sample of the personalities of artists from the Siberian region, which are of significant interest to a potential consumer of tourist services, online consultations were held with leading art critics, members of the Union of Artists of the cities of Novosibirsk, Omsk and St. Petersburg.

3 Research results

To solve the problems of this study, a survey was conducted through a questionnaire, the purpose of which was to determine the most significant and visited exhibitions and their locations in Novosibirsk, as well as to obtain information about the preferences of the target group in choosing an exhibition. The main object of study was art exhibitions, the organization and holding of which is carried out by museums and galleries, exhibition halls and other art spaces in Novosibirsk.

Three museums and five art galleries, which have stationary areas for organizing and holding art exhibitions and extensive experience in holding such events, were selected for the study out of 50 enterprises that provide exhibition services in the art market of Novosibirsk on an ongoing basis. The survey was carried out for six months. The approbation of the questionnaire (31% of the respondents) took place in the format of a personal interview in the exhibition halls of the NSAM (Novosibirsk State Art Museum), NSMLL (Novosibirsk State Museum of Local Lore), CCFA (City Center of Fine Arts), and five art galleries: "Art-fir", "Art-basement", loft "Underground", "White gallery", gallery "CHE". The opinion of the remaining 69% was obtained in the form of an online survey.

The target group for the survey were residents of Novosibirsk and the Novosibirsk region, visiting guests from other cities and regions of the country aged 18 to 70 years. 172 people were interviewed who visited art exhibitions in Novosibirsk, of which 102 women (59%) and 70 men (41%).

The highest frequency of visiting exhibitions, 40%, was noted among those respondents who visit them twice within three months, slightly less (35%) visit exhibitions once every six months, 12% - once a year, and the remaining 13 % - visit exhibitions often - once or twice a month.

In fact, all respondents represent an audience interested in exhibitions and more than half of them are regular visitors to art exhibitions, and therefore their opinion is an objective indicator of the demand for exhibitions. We can say that 53% act as experts in assessing the range and quality of exhibition events in Novosibirsk, and the answers to the questionnaire can be considered quite reliable.

As a rule, respondents receive information about planned and ongoing exhibitions from social networks, communicating in groups of "similar interests" (58% of respondents), the remaining 42% answered that they constantly follow the updates of sites with events of the city's cultural life and official sites of cultural institutions. The respondents indicated the most frequently visited and informative resources on cultural events in the city as the sites "Afisha 7", "Kultura.rf", "A-a-ah", "Afisha NGS", "Afisha. Novosibirsk" and others.

Nevertheless, a large percentage of the respondents noted that they feel a lack of information about the planned events of this format and focus. Most of the respondents note that word of mouth remains the "usual" channel for obtaining information of interest about exhibitions.

Most of the respondents - 78% most often visit exhibitions in the NSAM, NSMLL, CCFA, of which 15% of respondents named other museums of the city, such as the Nicholas Roerich Museum, the city museum and district museums. 12% prefer to visit gallery-type exhibitions, highlighting the modern formats of exhibitions in the galleries "CHE", "White Gallery", "Art-basement". The rest of the respondents name - other art spaces, as an object of their interest, such as "Art-fir", the loft "Underground", exhibition halls of the State Public Scientific and Technical Library, the House of Scientists of the SB RAS.

Thematic exhibition projects that allow you to learn new trends in art, peculiarities of culture are of the greatest interest when visiting such events. and the leisure of people of certain nationalities and religions. This was the answer of 73% of the respondents. The following thematic programs were noted: The International Triennial of Contemporary

Graphics, the exhibition "Magic Threads" held by the Association of Contemporary Folk Art Crafts of Siberia, the exhibition of crafts "Artania", "Art-Novosibirsk", the interregional art exhibition "RED PROSPECT. #POBEDA!" dedicated to the 75th anniversary of Victory in the Great Patriotic War, and other significant projects for the region and the city.

The respondents also prefer to see new imported expositions with their own eyes. So, in 2020, the thematic import exhibition "Voice of the Streets" was very popular, in 2020-21.- the exhibition "Pavel Filonov and his students", personal exhibitions of original Siberian artists, for example, the exhibition of Sergei Filatov "The Garden of Escaping Sonors: Sound Architecture" and other significant events.

As a result of the survey, it was revealed that the respondents are interested in different genres art, not only fine art, but also graphics, sculpture, photography, design and street art. Some of the respondents singled out exhibitions at which various master classes were held. For example, the Large-Scale Exhibition of Ceramics in 2020, held as part of the Ceramics Festival, received many positive reviews. The respondents are convinced that such exhibitions of original Siberian masters can attract visitors and tourists from other regions of our country and the world and become a cultural highlight in art tours.

Among the most promising in terms of the development of cultural tourism in Novosibirsk are respondents such exhibition formats as the triennial of graphics and painting are named - 67%; exhibitions using multimedia technologies (76%); installation exhibitions (43%); conceptual exhibitions of contemporary art (52%); exhibitions in the field of design (89%); exhibitions of arts and crafts of Siberian masters with a program of master classes (75%); innovative exhibition formats (VP-exhibitions) (37%); mega-exhibitions (67%), author's curatorial projects (94%). Among the less popular exhibitions, the respondents referred to such formats as memorial exhibitions and exhibition-reports.

Based on the results of this survey, it becomes obvious that consumers want to attend interesting cultural events that are presented by new author's and curatorial projects, but many exhibition spaces are not prepared for organizing and holding exhibitions of such formats.

A comparative analysis of the calendar of events for 2019-2020 held by museums and galleries in the city showed that such art centers as CCFA and "Art-fir " strive to introduce innovations into their activities to a greater extent than classical art institutes -market - museums. This is reflected in the list of services, which includes educational activities; it also provides an opportunity to be realized in creativity by novice art or culture workers, young artists, designers. Also, innovativeness is manifested in the choice of subjects for exhibitions, in the methods of organizing them and in the popularization of contemporary art. They sound more modern, closer to the interests of a specific target audience, especially young people motivated to participate interactively.

During the study, the following results were achieved:

1. In Novosibirsk there is a great demand for cultural and leisure activities, people tend to visit different exhibition spaces, as a rule, these are art museums, galleries, and other art spaces.

2. Based on the use of the method of event-resource mapping, the structure of the market of organizations carrying out projects of art exhibitions was determined and the main formats of cultural events promising for the development of domestic tourism were identified.

3. The main problem of insufficiently active visits to museums and galleries is the low level of activity of the organization to promote services.

4. The main interests of consumers - residents of the city and the region were identified. Dissatisfaction with the projects being implemented in the art market of Novosibirsk was not an accidental phenomenon, which reflects the gap between the increased level of cultural demands of consumers and the quality, range of services offered in art and exhibition activities. Consumers want to see new conceptual, author's and curatorial projects, but many exhibition spaces are not yet ready to implement them.

In the process of online consultations with leading art historians of the Siberian region, members of the Union of Artists on the prospects for the development of art tourism, the most outstanding artists were identified, whose work is recognized at the national and international level and their originality and uniqueness was noted. We can conditionally distinguish two groups of artists whose works reflect the Siberian flavor and are of interest for the development of art tours to art museums and galleries. The first group is the artists of the second half of the twentieth century, who are a kind of symbol of the culture of Siberian cities, the second - contemporary artists working in the style of contemporary art, who are all-Russian fame. The first group includes the work of the founder of the Siberian school of abstract painting Nikolai Gritsyuk, artists who are the "Siberian brand of postmodernism" and the cultural face of the city, namely Tamara Gritsyuk and Alexander Shurits. It is also necessary to name the creativity of Novosibirsk residents M. Kazakovtsev, V. Fateev, S. Mosienko, E. Bertollo, V. Ivankin, V. Bukharov, V. Stepanenko, who created their own unique style in art.

It goes without saying that the development of event art routes must rely on the work of local outstanding artists who worked in different styles, but united by one idea - to show the Siberian originality in all its diversity. This direction of art can be attributed to the works of A. Pozdeev, who is called "Siberian Matisse", N. Rybakov (Krasnoyarsk city), S. Dykov (Gorno-Altai city), A. Mashanov, E. Dorokhov (Omsk city). Many of them revived interest in Siberian archaism and mythological symbolism. According to art critics, the passion for archaic and neoarchaic art in art is a purely Siberian phenomenon.

The second group of contemporary artists, representing a new wave in art, creating new techniques, original forms, creating new art worlds, can also become an object of tourist interest and display of their works in the exhibition spaces of Siberian cities. This group includes a radical artist, a "landmark man" Damir Muratov, G. Kichigin, T. Bugaenko (Omsk city); V. Mizin and A. Kosenkov (Novosibirsk city), one of the founders of the school of the Siberian avant-garde A. Makeev, A. Suslov (Kuzbass), V. Slonov (Krasnoyarsk city). The work of these and other artists has an all-Russian format, and their works are presented in a number of significant exhibition projects that represent the contemporary art of Siberia in a new way at all levels.

4 Conclusion

In general, this study showed the diverse structure of the art market in Novosibirsk which is represented by a large number of functioning organizations, galleries and exhibition sites that promote contemporary art and the formats of exhibitions are increasingly acquiring a thematic and experimental focus.

The Siberian art market is in a constant search for new forms and technologies, the organizers of exhibitions are engaged in the promotion of modern, including street art, they do not limit their activities to traditional frameworks, they implement projects of an actual focus, act as a free platform for creativity. In the Siberian region, in the field of contemporary art, there is great potential for the development and implementation of art tours, including visits to both personal exhibitions of famous Siberian artists and large art exhibition projects.

Over the two decades of the 21st century, Novosibirsk museums and art spaces have accumulated quite an interesting positive experience in organizing thematic art exhibitions, mega-exhibitions, triennials, which can serve as a good basis for positioning the city as the cultural capital of Siberia with a variety of event and cultural resources. Innovative and modern formats of exhibition projects can be used in the development of art tours, which will allow the development of art tourism in the region as a direction of sustainable tourism.

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