

ИСТОРИЧЕСКАЯ И КУЛЬТУРНАЯ ГЕОГРАФИЯ

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HISTORICAL AND CULTURAL RESOURCES OF THE GANJA-GAZAKH ECONOMIC-GEOGRAPHICAL REGION AND THEIR USAGE EXPEDIENTS

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Abstract

Aim. Historical and cultural resources of the area for tourism purposes are evaluated.

Methodology. Along with the cultural values of any country, historical and cultural resources are fundamental factors proving their historicalness and antiquity. Cultural tourism is one of the most preferable types of tourism in recent years because it has no seasonal character and meets tourists' demand in all seasons. Any tourist visiting the country is willing to get acquainted with its history, antiquity and architectural samples.

The paper relies on historical methods, field investigations, comparative analysis, cartographic and other techniques.

Results. It is feasible to come across several historical and cultural resources in the Ganja-Gazakh economic-geographical region. They include archaeological, architectural and numerous religious monuments. Even among religious monuments, it is possible to encounter not only Islamic monuments but also examples of other religions. This situation, in turn, makes it substantial to use such facilities during the preparation of several tourist routes in the region. Moreover, the preservation of the cultural values belonging to other nations to this day in the economic-geographical region and the survival of their settlements pave the way for the development of ethno-tourism.

Research implications. Some existing historical and architectural examples are scrutinized in the economic-geographical region. Among them, the resources in the original condition are identified and ideas for the development of routes are presented. In this case, the use of international experience plays an important role.

Keywords: tourism, tourism types, Ganja-Gazakh economic-geographical region, tourism potential, historical and cultural resources, cultural tourism, ethnographic tourism

ИСТОРИКО-КУЛЬТУРНЫЕ РЕСУРСЫ ГЯНДЖА-ГАЗАХСКОГО ЭКОНОМИКО-ГЕОГРАФИЧЕСКОГО РАЙОНА И ИХ ИСПОЛЬЗОВАНИЕ

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Аннотация

Цель. Оценить исторические и культурные ресурсы района для использования их в туристических целях.

Процедура и методы. Наряду с культурными ценностями любой страны историко-культурные ресурсы являются одним из фундаментальных факторов, доказывающих её историчность и древность. Культурный туризм в последние годы стал наиболее востребованным видом туризма. Он, не имеющий сезонного характера, способен удовлетворить спрос туристов во все сезоны. Любой турист, посещающий страну, готов познакомиться с её историей, древностью и архитектурными образцами.

При проведении исследований в этом районе использовались исторические, полевые исследования, сравнительный анализ, картографические и другие методы.

Результаты. В Гянджа-Газахском экономико-географическом районе можно найти ряд исторических и культурных ресурсов. Среди них есть археологические, архитектурные, а также ряд религиозных памятников. Даже среди религиозных памятников можно найти примеры, относящиеся к другим религиям, а не только присущие Исламу. Это обуславливает необходимость использования таких объектов при подготовке ряда туристических маршрутов в районе. Сохранение в экономико-географическом районе культурных ценностей, относящихся к иным народам, а также оставшихся от них поселений, открывает путь для развития этнографического туризма. Таким образом, использование историко-культурных ресурсов в Гянджа-Газахском экономико-географическом районе позволяет одновременно добиться развития ряда видов туризма.

Теоретическая и/или практическая значимость. Исследован ряд исторических и архитектурных образцов, существующих в экономико-географическом районе. Среди них были выявлены ресурсы в исходном состоянии и выдвинуты идеи по подготовке маршрутов. В настоящее время важную роль играет использование международного опыта.

Ключевые слова: туризм, виды туризма, Гянджа-Газахский экономико-географический район, туристический потенциал, историко-культурные ресурсы, культурно-познавательный туризм, этнографический туризм

Introduction

From the end of the twentieth century onward, cultural tourism has gained momentum. It is assumed by several researchers that the development of cultural tourism plays a supporting role in achieving sustainable development of tourism in any region. Moreover, resources related to culture and history of the country are

not seasonal, unlike recreational tourism, ecotourism and other types of tourism [2, p. 750].

In October of 1999, the Global Code of Ethics for Tourism consisting of 10 principles was adopted by the WTO General Assembly in Santiago, Chile. Four of the 10 principles in the Code “Tourism as an area that uses the cultural heritage of mankind

and contributes to its enrichment” explain the definition of cultural tourism [4, p. 11].

By the 1990s, cultural tourism became a major segment of global tourism, with the United Nations World Tourism Organization (UNWTO) claiming that 40 per cent of international tourists were cultural tourists [6, p. 1]. The WTO emphasizes the contribution of tourism to moral and educational values rather than the related economic benefits. In order to increase the importance of tourism from the point of view of preservation of scientific and cultural heritages, UNESCO supports the leitmotif of ‘Science–Culture–Recreation–Travel–Training’ as a scientific strategy [5, p. 45].

Cultural tourism resources are attributed to local communities living in that area. Citizens populating this area have rights and duties over those resources. Cultural, heritage and archaeological regions should be taken into consideration when creating political and activity areas in tourism. Such examples should be preserved and passed on to future generations. Monuments, tombs and archaeological sites should always be open to the public, as well as it should be feasible to organize routes and use them for tourism purposes. The revenues from cultural tourism should be invested in reconstruction, restoration and development of facilities. Tourism activity should prevent the degradation of folklore, folk crafts and national customs, and it should support their individual development hindering their standardization.

UNESCO, an international organization with an important role in the protection of cultural heritage, has informed its member countries of the goals related to the development of cultural tourism [8, p. 97].

The number of people participating in cultural tourism is 30% of the world population. Statistically, 20% of those who travel visit world-famous monuments during whereas this figure for those who are only interested in culture is 15%¹.

In order to motivate tourists for cultural and cognitive tourism, the area should have its art, architecture, customs and traditions, music and dance, folk crafts, history, literature, religion, industry and occupation, agriculture, education level, scientific development and national cuisine. Tourists are willing to see the archaeological, cultural and historical monuments, natural monuments distinguished by their exotic landscape, large and small historical cities, the architecture of ancient village houses, museums, theatres, exhibition halls and other social and cultural infrastructure, ethnographic objects, folk crafts, art centers, etc.

There is a need to restore a number of monuments located in our country and to passport them by the state. These monuments should be included in organized excursion routes for both local and foreign tourists. Individuals who want to get acquainted with archaeological monuments, directly participate in research, or conduct any research work and obtain scientific information can participate in this type of tourism. Tours in this direction should be offered to people who are interested in caves, who would like to follow their history more closely, or who would like to go to different areas related to scientific research. It can be noted with great regret that protection of monuments in the country is at a very low level, and this is the reason why there is a need to

¹ Биржаков М. Б., Никифоров В. И. Большой глосарий терминов международного туризма. М.; СПб., 2006. С. 11.

educate local citizens, especially in the districts.

Today, the notion of cultural heritage refers to all assets, whether man-made or natural, tangible or intangible, without limit of time or place, collected or inherited by previous generations and preserved for transmission to future generations [1, p. 2].

Historical and cultural resources

The Ganja-Gazakh economic-geographic region is distinguished by its rich historical and cultural resources. Thus,

1 architectural and 9 archaeological monuments of world importance have been registered in this region. 32 architectural monuments, 259 archaeological monuments, and 5 garden-park, monumental and memorial monuments have been identified as nationally important monuments.

The number of nationwide essential monuments in the economic-geographic region is more and has great potential for the development of domestic tourism (table 1). These include 373 architectural, 37 archaeological, 19 garden-park, monu-

Table 1/ Таблица 1

Distribution of historical and cultural monuments in the Ganja-Gazakh economic-geographic region / Распределение памятников истории и культуры в Гянджа-Газахском экономико-географическом районе

	Worldwide known		Nationwide known			Locally known			
	Archaeological	Architectural	Archaeological	Architectural	Garden-park, monumental memorial monuments	Archaeological	Architectural	Garden-park, monumental memorial monuments	Dekorative, applied art monuments
By economic-geographical region	9	1	300	32	5	37	373	19	8
including:									
Ganja city	1	-	12	21	4	-	213	6	1
Gazakh district	2	1	48	3	1	6	41	6	5
Aghstafa district	2	-	36	-	-	1	10	2	-
Tovuz district	-	-	16	2	-	11	32	1	2
Shamkir district	1	-	28	2	-	4	18	-	-
Gadabay district	1	-	79	2	-	5	18	1	-
Dashkasan district	1	-	41	1	-	-	10	1	-
Samukh district	-	-	16	-	-	7	-	-	-
Goygol district	1	-	8	-	-	1	22	-	-
Goranboy district	-	-	16	1	-	2	9	2	-
Naftalan city	-	-	-	-	-	-	-	-	-

Source: Azərbaycanda təhsil, elm və mədəniyyət, 2017, Bakı, 2017. 506 s.

mental and memorial, and 8 decorative applied art monuments [13, p. 38].

In 2013, within the framework of the project “Protection and promotion of historical and cultural monuments in Azerbaijan: monitoring of the current situation and future tasks” of the Public Union for Helping the Study of Cultural Heritage, the social attitude to cultural heritage was investigated in the Ganja-Gazakh economic-geographical region and discussions aimed at educating the population were held. As a result, 3 examples of cultural heritage related to the economic-geographic region were researched.

Historical and architectural monuments in Ganja-Gazakh economic-geographical region cover different periods. Thus, a temple dating back to the ancient period in the Samukh district, the ruins of the ancient Shatal city fortress stretching back to the 5th–6th centuries in the city of Goranboy, a church (1869) and a castle (1891) in the Dashkasan district, the ruins of the ancient Shamkir city (9th century), the Koroghlu fortress in the Gadabay district (16th century), Topraggala settlement in Tovuz city (3^d–7th centuries), and Shekergala temple complex in the Gazakh district (10th century) are attention-grabbing historical and architectural monuments (Fig. 1.) [13].

Goygol district and Ganja city are also included in the areas rich in anthropogenic tourism resources. In Goygol, near the village of Zurnabad, a castle dating back to the 12th century, the Lutheran church in the city (1854), the Imamzade with a blue marble dome located in the city of Ganja, the tomb of Nizami Ganjavi, and the Shah Abbas Mosque (16th century) are substantial monuments [10, p. 187]. During the analysis of these monuments,

it was revealed that these monuments differentiate in their antiquity and originality. Therefore, it is possible to add Nizami Ganjavi's mausoleum to the historical and cultural list and the Goygol area to the list of UNESCO as a natural resource.

According to Article 19 of the Law of the Republic of Azerbaijan adopted on April 10, 1998, on “Protection of Historical and Cultural Monuments”, the rules and conditions for the use of monuments owned by the state or municipality are defined, and the leasing of immovable monuments of world importance is prohibited¹.

In the territory of the Ganja-Gazakh economic-geographical region, remains of Albanian material and spiritual culture dating back to the era of the IV to V century were discovered. There are several monuments of Albanian culture in the territory of the economic-geographic region. The monument, located in the Chaldash village of Gadabay district, belongs to the material heritage of Caucasian Albania. The roof of this Albanian temple, believed to belong to the 9th–11th centuries, has completely collapsed. Moreover, there is also an ancient Albanian temple on the banks of the Shamkir River in the region (Fig. 1.).

Keshish (Priest) mountain Temple (also, Garaja Temple, David Gareji Temple) is an Albanian monument located on the border of Azerbaijan and Georgia. The location on the border of both countries has made this place as a controversial place.

The area is located at an altitude of 850 m. Although a certain part of the temple complex falls in the Sagarejo district

¹ Law of the Republic of Azerbaijan on the protection of historical cultural monuments. Available at: <http://www.e-qanun.az/framework/3526> (accessed: 02.10.2022).

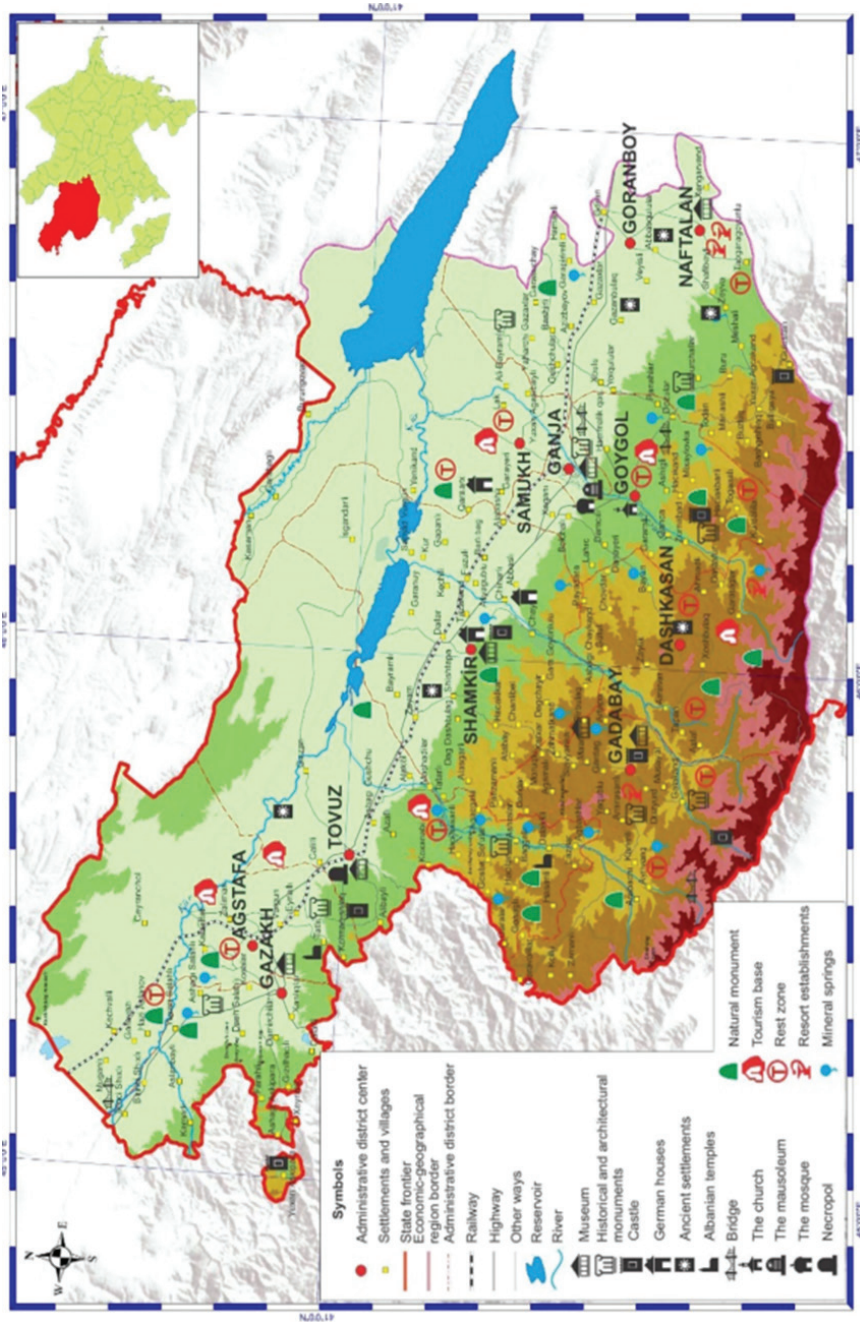


Fig. 1. Historical and cultural tourism resources of the Ganja-Gazakh economic-geographic region / Историко-культурные туристические ресурсы Гянджа-Газакхского экономико-географического района

Source: developed by the author on the basis of the source Azərbaycan Respublikası Milli Atlası. Dövlət Torpaq və Xəritəşəkmə Komitəsi. Bakı. 2014.

of Georgia, the other part coincides with the territory of the Aghstafa district of our country [10].

The ancient Albanian temple, located in the village of Ashagi Askipara, Gazakh district, was built in the 5th–8th centuries. A large Albanian cross is carved in several places on the walls of the temple, which proves that the temple belongs to Albanians. The Albanian temple in the city of Ganja was built in the 5th–7th centuries and restored in the 17th century. Furthermore, an ancient Albanian temple was discovered in a forested area 3 km away from the Chovdar village of Dashkasan. By means of the remains of the wall, it is revealed that there were auxiliary farm buildings around this monument belonging to the 4th–5th centuries.

Archaeological tourism means the travel of tourists to places where archaeological excavations are carried out. Tourists interested in archeology spend most of their time in places where historical and cultural resources and architectural examples prevail. These tourists prefer to take part in archaeological expeditions [9, p. 46].

There are adequate potential opportunities for the development of archaeological tourism in the Ganja-Gazakh economic-geographic region. At present, archaeological excavations are being carried out in the area of the Tovuz district at the place called Mintash hill.

From 2009 onwards, with the support of the ANAS Institute of Archeology and Ethnography, archaeological excavations have been conducted in a number of border districts of the country. Gazakh and Agstafa territories were also included among these districts. Archaeological expeditions commenced their research in the village of Chayli in the Gazakh dis-

trict. Another largest area is the Yastitepe settlement of the Agstafa district.

After the ongoing archaeological excavations, 2 kurgan-type grave monuments were recorded in the territory of Naftalan city and 17 in the territory of Goranboy district. A group of kurgans belonging to the Middle Bronze Age is located in the Khoshbulag plateau of the Dashkasan district. The expedition team of the ANAS Institute of Archeology and Ethnography conducted archaeological exploration research in the city of Ganja and surrounding areas. 62 kurgan-type grave monuments found in the areas starting from the Ganja airport highway to the cemetery called “Yeni Sabzikar” and from the city entrance to the border of the Goygol district were registered by the expedition.

For the development of archaeological tourism in the Ganja-Gazakh economic-geographical region, there is a need to place recognition signs near the monuments, to protect these places by both state authorities and residents, and introduce them to novel tourist routes. Provided that we look over the world practice, general tours are organized to each of these places. In these tours, they are not satisfied with only brief historical and cultural information about the area. At the same time, they create museums related to various topics and exhibit the samples found during the excavation as exhibits.

Within the territory of the economic-geographical region, several tourist routes combining cultural and natural factors were developed. In all seasons of the year, a plethora of tourists travel on the following routes:

1. Ganja-Ashigli-Hajikend;
2. Goygol-Tophasanli-Zurnabad-Shahriyar;
3. Goygol-Koshku-Uchbulag;

4. Goygol-Gushgara-Balchili [12, p. 220].

Provided that we pay attention to international practice, countries create various museums to indicate the development stages of ethnographic tourism. Generally speaking, ethnic factors include studying the customs of other peoples and nations, their history and their standard of living [7, p. 6]. Although the creation of such museums costs small budgets, the income coming from these museums is relatively high. As visual proof of this, the streets, which include the living conditions of people in different periods, their occupations, clothing forms, traditions, and the architectural style of their houses, are often artificially prepared and presented to visiting tourists.

Even though there are such ethnographic museums in several countries of the world, "Golden Street" in the Czech Republic and "Skansen" in Sweden attract more tourists' attention. Small forms of ancient houses were created in these museums, and models were used that included people's occupations and lifestyles of many years ago. It is appropriate to implement such projects, which can be prepared easily and quickly, especially those that require a small budget, in the Ganja-Gazakh economic-geographical region.

Thus, it is possible to attract tourists to Ganja-Gazakh economic-geographical region from several countries of the world. One of the essential reasons why tourists from Germany are attracted to the territory of the Goygol district is the fact that the first German colony was established here in 1817: 194 German families were moved to this district, and until 1930 the region was named Helenendorf¹. Thus, for many

years, this area became one of the primary centers where Germans settled in the Caucasus, and the expansion of the area created the foundation for the formation of surrounding areas such as Annenfeld, known as the current Shamkir district, as well as Tovuz.

The role of Germans in the development of construction and infrastructure of the district and novel economic achievements is undeniable. The conducted studies once again confirm that in addition to the cultural changes as a result of the settlement of Germans in this district, it also affected the construction process of the residents, and the population commenced to build more houses with six basements, attics, and tiled roofs. The preparation of phaetons and various wine samples according to the needs of that period using the available resources was reflected more prominently during different periods.

It is a known fact that France has the first place in the world for the preparation of wines and the use of the right equipment, and for the first time in 1901, wine samples made in the area of Helenendorf were awarded in Paris, the capital of France. These wines were produced under the name of Azerbaijani cognac in the winery built by the Forer brothers in the middle of the 19th century.

Generally, scientific studies conducted prove that despite the fact that there are 348 German houses in the Goygol area, none of these residences is included in the list of the Tourism Agency, and although they have two centuries of history, historical monuments are not protected.

For the first time in the territory of the Republic of Azerbaijan, a church was built by the Germans in 1857 in connection with the Protestant faith. The Lutheran church is considered the most magnificent archi-

¹ Global Report on Food tourism. AM Reports. Vol. 4 / Rifai T., ed. Madrid, World Tourism Organization, 2012. 63 p.

tectural monument built by the Germans in the Caucasus. Several specialists from Germany were invited to the region to investigate the monument. The building currently functions as a Museum of Local History and, in addition to reflecting the way of life of the nationalities in the region, it has exhibits equipment made by them. The church is registered according to the order of the Cabinet of Ministers, and the historical building is protected by the state. In addition to these, 31 monuments are listed in the region, but there are sufficient examples obtained as a result of archaeological excavations and attributed to the Albanian period. In addition to this, there are graves of 37 Austrian citizens in addition to the graves of a number of people who died during World War II. This is one of the potentials that can be used in the development of ritual tourism.

One of the areas that can be used for ethnographic tourism is the Slavyanka village of Gadabay district, which is located approximately 500 km from Baku. In addition to the natural features of the village that attract tourists, the ethnographic potential is also fairly attractive. Currently, 49 families of ethnic Russian origin live in this village, and the streets and architectural styles in the area are reminiscent of Russian culture. Especially, although the presence of baths specific to this culture is among the attention-grabbing factors, most of them have completely lost their original form. It should be noted that the area attracts more domestic tourists. Nevertheless, such places should be introduced to incoming tourists. Thus, the traditions, their clothes, construction styles and kitchen samples of the Malakans who have been living in the village for many years are very exciting for everyone.

“Gourmet” tours are popular for those who are interested in the country’s cuisine and its cuisine in the world. With the help of these tours, tourists get acquainted with the culinary culture of the country, its history, and preparation methods and taste unusual dishes and drinks. In the Ganja-Gazakh economic-geographic region, there are culinary types that have historical roots and attract the attention of a number of people with their preparation style. Tourists prefer gastronomic tours due to the following factors: the process of food preparation is realized before their eyes and they get a chance to participate and learn new recipes [15, p. 254].

In connection with the promotion of “Gourmet” tourism, a number of countries organize “class tours” of different forms depending on the duration (1–10 days). The chefs assigned to these tours prepare certain dishes together with the tourists.

Among the countries of the world, Italy, France, Spain, Greece, Belgium, Portugal, the USA (especially the Napa and Sonoma valleys of California), Brazil, Peru, Mexico, the Republic of South Africa, New Zealand, Australia, Chile, Malaysia, Japan, Indonesia, China and Singapore are well known for their cuisine. A number of culinary examples prepared by these countries have been included in the UNESCO World Cultural Heritage List. The conducted studies prove once again that the number of people participating in gastronomic events (festivals, carnivals, etc.) is greater than those participating in culinary fairs, museums and tours [11, p. 8].

On May 16, 2003, the law of the Republic of Azerbaijan on “Legal protection of Azerbaijani folklore samples” was adopted. Folk songs and dance melo-

dies, folk dances, games, ceremonies and holidays, and other moving examples are among the folklore examples protected under Article 2 of the Law¹.

In the Ganja-Gazakh economic-geographical region, several folk crafts are produced. These include graphic arts, paintings, series, shadow painting, tattooing and carving, sculpture, ceramics, clay, mosaic, metalwork, copper and bronze casting, silk weaving, carpet weaving, coppersmithing, jewelry, tanning, embroidery, examples of folklore art such as basketry, baskets, bushes, clothing, ornaments, patterns, musical instruments, engraving, architectural works and other such examples are included as well.

In rural tourism, tourists make a temporary visit to rural areas, participate in various activities there, and make their leisure choices in this direction. Tourists settle in villages or places close to villages and get acquainted with the lifestyle of local citizens, geography, nature, climate, cultivation of agricultural products, culture, and historical and architectural monuments. In certain cases, rural areas are also used as a base for the study of surrounding regions. Due to the mass flow of people during any event (sports games, festivals, carnivals, fairs, etc.), some of the visitors are accommodated in villages near the capital. In addition to solving the housing problem, this means rural exoticism for urban tourists, that is, studying additional places and enjoying nature.

Rural tourism has the characteristics of other types of tourism which include farming, hiking, nature holidays, ecotourism, shopping, boating, cycling and

horseback riding, adventure, rafting, sports, thermal tourism, hunting and fishing, crafts, historical and ethnic directions [14, p. 40].

The provision of targeted small loans by the state bodies of the Republic of Azerbaijan can have a positive effect on stimulating the construction of guest houses in rural areas and at the same time improving the infrastructure of villages. In general, rural tourism promotes a healthy lifestyle, living in contact with nature, fostering a love for animals and plants, instilling family values and entrepreneurship, restoring villages, restoring traditions and culture in villages, and can play a bridge role in creating strong ties between urban and rural populations. As a consequence of the development of rural tourism, it is possible to achieve certain changes, such as obtaining novel sources of income, increasing small-scale economic activity, and stimulating mass tourism. The German experience indicates that the rural tourism strategy organized at the level of local communities includes 13 national parks, 90 nature parks, and 4000 settlements where the number of local citizens who use them is 39 million people during the year².

The "Spreewald" area of Germany is one of the centers where rural tourism is developed at the highest level. In the settlement where the number of residents is more than 50 thousand, all people have managed to keep the original shape of their houses and use nature to the maximum level. The people who rent out their houses offer local food to the visiting tourists as well as guide them. These local citizens, who still wear their costumes rich in

¹ Law of the Republic of Azerbaijan on legal protection of Azerbaijani folklore samples. Available at: <http://www.e-qanun.az/framework/2195> (accessed: 02.10.2022).

² Биржаков М. Б., Никифоров В. И. Большой глосарий терминов международного туризма. М.; СПб., 2006. С. 96.

national ornaments, use their language. This means that these people who are able to present their culture lead to the simultaneous development of cultural tourism, ethno-tourism with the difference in their clothes and languages, and rural tourism with the use of nature.

The "Wine Road" tourism route, which partially covers the Ganja-Gazakh economic-geographical region and was developed by the former Ministry of Culture and Tourism, has also special importance. In spite of the fact that it covers regions such as Ganja city, Goygol, Tovuz and Shamkir districts from the western regions, provided that we compare them with the world countries, the promotion of the areas is relatively weaker than that of world countries [3, p. 334]. Principally, when organizing such routes, a tour of the plantations is planned in interaction with local residents. Along with giving foreign tourists the opportunity to explore the surroundings, they learn about the development of winemaking, travel to certain wineries, and get acquainted with the technology of winemaking as well. The most appropriate example of this can be the wine-cognac factories located in Ganja, Goygol and Shamkir districts.

Even though vineyards in the Ganja-Gazakh economic-geographic region have been expanded again in recent years, their area is still small compared to other crops. Goygol, Shamkir, Tovuz, Gazakh and Aghstafa are the main wine-growing regions since grapes are grown in hot climatic and irrigation conditions. Both technical and table grapes are cultivated in these districts. As a consequence of taking tourists to grape plantations, they can participate in the harvesting process and observe the wine being stored in barrels. People taking part in rural tourism in

countries around the world even pay certain fees and watch the process of grape harvesting with great interest.

In today's world, in European countries such as Italy, France, and Portugal, this type of tourism is offered to tourists in the form of tours. It is also feasible to encounter tours in this direction in Australia, New Zealand, Hungary, Moldova, various states of the USA, countries located in the south of Africa, and even in neighboring countries Georgia and Turkey. The development of winemaking in these countries is called wine tourism or enotourism¹.

With pre-arranged guides, insightful tours of the vineyards are organized on bicycles or on foot. Various promotional brochures or booklets are also presented, providing basic information, as well as the rules for preparing drinks and storing them in barrels. In most states, participants of such tours opt for spending the night in nearby village houses, and at the end of the tour, locals give small gift bottles of wine to these individuals. In connection with the development of wine tourism, museums and various festivals are organized to attract more tourists to the area.

Conclusion

1. The diversity of cultural tourism resources in the Ganja-Gazakh economic-geographical region, the presence of examples belonging to different periods, as well as the presence of historical and architectural monuments typical of representatives of other nationalities and religions indicate that there are potential opportunities for the development of this type of tourism. However, factoring in the resources in the area, most of the tourists

¹ Биржаков М. Б., Никифоров В. И. Большой глосарий терминов международного туризма. М.; СПб., 2006. С. 32.

travelling to the economic-geographic region do not visit the historically significant areas. The real reasons underlying this situation are the minority of tourism routes and tours covering Ganja-Gazakh economic-geographical region.

2. In addition to this, during the preparation of excursions, the expectation of chronological sequence, giving preference to compactly located areas, simultaneous use of different types of tourism is likely to have a positive effect on the involvement of tourists in this process. Generally speaking, on condition that we pay attention to the monuments and museums located in the territory of the economic-geographic region, it is possible to include most of them in the thematic routes compiled under the same name. The international practice of countries such as Turkey, Greece, Italy, and France proves that tours united under one theme are more easily chosen by tourists.

3. Factors that bring about the destruction of cultural resources include climate, natural disasters, political situation, time criterion and human influence. Cultural resources located in Ganja-Gazakh economic-geographic region also have a number of challenges. Among the prob-

lems of the economic-geographical region are the low level of protection of monuments, the bad condition or inadequacy of transport nodes and general infrastructure to historical places, the slow progress of the restoration process and the education of local citizens in this direction.

4. It should be noted that during the operation of such areas, they break down faster, lose their original form, and are in danger of disintegration due to their originality. Such areas need to be constantly monitored and regularly maintained by local government bodies. Monuments located especially in regions and remote mountain villages are exposed to the use of local citizens for various purposes, which indicates the importance of educational work for the protection of cultural resources.

5. Herewith, using historical-architectural examples, it is doable to achieve sustainable tourism development. The cultural resources of the Ganja-Gazakh economic-geographical region provide an opportunity for the development of cultural, historical, event, ethno, gastronomic tourism.

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