More than a third of a century ago in Paris was published "International Convention for the Protection of the World Cultural and Natural Heritage", dictated by fear, not to say fear for the safety of objects of material culture of human civilization.

They threaten not only natural disasters, natural aging - inevitably destructive passage of time. And do not even acts of vandalism or negligence individual, in general, single irresponsible members of society. A much more serious, more destructive forces - changing the mass consciousness in a changing world.

Culture is fundamental to development, conservation, strengthening the independence, sovereignty and identity of the people. The identity of the ways the historical evolution of culture and tourism predetermined commonality of new methods of approach to their further development. In most countries, the process of democratization of culture and tourism, which constitute integral part of society.

Relevance of the topic due to the fact that in light of the formation of democratic principles require the integration of Russia into European and global cultural processes, including processes of cultural tourism as one of the most promising areas of social and economic cooperation.

There are many definitions of "cultural heritage". One of them says that cultural heritage is a mapping of the interaction of human society and the natural environment. Cultural tourism, as opposed to, for example, sports or beach tourism, aimed at the development of cultural heritage, the study of the life experiences of other people, their customs, intellectual and creative achievements.

Today, when humanity is entering the era of the information society has increased dramatically requirements for nature and completeness of information available. This also applies to cultural tourism.

Relevance and insufficient level of theoretical and practical elaboration of problems of development of historical and cultural tourism in Russia and its regions determined the choice of the theme, purpose and objectives of the study.

The aim of my work is to examine the problems and prospects of development of cultural tourism in Russia in general and in particular of Kazan.

Identified the following problems:

1. Formulate a methodological framework for the analysis of socio-economic nature of cultural tourism;

2. To consider the role of cultural tourism in the development of the regional economy;

3. Identify common global trends and prospects of development of cultural tourism;

4. Evaluate the current state of cultural tourism in the Russian Federation,

5. Identify the economic and organizational features and capabilities of the historical and cultural tourism as an example the city of Kazan and Tatarstan;

6. Define a set of measures to promote cultural tourism as one of the promising areas.

The subject of the research is the cultural tourism.

As the object of study is a set of organizational, economic, socio-cultural and legal relations arising in the course of formation, operation and development of historical and cultural tourism in Russia at the regional level.

In preparing the work the author analyzes the legislative and regulatory documents that underlie public policy regulation of tourist activity in Russia, the statistical material: publication of the UN Commission on Tourism, the World Tourism Organization, WTO Commission for Europe, the materials of the Commission of the European Community, international conferences on development of the historical heritage; national statistical publications, reports, reviews of government agencies on tourism, data periodicals.

The study used scientific methods: analysis and synthesis, analogy, abstraction, induction and deduction, the principles of unity of quantitative and qualitative measurements, historical and logical methods. The paper also used the methods of comparative assessments, forecasting, graphic and economic and statistical analysis, expert estimates.

Shares of types of tourism in the total tourist services

Types of tourism Share,%

Cultural 60.1

Business 13.8

Treatment

Wellness 11.0

Training 9.0

Shopping tourism 6.1

An analysis of the existing definitions of cultural tourism is allocated three approaches to its definition, each of which, individually or in aggregate, may be useful in solving problems of development of cultural tourism as affecting various complementary part of the organization of tourist activities (technical, based on the description of historical and cultural resources tourism area, attracting tourist flows; conceptual approach, based on a description of motives and aspirations of people to visit historical and cultural centers, an approach in which the main aspect is allocated result obtained tourists - impressions).

Cultural heritage areas must be considered as a tourist resource, causing interest and motivation to travel, and as a resource for social and economic development of their economic potential.

Organizational and economic support activities in cultural tourism is a set of (complex) measures and means to create conditions conducive to the normal course of economic processes, maintaining stable operation of the economic system and its facilities, prevent crashes, violations of the laws, regulations, facilities, contracts, and includes the following : Legislative (development of legislation that promotes the normal course of tourist activities); infrastructure provision (availability combined logistical elements, creating and providing general conditions for the organization of cultural tourism); financial support (definition of investment sources and the creation of a favorable investment climate in cultural tourism); information provision (creation of an information system that facilitates efficient work on the organization of cultural tourism and information support of tourists, including the use of new information technologies); Staffing (timely and constant training and retraining of qualified personnel of high, middle and low-level, able to provide quality tourist services).

Cultural tourism, as the phenomenon of widespread and diversified, has many classifications. We offer the most significant refinement of criteria - "the level of the cultural component", which determines the volume of the cultural component in the tourist activity of certain categories of tourists and "theme tour", based on the characteristics of tourism products and theme tours offered by combining them in a single classification.

It should be noted that this classification does not apply for full coverage, as each subspecies of cultural tourism can create a myriad of different tourism products. At the same time emphasizes that professional historical, ethnographic, archaeological, architectural, religious, etc. historical and cultural tourism is closely intertwined with the scientific and tourism will be mainly kind of scientific expeditions and conferences. Professional folk tourism - a participation of groups in different kinds of performances and festivals. For specialized cultural tourism is characterized by detailed thematic tours. For example, specialized architectural tour acquaints tourists with the features of the architecture of the region, etc.; ethnographic tour - with features of the culture, traditions, way of life, cuisine people or peoples of the region of the country.

Mainstream cultural tourism involves various thematic tours, animation programs that are more exploratory in nature, the same applies to the accompanying tourism.

It is concluded that cultural tourism is a mechanism for the conservation heritage of the country, which is seen not only as a cultural but also economic potential areas as unclaimed resource of their socio-economic development, which is very important to use to the fullest. Development of cultural tourism in the regions can be considered as a means of coordinating the activities of federal and territorial governments and numerous participants in the process of reviving the territories by involving different investors, including business entities, business organizations, non-governmental organizations.

Experts believe that the potential of Russia at the appropriate level of development of tourism infrastructure and facilities allow you to take up to 40 million foreign tourists for year. According to the WTO, Russia in the coming years (along with the Asia-Pacific region) should expect an influx of foreign tourists with cultural purposes. In addition, in recent years in the Western world marked by an unprecedented surge of interest in Russian culture and art. Experts explain this phenomenon is the fashion for all things Russian. Russian culture in demand today. The key components of cultural tourism products are a cultural heritage.

The value of cultural heritage increases over time. Primarily, this is due to its physical aging, alteration, destruction and loss. Mass tourism also contributes to the destruction and modification of the cultural heritage of nations because of its commercial use.

The main factors and causes of the loss and destruction of cultural heritage are the following: natural physical aging and destruction of material objects of cultural heritage; natural care generations - native carrier material and non-material culture; violent destruction of cultural heritage as a result of armed conflicts and terrorist acts; political, international and intercultural conflicts that lead to ethnic cleansing, and, consequently, to the destruction of the ethnic culture of individual peoples; illiterate state policy in the field of cultural heritage or the absence of such a policy at all; growth of mass tourism with a sharp increase in the load on cultural heritage due to the growth of their attendance; development of tourism infrastructure and facilities in the areas of cultural heritage, due to the growth of mass tourism and inevitably have an impact on the state of the objects and the nature of the phenomena of cultural heritage; violent destruction of objects of material culture as a result of tourism vandalism; commercialization of cultural heritage due to the development of international tourism and the growing demand for a variety of objects and phenomena of culture as a part of cultural tourism products.

Under the commercialization of cultural heritage refers to the process of transformation of cultural heritage goods in which the objects and cultural phenomena estimated market category, exclusively from the point of view of their exchange value, profitability, competitiveness in the market. The global tourism development trends of growth of cultural tourism in all its forms commercialization of cultural and natural heritage is now global, covering all regions of the world, making the problem of preserving the culture of countries and peoples for future generations in one of the world's problems.

It should be noted that the cultural heritage as part of tourism products is difficult to assess in terms of quantity, quality and real customer value. Its value can be determined only by subjective, individual, specific cultural tourism products the consumer. Only the consumer himself can determine what kind of cultural, spiritual and aesthetic pleasure can deliver it personally cultural heritage, it largely determines the value of the tourist product. This is especially true phenomena of intangible culture, which have no material value.

Thus, the development of cultural tourism can be a kind of catalyst for economic development of individual cities and entire countries. Wherein said development can be observed not only in the tourism and related industries, but also in earlier decadent industries that makes this strategy particularly attractive. To a large extent, this process applies to tourist destinations at the late stage of its life cycle and approaching the stage of decay. Currently, there are quite a number of countries and regions that are in a similar situation, which is associated primarily with the process of completion stage mass "beach" tourism, and thus the sinking intended for him destinations. Thus, cultural tourism is a fairly promising phenomenon in the framework of the existing tourism industry, its development is capable of exerting a positive effect on the country in question and to promote it.