

Bilshivtsy, Iwano-Frankiysk oblast, Ukraine (fig. 1, no. 2), a Linear Pottery Culture site not far from Halych. In spite of the numerous Linear Pottery Culture finds, predominant especially in the northern part of the magnetogram are structures indicating burned buildings of the Tripolye Culture. In the southern part the grey-scale image shows the disturbance caused by earlier excavation, which also produced Linear Pottery Culture material. The planned continuation of the prospection should document Linear Pottery Culture settlement areas that are not overlain by Tripolye structures.

Further fieldwork (magnetometer survey and excavations) are planned for a 2012 campaign at early Neolithic sites at Riwne, Pljaz (fig. 1, no. 3) as well as Mezhyrich near Ostrok, Riwne oblast, Ukraine (fig. 1, no. 4), the latter one having yielded the easternmost specimen of Earliest Linear Pottery Culture material lately.

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COMBINATION OF THE TANGIBLE AND INTANGIBLE IN CULTURAL EVENTS ORGANIZATION

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A study conducted by the author aims to investigate the resource base for organization of event tourism. The intermediate results of the study, obtained within the analysis of secondary sources are presented below.

Cultural heritage is divided into the tangible (works of art and monuments) and the intangible (traditions, customs, folklore, etc.). Traditionally, tangible cultural heritage objects are more closely examined, protected, and as a result, are more accessible to the public.

In turn, the task of preserving intangible cultural heritage is often laid on the shoulders of particular culture carriers and, hence, is more localized. Nevertheless, preservation of intangible culture is one of the most important tasks of cultural policy and its maintenance receives considerable attention. For example, in 2008, Russia adopted a Concept of conservation and development of intangible cultural heritage of the peoples of the Russian Federation for 2009-2015.

One of the problems identified in the concept is lack of promotion of intangible cultural heritage. In our view, this problem can be partially solved through the organization of special events: contests, festivals, fairs, etc. [1]. Much of intangible cultural heritage can be performed, and, therefore, transferred only through personal contact of culture carrier and receptive side. Especially this is relevant for such objects as language, folklore, some forms of performing art, as well as rites and rituals. The need for personal presence of the culture carriers and nature of non-material objects themselves

cause the necessity for special places to display cultural heritage for many viewers or listeners.

On the one hand, archaeological monuments are objects of tangible cultural heritage, but, on the other hand, they are naturally associated with the intangible culture [2]. The example of excavations of sites of rites and rituals, as well as artifacts related to any form of folk art like musical instruments can be set here.

That is why development of cultural tourism at archaeological sites in order to acquaint a visitor with elements of both tangible and intangible culture seems very promising direction. However, in the context of widespread dissemination of innovations in all spheres of human activity, habitual contemplation of cultural objects in the form of excursions becoming less popular as a tourist product. Distribution of post-modern approach to perception of cultural goods and services increases the value of symbolic capital, where real artifacts provide just a stimulus for attractiveness, while created experience gain the value [3].

Organization of a certain event, based on traditions and customs of the ancestors who inhabited this area many centuries ago and restored by archaeological finds, in the present conditions will likely be in demand among the tourists. High-tech computer gadgets allow you to fully «complete» picture of the past on the basis of artifacts, but even they are not strictly necessary. Thanks to the discoveries of archaeologists visitors gain an opportunity to express their own imagination and to «invent» the reality of the past.

One of distinguished features of the event tourism is a high degree of visitor's involvement in events' activities, whether it's folk dance performance, creation of a traditional household item or reenactment of historical events that actually took place in the area [4]. Another feature is relatively low cost of creating such a tourist product, especially in co-operation of interested groups: local communities, administration, government and public non-profit organizations, businesses, tour operators, etc. An issue of the search for mutual understanding between all stakeholders requires particular consideration. Here we consider such a stage when development of tourist activities on a given territory is conformed by all interest groups.

Within the analysis of literature we have identified main features of event tourism development at archaeological sites (current and preserved):

- Location of archaeological sites in the sparsely populated areas causes the interest of local communities in development of infrastructure and tourism;
- The need for more thorough protection of tangible cultural heritage;
- Development of this type of event tourism is expedient to combine with eco-tourism, where it is possible;
- Opportunities for cooperation with local or nearby schools, institutions of secondary vocational and higher education, children's and youth institutions of additional education in order to foster interest in and respect for the native territory and to improve the quality of knowledge;
- The need for the development and organization in each year or the original and «serial» events (initiating repetitive participation, such as historical reenactments) to ensure the flow of «returning tourists».

This experience of archaeological sites as stimulus for attractiveness for the organization of events have been accumulated in our country (the archaeological park

«Arkaim» in the Chelyabinsk region, «Tomsk Pisanitsa» in the Kemerovo region [5], «Slavic Village» in the village Lubytno Novgorod region) as well as abroad (archaeological parks «Moundville» in Alabama, United States, «Xanten» in Germany, «Month of Archaeology» in Scotland and the others). The analysis of this experience suggests the desirability of its distribution and adaptation to local conditions of other historically significant areas.

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THE DYNAMICS OF CLIMATE HUMIDITY IN SOUTHERN RUSSIA STEPPES WITHIN THE HISTORICAL TIME (IV MIL. BC – AD XIV) (BY THE DATA OF SOIL-ARCHEOLOGICAL STUDIES)

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Essential progress in solution the problem of the development of natural environment and climate in Eurasian steppes within second half of the Holocene first of all was achieved due to wide-scale soil-archeological investigations of ground monuments dated back to the Bronze, Early Iron epochs and Middle Ages (IV mil. BC – AD XIV). Paleosoils buried beneath cultural layers of settlements, kurgan embankments, defending lines, etc, preserve till today numerous signs and properties, which in a varying degree characterize climatic, lithological, geomorphologic, geochemical, biological, hydrological conditions of soil formation during past epochs.

The territory of southern Russia steppes studied includes Srednerusskaya, Privolzhskaya, Yergenskaya uplands and Cis-Caspian Lowland within the area of Volgogradskaya, Rostovskaya oblasts and Kalmykia republic. Climate of the region is moderately continental. From north-west to south-east the rates of atmospheric precipitations decrease from 400 to 250–300 mm per year, mean annual temperature increase from 5.1 to 8.1°C. The region lies in the zone of dry and desert steppes with dark-chestnut and chestnut, light-chestnut and brown semi-desert soils respectively.