

I.I. Ostapenko^{1,*}, O.L. Bantserova², A.A. Bryantsev¹

¹International Educational Corporation, Almaty, Kazakhstan

²Moscow State University of Civil Engineering, Moscow, Russia

Information about authors:

Ostapenko Inna Ivanovna – Master of Arts, Assistant Professor, International Educational Corporation, Almaty, Kazakhstan

<https://orcid.org/0000-0001-7253-7251>, e-mail: ostapinna@mail.ru

Bantserova Olga Leonidovna – Candidate of Architecture, Associate Professor, Academic Professor of the Department of Architecture, Moscow State University of Civil Engineering, Moscow, Russia

<https://orcid.org/0000-0003-0931-7285>, e-mail: olga.bancerova@gmail.com

Bryantsev Alexander Alexandrovich – PhD, Associated Professor, International Educational Corporation, Almaty, Kazakhstan

<https://orcid.org/0000-0002-6932-8202>, e-mail: bryancev8989@mail.ru

*Corresponding author: ostapinna@mail.ru

ON THE HISTORICAL DEVELOPMENT OF TOURIST SITES

Abstract. *The article examines the development of trade and economic relations of early and medieval states, the development and formation of tourism, examines architectural monuments, which performed different functions, while continuing to be relevant to the present day, in modern conditions. In this regard, the relationship of the organization of architectural space with the functional preference, the purpose of the object and its importance in the social development of society, culture, economy and political life is traced. The theoretical as well as practical significance of the work lies in the fact that the results of this work can be used in the interests of novice architects and designers, as a theoretical material for the planning structure of agroecotouristic complexes. The materials of this work can be used when giving lectures on topics related to the development of the layout of agroecotouristic complexes.*

Keywords: *architecture, politics, economics, culture, caravanserais, tourism, facilities.*

Introduction

Tourism, as an element of mass production of services, appeared relatively recently. At the moment the list of services provided by tourism is huge, becoming one of the most quickly recouped and highly profitable industries [1]. Formation and development of tourism has gone through a number of changes and views, directly connecting social and cultural life of the person, economic interests, and together with it political environment. The role of architecture, as the material and spatial environment of the person, in the process of development of the considered tourist enterprises is huge. It combines all kinds of interests and is expressed in its diversity.

To carry out the trade and economic base developed the production of the goods themselves, carried out a logistics network (for the transportation of goods) and the direct sale of the goods themselves. For these types of work formed various architectural and construction facilities: craft centers, markets, fairs, organized trade routes and outposts, etc. When traveling to solve political issues, architecture sought

to organize space for diplomatic missions, and any other type of political or economic agreement. All of these factors developed, extended, and linked people's socio-cultural relationships, through religious (e.g., pilgrimage sites), sports and recreational, and educational prerequisites. Expressed in places spiritual: temples, shrines, etc.; the Colosseum, stadiums that served to form sports competitions; Schools, madrassas, libraries – the architecture of which allowed to perform their function.

The article attempts to identify the interconnections of important systems of social life and trace the use of these systems in architectural solutions.

Materials and methods

The development of trade and economic relations in ancient times was conditioned by the separation of agriculture and craftsmanship, the latter, in turn, began to produce goods for exchange (at the initial stage of development) or sale (with the appearance of money), marking the form of economic organization – a commodity economy. The development of craftsmanship and trade formed an urban formation, gradually separating itself from the peasant settlements. With the emergence of new variants of economic relations, the internal political situation was also changing. Developing private property, and with it craftsmanship, peasantry, trade and usury, the use of cheap slave labor lead to the creation of administrative bodies, taxation, courts, forming the concept of the state. With the increase in exchangeable goods, the territorial boundaries of exchange expanded, creating trade routes that linked not only nearby cities but also distant civilizations. Trade routes became an important source of sales of goods, "the blood-vessel" that fed urban life, not without reason already at the time of King Ur Shulga, roads were guarded and way stations for traders were built [2], and according to the popular hypothesis of the decline of Egyptian and Sumerian-Akkadian civilizations, becomes aridity and along with it the decline of trade relations [3].

Wealthy caravaners, merchants going from town to town needed services: food, shelter, bathhouses, religious structures, animal pens, warehouses. Caravanserais (Figure 1, Figure 2) in the East, taverns, houses of tolerance, religious buildings, etc. were organized for recreation and parking, as well as markets and bazaars to sell goods in the city.



Figure 1 – Caravanserai Mahyar, Iran
[E. Flandin, P. Costa. List of paintings and subjects by artists and architects E. Flandin, P. Costa: France, 1840]

At the same time, in addition to the economic basis, socio-cultural relations are also emphasized. Religion, education, entertainment also become motives of travel for pilgrims, people wishing to get an education or visit theaters. The development of sporting events, exemplified by the Olympic Games in ancient Greece, leads to the emergence of sporting journeys. During these journeys, cultural exchange, information exchange, acquaintance with other cities, search for trading partners, diplomatic missions, etc. take place. For the socio-cultural travelers the architectural objects are entertainment sites, places of worship, educational facilities, libraries, forums. The services sold to incoming travelers economically boost the region, which has a beneficial effect on the population.

Among the nobility and the upper class, resort places for recreation first appeared. The first records of places for pleasure are mentioned as early as Ancient Egypt [4]. In the Roman Republic, resorts with the location of country villas for recreation were popular. Places surrounded by healing waters became a favorable reflection of the regions economy, emphasizing the natural factors.

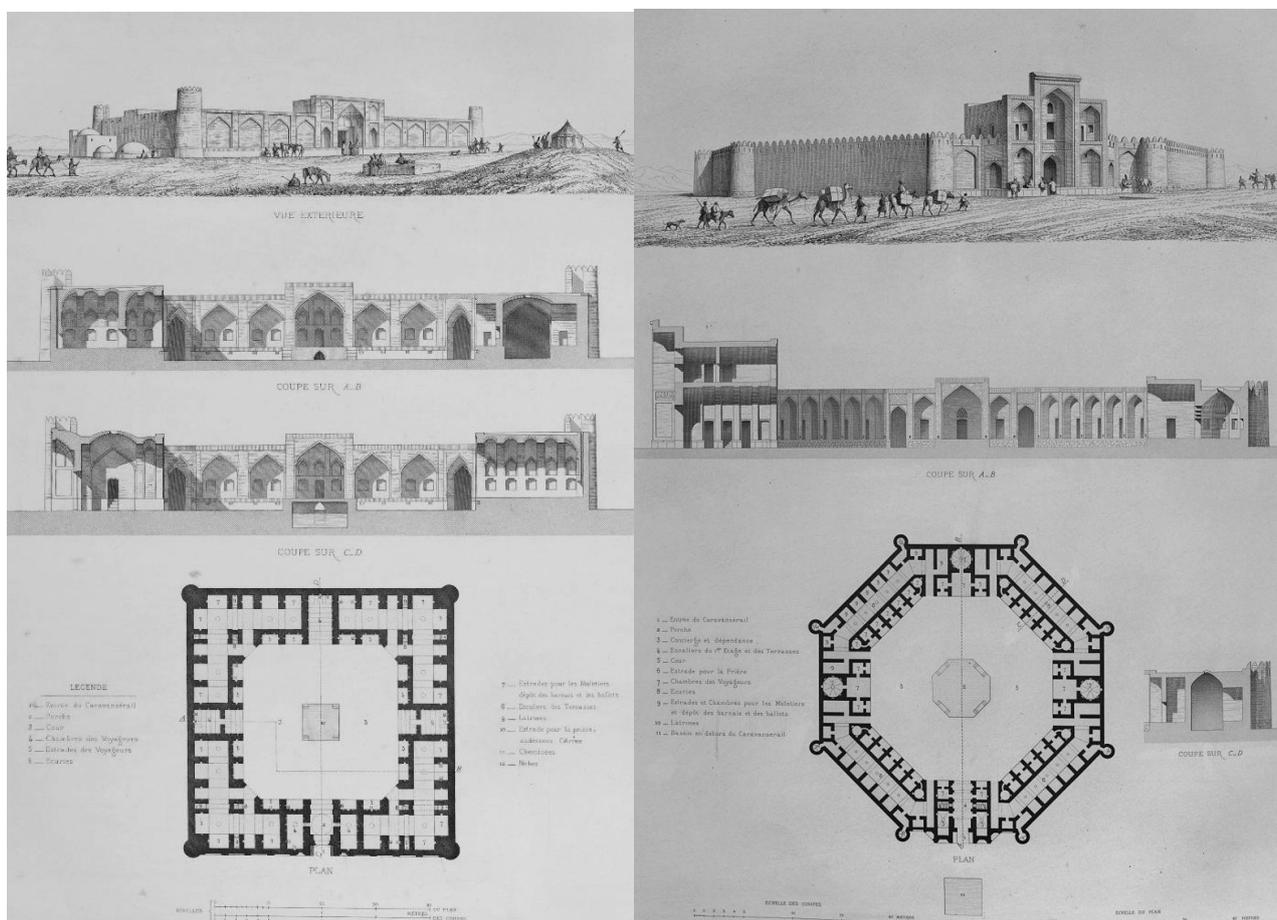


Figure 2 – Caravanserai in Pasangan and Caravanserai Amin Abad, Iran
[E. Flandin, P. Costa. List of paintings and subjects by artists and architects E. Flandin, P. Costa: France, 1840, https://upload.wikimedia.org/wikipedia/commons/3/37/Pasangan_caravanserai_by_Pascal_Coste.jpg]

After the fall of the Roman Empire there was little development of craftsmanship in the cities. In the East, a number of cities were formed near irrigated lands, which were under the direct control of the feudal lord, as well as water and other types of facilities. Agriculture developed under the management of feudal lords, and craftsmen from among the villagers, served the work of agriculture, developing and honing their craftsmanship. The production of craftsmen grew and they moved closer to the castles and to the cities, serving the feudal lords and the nobility. Artisan crafts far outpaced the development of crafts in agriculture, becoming an increasingly lucrative occupation. The growth of merchants and craftsmen promoted the formation of guild enterprises [5] (Fig.3).

The pilgrimage sites of Christian, Islamic, and Buddhist shrines became the driving motive for travel, leaving aside the economic component. Pilgrimage was a major economic driving force for the clergy, supported by the clergy, who were the largest landowners along with the feudal lords. Borders for pilgrims were open, and various maps and travel guides were provided. Literature about travel and wanderings became popular, which also attracted interest in the culture of the countries visited.



Figure 3 – Pottery workshops in Merv, XI-XII centuries.

[Edited by Baranov N.V. General History of Architecture in 12 volumes. Stroyizdat, Moscow, 2010-2012.; https://upload.wikimedia.org/wikipedia/commons/3/37/Pasangan_caravanserai_by_Pascal_Coste.jpg]

The Renaissance weakens religious motifs and brings individuality to the forefront. Interest in ancient culture motivates architects and young people to travel to Europe, study forgotten monuments, and get an education. Museums and academies are opened. The Great Geographical Discoveries take place, a world market is formed. New opportunities for travel are opening up. More and more hired workers are used in production, moving to manufactory enterprises [6]. After the industrial revolution the conditions are created for large industrialists, rich proprietors tourist services, becoming masses.

Results and discussion

Economic interest. The level of service of trade routes in the East was noticeably higher than in Western countries. Taking into account the danger of travelers and their caravans, the defensive walls protected them from attacks of bandit detachments, in plan representing rectangular or square shapes. The living conditions and the system of some caravanserais described by travelers [7]. Large, urban caravanserais had bathhouses, places of ritual purification, separate rooms for the trader, rented out, resembling modern hotels. These structures were also part of the tax collection for travelers [8]. The architecture followed the functionality of the stages of the traveler's needs, adjusting to his needs. Thus a number of typologically similar architectural monuments aimed at the trade life of the regions were created: caravanserais, markets and bazaars, taverns, houses of tolerance, religious sanctuaries, parking lots, storehouses and bathhouses. The range of services provided to the traveler remains unchanged today, as its basis is aimed at the natural needs of man. At the same time, architectural preferences again echo the famous triad: "durability", "usefulness", "beauty" [9], having similar meanings to the organization of political life (durability), economic interests (usefulness) and socio-cultural significance (beauty). Architecture created and solved these issues.

On the part of the political system, in all historical changes of political formations, the creation of conditions for arriving people (transport, roads, security) was more important than any other factor, since the king or feudal lord or the Church was interested in trade and taxation. The growth of cities, the construction of temples, spectacles, etc., was an example of the growth of the economic activity of the city and a stable political environment. The work of the artisans, which was perfected at all stages of production, was paid for by the nobility. The nobility thereby attracted new merchants and solvent travellers to the city, bringing in architectural extravagances, marveling at the size of a structure or its rich decoration. It was equally interested in the development of the handicraft sector, allocating and equipping whole areas of the city for production. Individual villas, which were also built for the needs of the nobility, shaped the aesthetic preference. It was the political forces that established economic development, its interrelationships can be traced to all stages of the development of society, which is a relevant provision for the present time as well. Creating the conditions of development and infrastructure, protecting it, managing it, hence the architectural solutions of objects aimed at the political structure.

A sociocultural phenomenon. The traveler was conditioned to come into contact with the traditions and customs of the society he was visiting. Educational or religious traditions and developments spread with the caravans, traders from country to country. The example of the "father of history" Herodotus, who visited a number of states, is a vivid example of studying the culture and history of the countries in which he stayed, subsequently completing the fundamental work "History". Architectural outlooks are expressed in the creation of large open spaces capable of accommodating large numbers of people: religious buildings, schools and academies, museums, theaters, libraries, entertainment facilities. Social contradictions, arising from the different position of the social political structure, could not affect the development of culture and art, and the creative genius of man made his way.

The main priority is the understanding that tourism is a type of product, which should be competitive and marketable. Architecture is able to realize the needs of all stages of production and development. Become a place of attraction, surprise, learning, spectacle (Fig. 4), dividing by its functional priorities.

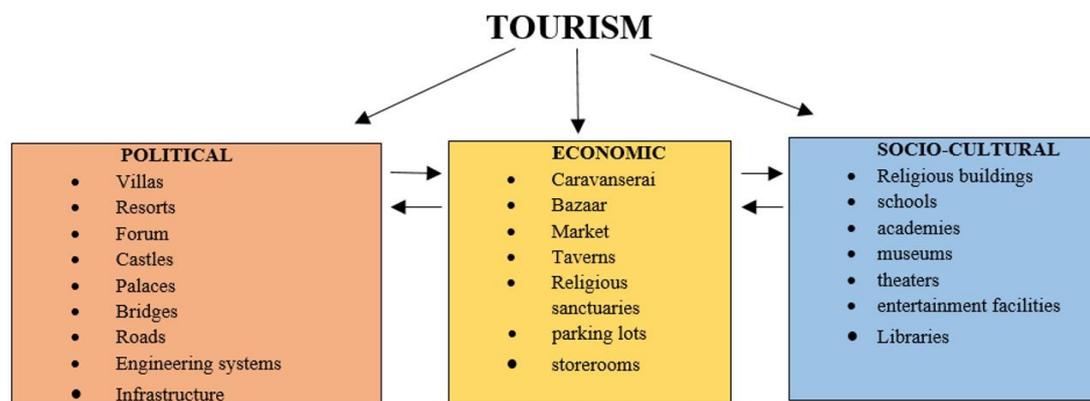


Figure 4 – Scheme of the functional use of architectural objects
[material of the authors]

Conclusion

An important priority in the development of modern approaches to the study of tourism and architectural implementation of the space for the needs of travelers, the provision of services remains the main criteria of political, economic and social life.

The development and result of tourism, as in the process of its formation, as well as modern, distinctive and important features continue to form economic interests, socio-cultural, political. More recently, the ecological environment is added to them. Like any commodity, tourism takes into account traveler's preferences creating comfortable conditions for his stay: hotels, food, medicine, transport, excursions to cultural monuments, religious, historical places, sales of local products. The interest of the state in the income sphere is quite high.

It was determined that there is a clear connection between the organization of architectural space and functional preference, the purpose of the object and its significance in the social development of society, culture, economy and political life.

References:

1. Zdorov A. B. *Organizational and economic basis for the development of agrarian tourism. Author's abstract: Moscow, 2011, 42 p;*
2. *Indus Collapse: The End or the Beginning of an Asian Culture». Science Magazine. 320: 1282-3, 2008;*
3. Jayapalan, N. *Introduction To Tourism. Atlantic Publishers & Dist., 2001, ISBN 978-81- 7156-977-9.*
4. Cassirer, Ernst. "Some Remarks on the Question of the Originality of the Renaissance". *Journal of the History of Ideas. University of Pennsylvania Press. 4 (1): 1943, 49- 74. doi: 10.2307/2707236. JSTOR 2707236.*
5. *Edited by Baranov N.V. The General History of Architecture in 12 volumes. Stroyizdat, Moscow, 2010-2012;*
6. *Ostrovitianov K.V. Political Economy: State Edition of Political Literature, Moscow, 1954, 455p;*
7. *Gibb, H.A.R. (2010), The Travels of Ibn Battuta, AD 1325-1354, Volume IV: 2010, 894 c.*
8. *ed. Guy Le Strange. Description of Syria, Including Palestine: London 1886, pp. 91, 37.;*
9. *M. Vitruvius. Ten Books on Architecture: Architecture Publishers, 2006. z.*
10. *E. Flandin, P. Costa. List of paintings and subjects by artists and architects E. Flandin, P. Costa: France, 1840;*
11. *Tsehanovich, V.M. Nature-oriented tourism: OntoPrint, Moscow, 2018.*
12. *Socio-economic effects of the development of specially protected natural areas, Appendix to the Guide to socio-cultural programming: Agency for Strategic Initiatives to Promote New Projects, 2019. - 12 c.;*
13. *Stepanchuk A.V. Principles of architectural organization of objects of cultural tourism with craft-creative function: on the example of the Republic of Tatarstan: Ph.D. in architecture: 05.23.21. - Nizhny Novgorod, 2017.*

И.И. Остапенко^{1,*}, О.Л. Банцеровва², А.А. Брянцев¹

¹Халықаралық білім беру корпорациясы, Алматы, Қазақстан

²Мәскеу мемлекеттік құрылыс университеті, Мәскеу, Ресей

Авторлар туралы ақпарат:

Остапенко Инна Ивановна – өнер магистрі, ассистент-профессор, Халықаралық білім беру корпорациясы, Алматы, Қазақстан

<https://orcid.org/0000-0001-7253-7251>, e-mail: ostapinna@mail.ru

Банцеровва Ольга Леонидовна – сәулет кандидаты, доцент, "Сәулет" кафедрасының академиялық профессоры, Мәскеу мемлекеттік құрылыс университеті, Мәскеу, Ресей

<https://orcid.org/0000-0003-0931-7285>, e-mail: olga.bancerova@gmail.com

Брянцев Александр Александрович – PhD докторы, қауымдастырылған профессор, Халықаралық білім беру корпорациясы, Алматы, Қазақстан

<https://orcid.org/0000-0002-6932-8202>, e-mail: bryancev8989@mail.ru

ТУРИСТІК ОБЪЕКТІЛЕРДІҢ ТАРИХИ ДАМУЫ

Аңдатпа. Мақалада ерте және ортағасырлық мемлекеттердің сауда-экономикалық қатынастарының дамуы, туризмнің дамуы мен қалыптасуы қарастырылады, әртүрлі қызмет атқарған сәулет ескерткіштері бүгінгі күнге дейін өзектілігін сақтай отырып, қазіргі жағдайда қарастырылады. Осыған байланысты сәулет кеңістігін ұйымдастыру мен функционалдық артықшылықтың өзара байланысы, объектінің мақсаты және оның қоғамның, мәдениеттің, экономиканың және саяси өмірдің әлеуметтік дамуындағы маңызы қадағаланады.

Теориялық, сондай-ақ жұмыстың практикалық маңыздылығы, бұл жұмыстың нәтижелерін агроэкотуристік кешендердің жоспарлау құрылымының теориялық материалы ретінде бастаушы сәулетшілер мен дизайнерлердің мүдделеріне пайдалануға болатындығында. Бұл жұмыстың материалдары агроэкотуристік кешендердің орналасуын әзірлеуге байланысты тақырыптар бойынша дәріс сабақтарын оқуда қолданыла алады.

Түйін сөздер: сәулет, саясат, экономика, мәдениет, керуен сарайлар, туризм, нысандар.

И.И. Остапенко^{1,*}, О.Л. Банцеров², А.А. Брянцев¹

¹Международная образовательная корпорация, Алматы, Казахстан

²Московский государственный строительный университет, Москва, Россия

Информация об авторах:

Остапенко Инна Ивановна – магистр искусств, ассистент профессора, Международная Образовательная Корпорация, Алматы, Республика Казахстан

<https://orcid.org/0000-0001-7253-7251>, e-mail: ostapinna@mail.ru

Банцеров² Ольга Леонидовна – кандидат архитектуры, доцент, академический профессор кафедры «Архитектура», Московский государственный строительный университет, Москва, Россия

<https://orcid.org/0000-0003-0931-7285>, e-mail: olga.bancerova@gmail.com

Брянцев Александр Александрович – доктор PhD, ассоциированный профессор, Международная Образовательная Корпорация, Алматы, Республика Казахстан

<https://orcid.org/0000-0002-6932-8202>, e-mail: bryancev8989@mail.ru

К ВОПРОСУ ИСТОРИЧЕСКОГО РАЗВИТИЯ ТУРИСТИЧЕСКИХ ОБЪЕКТОВ

Аннотация. *В статье рассматривается развитие торгово-экономических отношений ранних и средневековых государств, развитие и становление туризма, рассматриваются архитектурные памятники, которые выполняли различные функции, при этом продолжая быть актуальными и по сей день, в современных условиях. В связи с этим прослеживаются взаимосвязи организации архитектурного пространства с функциональным предпочтением, назначением объекта и его важности в социальном развитии общества, культуры, экономики и политической жизни.*

Теоретическая так же, как и практическая значимость работы, заключается в том, что результаты данной работы могут быть использованы в интересах начинающих архитекторов и дизайнеров, в качестве теоретического материала планировочной структуры агроэкотуристических комплексов. Материалы данной работы могут быть использованы при чтении лекционных занятий по темам, связанным с разработкой планировки агроэкотуристических комплексов.

Ключевые слова: архитектура, политика, экономика, культура, караван-сарай, туризм, сооружения.