



Tourist Directions and Routes of the Sacred and Pilgrims in the Ulyanovsk Region

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ABSTRACT: In Ulyanovsk there are many museums: the Museum of urban life, located in an old estate; the Museum of local lore named after I. A. Goncharov with its rich paleontological collection and a collection of ancient jewelry and clothing, household items and written evidence of history. Near the architectural complex "Simbirsk defense line" regularly hosts theatrical performances on a historical theme. Lovers of history of the XX century there is the Museum "Rodina V. I. Lenina". The article reveals the concept of the tourist direction of religious and pilgrimage sites in the Ulyanovsk region. The definitions of such concepts as sacred tourism, esoteric tourism, pilgrimage, educational tourism, religious tourism are given. It is concluded that sacral tourism is a new and at the same time ancient tourist destination and, as a sociocultural phenomenon, can be successfully analyzed only under a number of conditions, including the dynamic nature of the analysis and the specifics of the basic settings.

Keywords: tourism, sacral tourism, educational tourism, religious tourism, religion, esoteric, pilgrimage, tourist destinations.

I. INTRODUCTION

The object of the research is the tourist destination of the Ulyanovsk region in the sphere of sacred tourism and pilgrimage. Pilgrimage is the oldest form of sacred tourism. Christian pilgrimage has ancient traditions, whose origins date back to the Old Testament Church. According to the Gospel, the Lord Himself with His Most Holy Mother Mary and the righteous Joseph pilgrim, went to "Jerusalem for the Feast of the Passover." Initially, the pilgrimage was directed, first of all, to the places of the Savior's life. The goal of Christian pilgrims in ancient times and the present is to visit the holy places of Palestine, the worship of holy relics and miraculous icons. Pilgrimage and sacred tourism have a similar meaning.

In practice, sacred tourism includes all types of tourism services related to religion, all sorts of mystical, inexplicable phenomena and traditions. Sacral tourism is one of the areas of religious tourism. Religious tourism (sacred tourism, pilgrim tourism, esoteric tourism) is a type of tourism associated with the provision of services and the needs of tourists traveling to holy places and religious centers outside their normal environment. Pilgrimage is a traditional journey to world religious cultures. It includes pilgrim trips of Muslims to Mecca, Christians - to the Jordan River, to Jerusalem, Bethlehem.

Orthodox Christians make trips to famous temples and peace-draining icons. Pilgrim trips are not only representatives of global religions. The ideas of sacred tourism have recently appeared in such religious minorities as Lamaists (their visits to Tibet are especially popular), Shintoists (visiting Nara in Japan), Indians (visiting Ilahabad in India). One of the fashion trends of the present time is esoteric tourism. This type of tourism

changes the traditional ideas about religion, it also takes place with a cognitive purpose, that is, this direction can be combined with educational tourism. Including there is a place to be a philosophical component of esoteric tourism, as a rule, the majority of consumer-tourists make trips with the very purpose of spiritual development, rethinking being, learning something new and unexplainable. The reasons for religious tourism can be many factors, as a rule, they somehow relate to the spiritual life of a consumer of tourist services. For example, these may be motives for gaining grace, pleasing God by means of a trip to holy places, the remission of sins, an expression of gratitude to God for help "sent from above".

II. RESULTS AND DISCUSSION

Recently, religious tourism has become more popular in the field of education. Examples may be completely different. Student trips in order to learn new things, trips of young families in order to familiarize children with spirituality, trips of other categories of people to become familiar with the culture and traditions of their people. To the analyzed topic, the literature is represented by a limited number of publications.

The places of sacred tourism and pilgrimages in the concept of development of the Ulyanovsk region depend on a number of circumstances that can be classified as historical and natural. Do not forget about the human factor, which also affects the development of sacred tourism in the region. This includes the presence in the field of religious places of worship, monuments of spiritual culture and sacred nature, the spiritual state of the population of the Ulyanovsk region, as well as the corresponding preparation of a guide who works with the population in the field of religious culture and education.

In our region, as in many others, there are interesting attractions in the area of sacral tourism. Every year there is a massive influx of tourists in the Ulyanovsk region to the Spaso-Voznesensky Cathedral. In this cathedral are the relics of the blessed saint Andrew of Simbirsk the Wonderworker, in the people he is even named Andrei the City Guard. According to the legend, his relics grant healing of the soul and body to believers who come to the Ulyanovsk region and worship the holy relics of the Simbirsk wonderworker.

As for the Islamic community of our region, it is worth noting that it is a good tradition to hold mass charity events and fairs in the region, which attract a large number of tourists due to the scale of the events held. In addition to the financial side, events of this kind bring invaluable benefits in educating both the younger generation and society as a whole.

This year, on the basis of the Lenin Memorial, the III International Tourist Forum-Exhibition "Rest on the Volga" was held, the participants of which (more than 100 exhibition sites) presented unique Volga tourist products and discussed topical issues in the development of tourism in coastal areas. It should be noted that this year, for the first time, a group of active Muslims participated in the event in cooperation with the local Ulyanovsk branch of the MAIB and with the support of the Sadak and Zakat Foundation, who presented the Islam Simbirsk project to conduct excursions to the Second Cathedral Mosque in the exhibition. Ulyanovsk. The forum in the format of the exhibition is an opportunity to show all the wealth of culture, the historical heritage of the region. The city on seven winds, the literary city, "Red Tourism" - we have something to tell and show. Ulyanovsk this year is 370 years old. For almost four centuries of history, he acquired his unique and recognizable flavor.

In the Ulyanovsk region there is also a pagan community, the so-called Rodnovers. "Rodnoverie is a way of life and thinking, this is a special worldview. The everlasting precepts of fathers and grandfathers, the tales of old men and grandmother's songs, the people's experience, passing from generation to generation — this is the bridge on which Native faith now stands." In the village of Sursk, Ulyanovsk region, there is an ancient tradition that attracts local tourists, as well as pilgrims from other regions. Particularly popular in the region in the pagan community among the nations have the Chuvash, Mordovians. On the day of the Holy Trinity on Nikolskaya Hill, a pagan rite is held, at the end of which ribbons are tied to a tree.

III. CONCLUSIONS

Unlike mass tourism, the main advantage of sacred tourism for our region is not in obtaining direct economic benefits, but in the socio-psychological and cognitive basis of religious tourism for the population living in the region. First of all, it is necessary to promote the moral and ethical foundations of increasing civic responsibility, shaping the culture of the population, as well as educational work aimed at the younger generation. However, summarizing the experience of organizing sacred tourism, both in Russia and in the countries of the European Union, we see that its development is possible only in the presence of the necessary factors. The formation of religious tourism (sacred), in turn, is carried out throughout history, as well as under the influence of conditions that are in the sacred zone, that is, outside the usual and easily explained phenomena. The formation of sacredness is associated with high spiritual and moral and ethical attitudes of a person, therefore it does not allow to use commercial methods. At the same time, sacral tourism can and should be inscribed in the development concept of the Ulyanovsk region, because its spiritual component is not in conflict, but in harmony, both with social and with economic goals of territorial development.

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