

DZERZHINSKY

The site of cultural
tourism



ACKNOWLEDGEMENTS

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Cultural Tourism Travel and Tourism School Competition 2006

Case Study

Dzerzhinsky

The Site of Cultural Tourism Development



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Our understanding of the theme "Culture Tourism".

Culture is defined as a system of ideas, beliefs and customs that are shared and accepted by people in a society. Culture also involves activities that are related to art, music, literature, architecture etc.

Thus, culture tourism is aimed at getting acquainted not only with a certain art gallery or a museum but with the complex of people's views on the nation's culture.

Therefore, it is obvious that culture tourism should give an outlook of these views and opinions.

Case Problem

Our country, like any other country in the world, has kept and developed its own culture, influenced by many factors, but nevertheless unique. Unfortunately, the last century was a crucial period for the Russian national values. Will they survive? This problem is of vital importance today, although there are some hopes for the best. The national roots appear to be so strong that revival of the pure Russian culture and art seems to be an indispensable issue.

Case Target

Dzerzhinsky, a small town 15 km away from Moscow, is a site of one of the most prominent monasteries of Russia, containing rich collections of icons and other religious possessions. It is also a site of most beautiful cathedrals and churches. Due to some political changes in our country, this place could have been lost for the future generations, but thanks to people's efforts it has recovered its importance and is going to develop as a cultural centre of Russia.

Case issues to be investigated

- 1. The significance of Nikolo-Ugreshsky monastery in Dzerzhinsky.*
- 2. The attitude of local people towards the revival of the monastery.*
- 3. Possibilities for the revival of the Russian culture here and ways of its expanding.*
- 4. Various ways of development of Dzerzhinsky as a culture centre.*

Why can Dzerzhinsky be considered as a site of culture tourism?



More than 700 years ago this place gave birth to religious pilgrimage. In the course of history it accumulated numerous items of our culture and religion.

About 80 years ago the political changes in our country threatened the survival of religious ideals in our culture and the very existence of this wonderful place. Unfortunately, we can't cross it out of our memory. So we should try to regard it as a lesson of history that we should learn from to provide social progress and democracy in Russia.

Luckily, people didn't fail to hope for the revival of the monastery and in a due time their hopes came true. Now Dzerzhinsky can revive its cultural values and this place can

Geographical location



- As a town with the name Dzerzhinsky it is only 25 years old, since May 1981. It is one of the nearest neighboring towns of Moscow, only 15 km to the south-east of Moscow.
- Dzerzhinsky is a remarkable place, with its famous monastery, beautiful nature, old-fashioned streets and sandy beaches of the lakes surrounding it. It is an easy travel from Moscow. The bus goes from the metro station Kuzminki in the south-east of the capital straight to Dzerzhinsky. Within 30 minutes you find yourself in one of the most hospitable and picturesque locations of the region.
- All in all the territory of Dzerzhinsky is 1551 sq.km. Although it is not very large, there is a wide range of different places where you could head to admire historic sights.

History of the place

The year 1380 can be considered the year of its origin, when it was first mentioned in the chronicles of Moscow Prince Ivan Kalita as the settlement “Ostrov” meaning “The Island”.

From that time this place became the residence of Moscow princes and later – Russian tsars. Being a popular place for the tsars’ and princes’ entertainment and pilgrimage, Ostrov and the monastery grew and prospered.

Later, Prince Orlov (a famous Russian politician of the XVIIIth century) made this place his favorite residence and started the first Russian horse farm – breeding the Orlov’s horses.

With the political changes in Russia at the beginning of the 20th century the place and the settlement had to find ways to survive.

So the ancient name “Chernorechie” (meaning “Black River”) was remembered. Railways and roads were built, industries were developed, among them chemical technologies were very progressive. The settlement “Chernoje” grew 4 times, gaining chemical, industrial importance – but unfortunately no spiritual influence. The monastery was almost forgotten, at least, in the official

Economy

The main part of economy in Dzerzhinsky is industries. The leading one is the chemical complex. The food processing industry is represented by such enterprises as: “DEMKA”, «Dzerzhinsky Bread», “The Milling Factory”, while “Rus” and “Kanat” represent textile and sewing industries. Some enterprises produce building materials. Agricultural enterprises specialize in potatoes, vegetables and milk.

Present situation

Today Dzerzhinsky is an industrial center with the population of about 261,84 thousand people. It has a well-developed infrastructure:

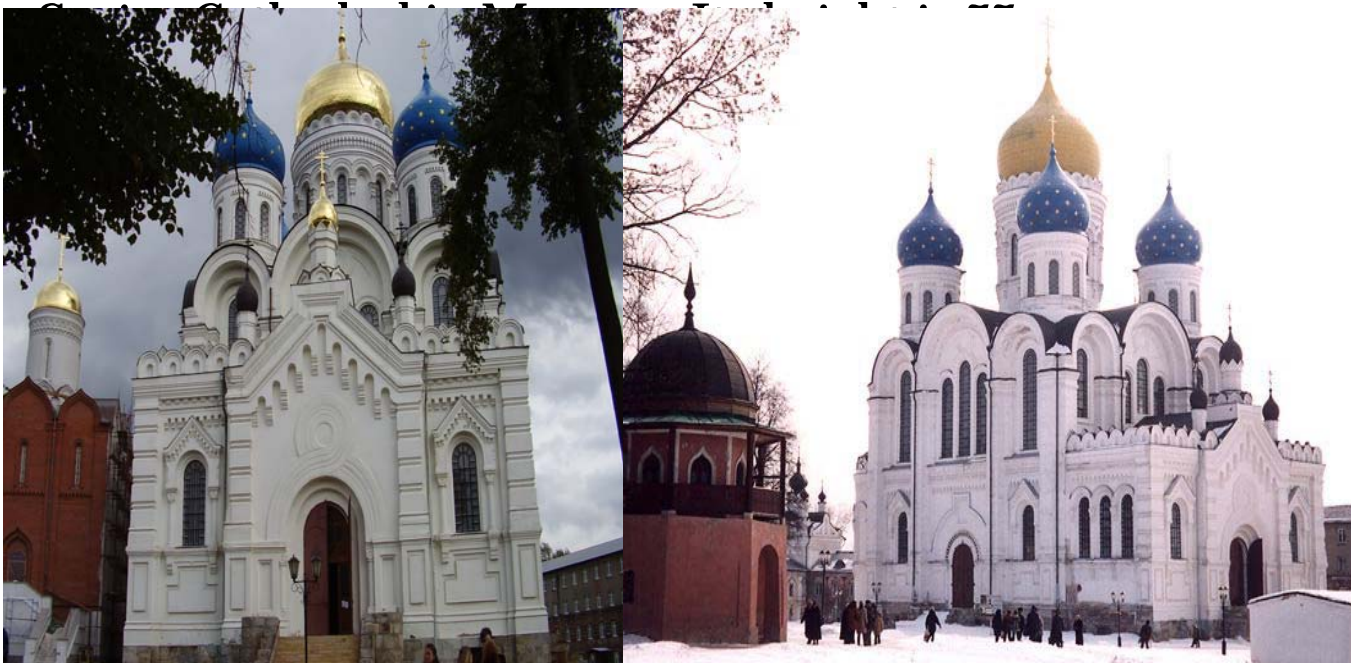
- 24 public libraries containing about 2.000.000 books;
- 56 educational institutions (schools, universities);
- 30 health institutions (hospitals, polyclinics);
- 98 sports institutions (complexes, stadiums, swimming pools);
- 10 youth organizations;
- 3 theatres and the cinema;
- the museum of local history;
- well-developed shopping facilities.
- good public transport system (62 bus routes)

Besides, Dzerzhinsky has developing tourist facilities. Being a relatively small town and located very close to Moscow, it has a good hotel, an entertainment centre, a number of famous sights, including Nikolo-Ugreshsky monastery as well as a positive attitude of local people and

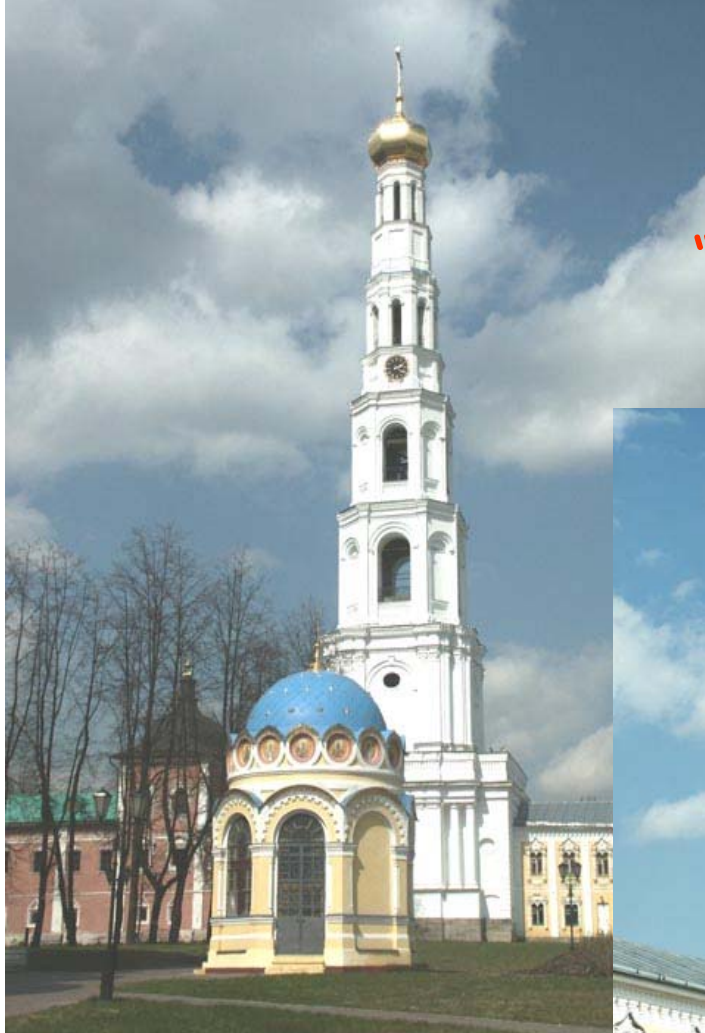
Nikolo-Ugreshsky monastery

Historical sketch

The place was historically occupied by Nikolo-Ugreshsky monastery. It was founded in 1380 on the order and sacred bless of Prince Dmitry Donskoy on the site where he had seen wonderfully obtained icon of St. Nicholas the Wonderworker, the patron saint of Russia and in gratitude to God for the victory of the Russian troops in Kulikovskaya battle on the Kulikovo field. For many centuries the monastery was one of the spiritual centers of Russia, bearing education to people, rendering assistance to the suffering ones. The monastery has seen times of glory and oblivion. However, at the end of the XIX century its life came to full bloom. It was the time when the magnificent Preobrazhensky (Transfiguration) Cathedral was built by the architect A.S. Kaminski (1830-1904). It is the second largest cathedral after Christ the



Besides the Cathedral, the ensemble of the monastery contains some smaller churches: The Holy Virgin Assumption Church (1852), St Peter and Paul's Church (1860), the Church of Holy Mother of God Icon "All Grieving Pleasure" (1869), the Church of Holy Mother of God Icon "Kazanskaya" (1870) and other churches and



Church of Holy
Mother of God Icon
"All Grieving Pleasure"



Bell tower



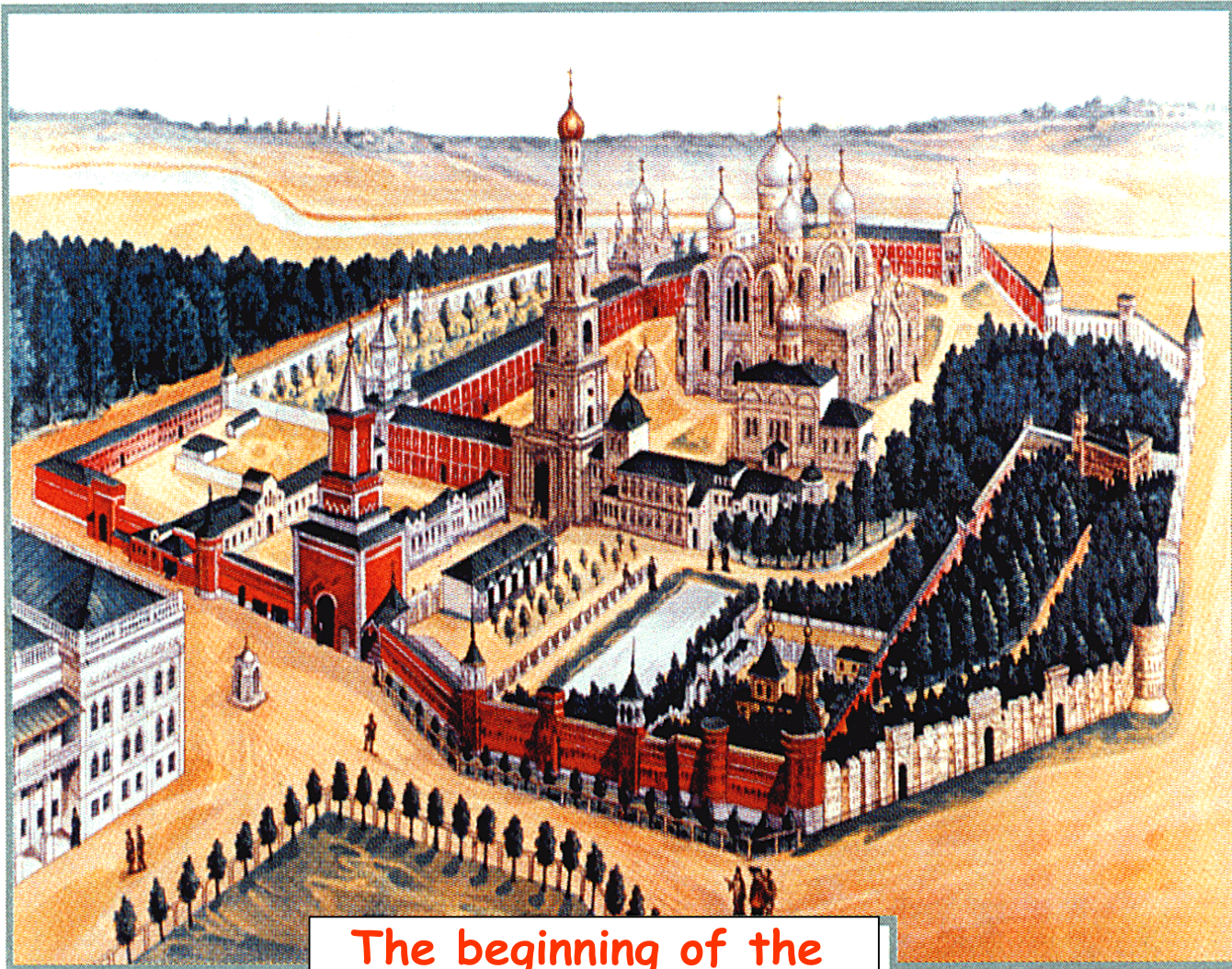
St Peter and Paul's Church

The monastery has always been a very popular place for pilgrimage, as it is the main center of St Nicholas worship in Russia, rich in religious possessions, such as Evangelistics vessels and canonicals, XVIIIth century Gospel volume in silver framework weighing more than 30 kg, an ancient wooden cross from Byzantium etc. The monastery reflected the history of Russia in details, sometimes painful: the victory in Kulikovskaya battle, the fire of 1521 in the battle with the Crimean Khan, flourishing in the XV-XVIth centuries (independent patriarchal of the Russian church). During the so-called "Time of troubles" Nikolo-Ugreshsky monastery was often the centre of royal battles and events: one of the fake heirs to the throne LzheDmitry II was hiding here for some time, folk guard gathered here.

The Romanovs dynasty brought Nikolo-Ugreshsky monastery real flourishing. In this period the monastery was surrounded with a brick wall, 700 m long and 3 m high. There appeared a remarkable collection of icons by a famous artist Ushakov and other sacred riches: enamel and wooden pictures of Saint Nicholas made by Russian masters of the XVI-XVIIth centuries, the woven image of Calvary Cross made by Georgian masters in the XVIIth century and presented to the monastery by tsar Mikhail Romanov etc.

Like all other Russian sacred sites, Nikolo-Ugreshsky monastery saw good and bad times being forgotten in some periods and being favoured in others.

By the beginning of the 20th century it had become one of the richest and most prominent monasteries, famous for its collections of icons and other sacred items, attracting a great number of pilgrims there. A special religious route was organized along the Moskva-river every day. Pilgrims from far-away places could stay in one of the 3 small hotels. On the whole, at the beginning of the 20th century Nikolo-Ugreshsky monastery was a prosperous, respectable place for the clergy and those who prayed God in one of the most remarkable holy institutions in Moscow region



The beginning of the XXth century

The years of desolation and the revival of the monastery

After the Great October revolution the monastery experienced difficult times. Its shrines and buildings were partially destroyed; other historic and cultural values were preferred and the place grew into a small partly industrial, partly military town near Moscow.

After 70 years of desolation (1920-1990) the monastery finds the former magnificence again, the spiritual life of the monastery revives. After returning the monastery to Moscow Patriarchy its Abbot, Bishop Veniamin of Liuberets was blessed by His Holiness Patriarch of Moscow and all Russia Alex II. Nikolo-Ugreshsky monastery has become a real a pearl in the monastery chain surrounding capital, discovering its former beauty



It all began in 1990 when the public committee for the resurrection of the monastery (chaired by Ivan Kozlov, director of an industrial plant CHP-22), was set up. On Saturday, December 4, 2004, a new big bell named Ugresh Blessed Messenger was consecrated and hoisted at Nikolo-Ugreshsky Monastery. The employees of Dzerzhinsky's factories collected the bulk of money for casting the bell.

The bell was installed on a tower 93 m high that was built in the XVIII century. During World War II the upper tiers of the bell tower called Ugresh Candle, a famous local monument, were destroyed. Last year they resurrected the bell tower in full and installed the chimes.

Now, Ugresh Blessed Messenger has returned to Ugresh Candle. For the first time the bell's voice was heard on December 17, Saint Nicholas Day. Today, Nikolo-Ugreshsky monastery is a bright and famous sacred place again. Little by little it gains past fame, greatness and beauty. Holding not only traditional cultural and religious orthodox holidays like Easter, Christmas and days of Saints, it is also the center of Russian culture, the monument of architecture, protected by the state. Hundreds of pilgrims and tourists arrive to worship Nicholas and admire the snow-white walls and sky-blue and golden domes of the monastery facing the fairy-tale-like swan lake.

Events and activities in the monastery

Nikolo-Ugreshsky Monastery plays a very important role in the spiritual and religious life of our people. Such festivals as Easter, Christmas, days of Saints attract thousands of people.

Probably, the most important event is Easter. Long before midnight people gather at the cathedral and wait for the Easter celebration.

With the cross and candles they go around the cathedral. Churchmen wear special white gowns, followed by the pastry. This procession stops in front of the Monastery's Western gates.

Needless to say, such events are extremely spectacular and their spiritual atmosphere attracts lots of people. But not only do religious festivals make the monastery significant. There are also a lot of very important cultural traditions and institutions. One of them is the theological school situated there. Thanks to qualified teachers education is very good there. Established in 1998, it gave brilliant results after the first year, the fact which influenced opening of Theological Seminary in 1999. Now 38 professors and teachers of the Seminary work persistently at improving the quality of education



Today there are 72 students attending the Seminary . In the recent years the Seminary has become important not only as a theological educational establishment, but also as a cultural centre. Both students and professors are very positive towards their missions in the civic live. They cooperate with schools, military regiments; they organize theological meetings and concerts of church music. There are regular excursions to the monastery for school groups and families, for those who want to come closer to the culture of Russia.

The Seminary organizes different conferences, discussions and lectures dedicated to the most vital modern problems, such as tolerance, education, cultural traditions of our country. Students and professors are involved in permanent scientific work. They regularly publish their research (which is a very important facility).

There is another important tradition in the seminary – the school of church singing. Thanks to it this beautiful tradition can survive for the future generations.



There is another school in the monastery aiming to keep traditions of the Russian culture. It is the school of icon painting. This art, originating from the ancient Russian painting traditions, seems to be well-studied and obtaining new tendencies and techniques. Nikolo-Ugreshsky Monastery is one of the places where icon painting is studied and, hopefully, is going to be revived. The seminary students not only learn this art and enrich it with new modern tendencies, they also organize exhibitions around the mon

Finally, in Nikolo-Ugreshsky Monastery there is a permanent museum dedicated to the history and variety of crosses.

Different kinds of them such as the bowing cross, the ancient stone

cross, the throne cross, the pilgrimage cross, the life-saving cross, the reward and defensive crosses are represented here. The museum contains the richest collection of orthodox crosses in our country



In June 2005 the exhibition “Cross – The Guardian of all the humanity” was opened in the Andrey Rublyov Central Museum of Early Russian Culture and Art named after Andrey Rublyov. This exhibition was based on the collection from Nikolo-Ugreshsky Monastery. It was very popular with the public and we dare hope that this ancient Russian art will be paid deep attention to, which it is definitely worth.



Summing up, we can say that Nikolo-Ugreshsky Monastery, being mainly a place for praying and pilgrimage, also plays a significant role in propagating the Russian culture.

Other cultural sights of Dzerzhinsky

Apart from Nikolo-Ugreshsky monastery, there are some cultural establishments there worth visiting.

The local history museum contains interesting exhibits of historic and cultural value created in this part of Russia, among them collections of the Russian painter Guselnikov.

Dzerzhinsky's libraries are important educational institutions. For example, the Museum of the poet M. Rubtsov, located in the Central Library carries out research work, while the other libraries attract visitors by numerous theme events, presentations, poetic, music and literary parties. There are 2 literary clubs, several prominent Russian writers lived and worked there.

Dzerzhinsky is also a great theatre centre, having 2 popular theatres: Drama Theatre and Puppet theatre, that show about 40 performances for adults and children monthly.

There is also a famous gallery exhibiting paintings of Dzerzhinsky's artists, among them Burdastov, Peshehonov, Beloselsky and some others. We should mention some recent exhibitions held there, which were devoted to icon painting. Icon painting is especially significant, as there were a lot of masters, whose brilliant masterpieces create the unique atmosphere of the most famous Russian cathedrals and churches. So this craft is one of the main parts of Russian culture, that is why its exhibits can help people not to forget their cultural heritage. One of the specific features of Dzerzhinsky's trends of cultural development is creating art schools for talented children. They become prize winners in different

The role of local population and the local authority in developing tourism in Dzerzhinsky

Among Dzerzhinsky's total population people of working age prevail. The average age of its citizens is about forty, young people comprise about 1/8 of all residents. About 120.000 people work here, mainly in industries, while 8.700 have no permanent job. Nearly 20% are students, school-children or graduates.

As we can see from these statistics, tourism has a good labour potential here.

We did a survey among Dzerzhinsky's residents, which showed that 90% of all the surveyed approve of tourism development as it gives good job opportunities for them (60% surveyed) or for their children (40%) or at least as a temporary job (87% people). The second reason for people's positive attitude to tourism development here is understanding that it will bring money to the town, which is very urgent for the development of infrastructure.

It is important to mention that about 85% of Dzerzhinsky's residents surveyed consider their town as a cultural sight rather than an industrial centre. All of them think that the major tourist attraction in the town is Nikolo-Ugreshsky monastery. These results helped us to come to the conclusion that the local population is very positive about tourist development in Dzerzhinsky.

All respondents strongly believe that their hopes should come true provided that the local government supports the idea of the monastery revival in the town.

interview the authorities in Dzerzhinzky, but their participation in the revival of the monastery is the brightest proof of their attitude towards Russian culture and its expanding. They personally inspired the project of revival of the monastery and starting the cultural centre in Dzerzhinsky.

However, we succeeded in interviewing one of the leading priors of the monastery, Father Prohor, who highlighted the significance of the monastery not only for the pastry, but for expanding and propagating the Russian culture as well. The invaluable collection of icons at the monastery can start a new revival – the revival of Russian icon painting.

He also pointed out that the events held in the monastery provide positive changes in people's attitude to religion, which will undoubtedly help raise original Russian culture to the level it deserves.

Besides, the role of the monastery in improving the life in Dzerzhinsky, especially ecological changes and people's moral views, is enormous. In the end, Father Prohor expressed hopes that civic and religious efforts will do good for the town and its people as well as even for the R

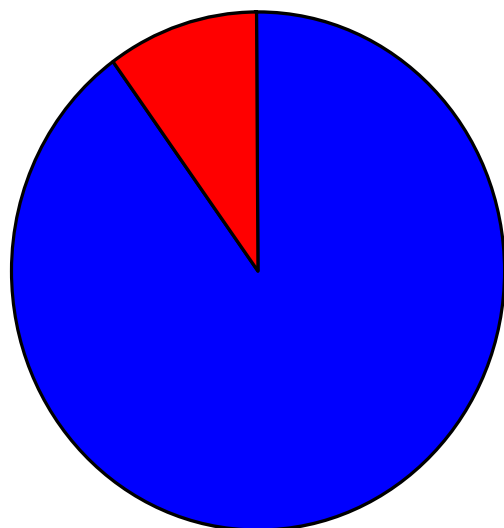


Survey among Dzerzhinsky's residents

1. Your name
2. Your age, local status
3. Are you satisfied with your salary?
4. Have you got a permanent job in your town?
5. Your occupation.
6. Your opinion concerning development of tourism in your town
7. If you like this idea, say why.
8. Do you believe new vacancies would appear with the development of tourism?
9. What do you think about developing the hotel business?
10. Have you got children? If yes, would you like them to have a career connected with tourism?
11. Would you like to work in the sphere of tourism?
12. Would you like to work in tourism agencies in your town? If no, say why.
13. What's your opinion concerning temporary earnings (work)?
14. Do you think that development of tourism will raise the economic level of your town?
15. What is Dzerzhinsky for you?

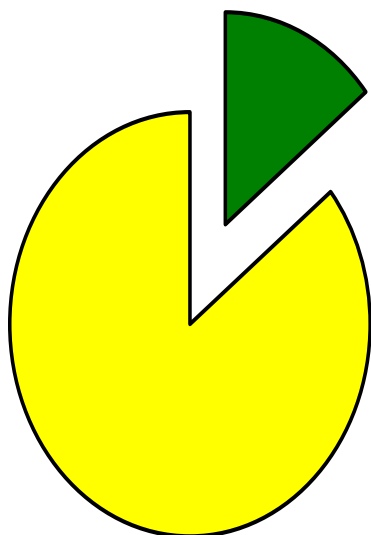
Most significant results of the survey

People's opinion concerning tourism development in their town



- Approve
- Don't approve

What is Dzerzhinsky for you?



- Industrial centre
- Cultural sight

SWOT-analysis of tourism development in Dzerzhinsky

We analyzed the prospects of expanding tourism in Dzerzhinsky and with the help of SWOT-analysis we came to the conclusion that it is really worth doing here.

Strengths

- Profitable location
- Rich cultural heritage (Nikolo-Ugreshsky monastery is located here)
- Good natural and ecological environment
- Expanding of Russian culture
- Economic growth of the town
- Development of infrastructure
- Further development of cultural entertainment

Opportunities

- Job opportunities
- Revival of cultural and religious traditions of Russia, including the art of icon painting and church singing
- Opportunities to attract investments
- New prospects in attracting tourists and specialists

Weaknesses

- Growing problems of big cities (pollution, traffic jams)
- Booming prices
- Possible problems with changes in the economy

Threats

- The threat of losing the uniqueness of the place
- The lack of qualified specialists
- The lack of labour force

We did a survey among visitors to Dzerzhinsky and Nikolo-Ugreshsky Monastery.

Survey

Some details about yourself

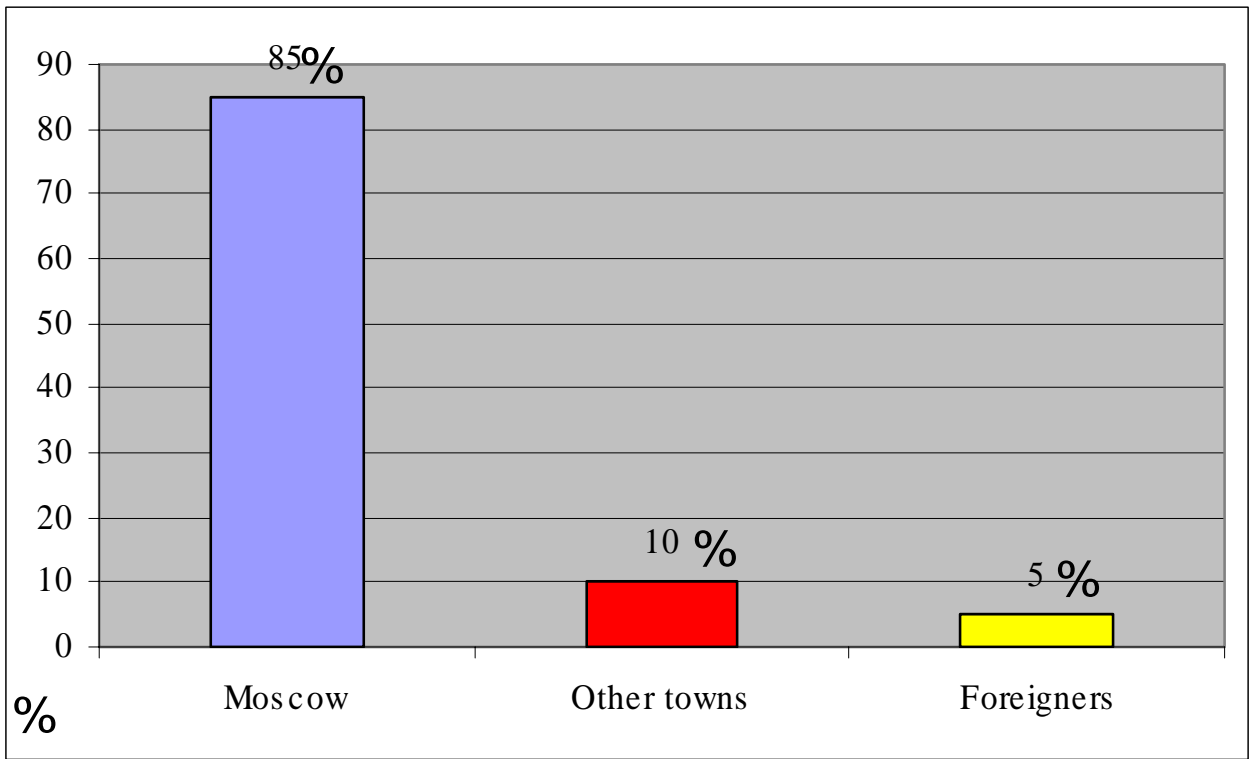
1. Where do you come from (town / city / country)
2. What is the purpose of this trip (holiday, pilgrimage etc)
3. How many people accompany you?
4. Number of adults?..... Number of children under 18?
5. How long do you plan to stay here?

Tell us about your visit to Dzerzhinsky

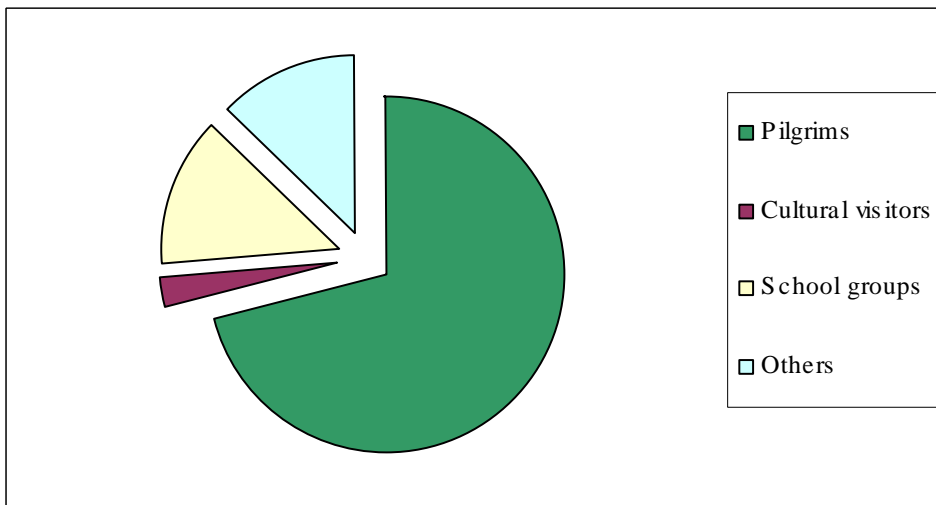
1. Is this your first visit to Dzerzhinsky?
2. Where did you hear about Dzerzhinsky?
3. What did you enjoy most about Dzerzhinsky?
4. How would you describe the attitude of local people towards tourists?
5. How would you rate the facilities in Dzerzhinsky?
6. Would you like to return to Dzerzhinsky?
7. When would you like to visit Dzerzhinsky again?
8. Would you like to make any suggestions regarding tourism at Dzerzhinsky?

Results of the survey

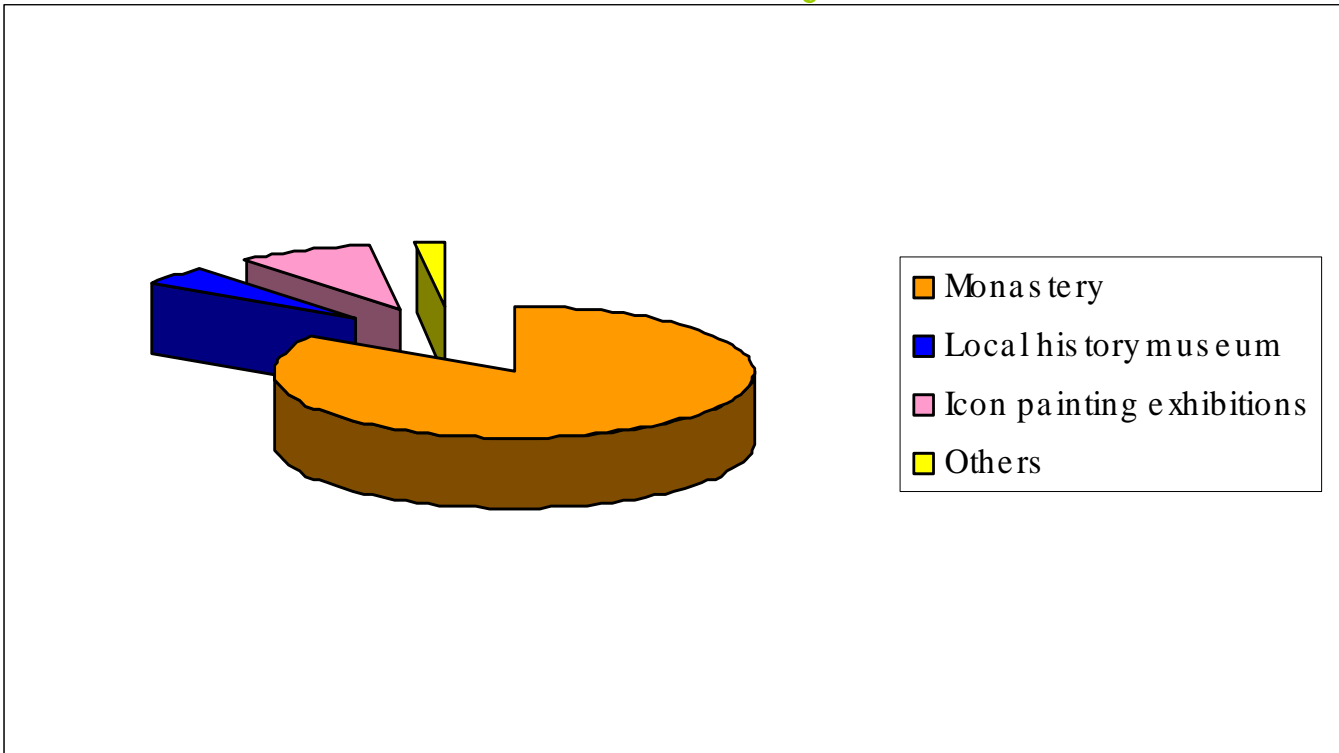
1. Where do the tourists who visit Dzerzhinsky come from?



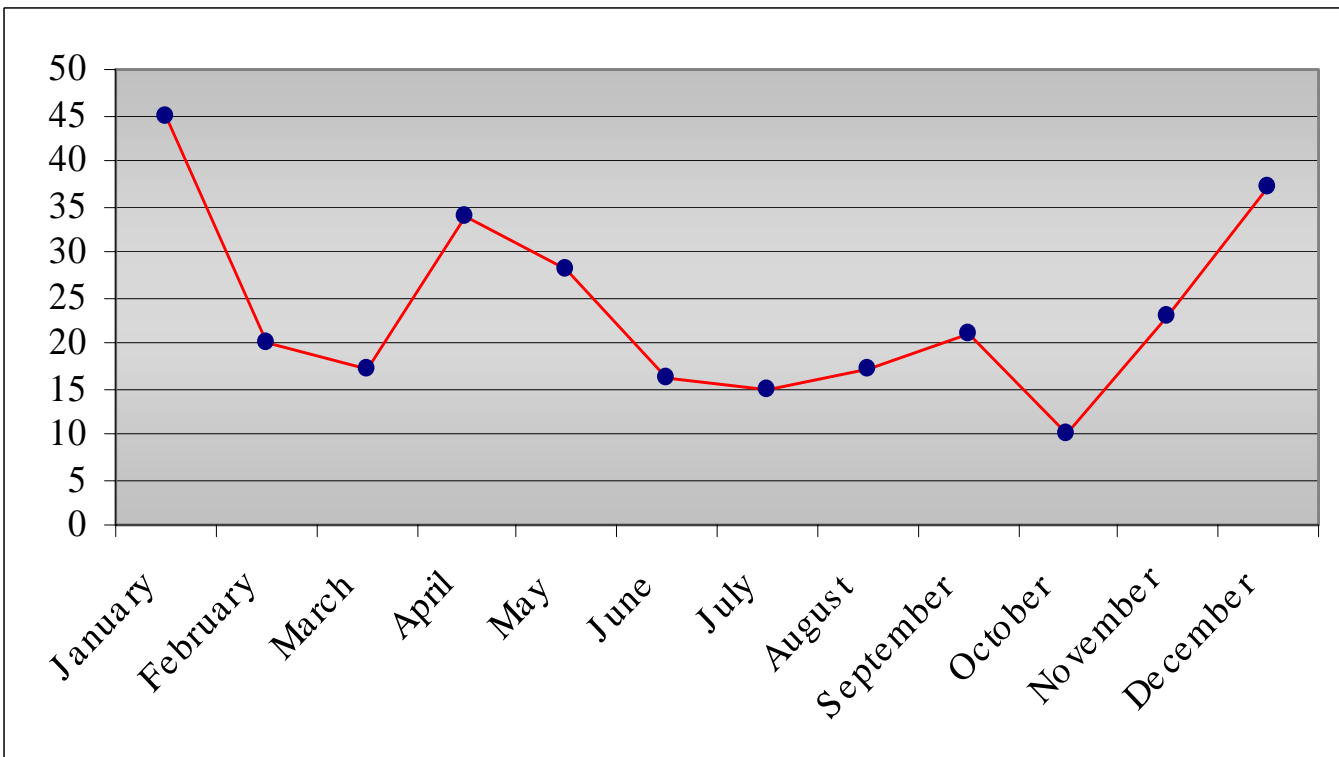
2. Who are people who visit Dzerzhinsky?



3. What do tourists prefer to see in Dzerzhinsky?



4. Which months do tourists visit Dzerzhinsky in?



So...

the average traveller to Dzerhinsky is a pilgrim from Moscow, who comes here in January to celebrate Christmas and in the spring to celebrate Easter. He wants to see the monastery most of all.

Recommendations

Having studied the situation in Dzerzhinsky, we can recommend some ways of maintaining the further cultural development in Dzerzhinsky.

1. Draw more attention of the citizens as well as the residents of the nearest towns and villages to the cultural sights of Dzerzhinsky.
2. Attract more young talented children to the schools of icon painting and church singing.
3. Organize regular free excursions to the monastery and the local museum for school groups.
4. Create more opportunities for tourists and pilgrims for visiting the monastery and staying there (building more hotels, catering places)
5. Develop wide-scale advertising for domestic and international tourists.
6. Suggest including Dzerzhinsky and Nikolo-Ugreshsky monastery in the list of sights for international tourists

Conclusion

While writing this case-study we understood that Dzerzhinsky has a very good cultural potential, provided with rich historic and cultural monuments and traditions, which are well preserved as well as the positive attitude of local population to them. Thanks to the public attention they were kept and now are being revived. With the support of local government and possessing convenient infrastructure and location, Dzerzhinsky has all the opportunities to become the flourishing centre of the Russian culture, the real “pearl” of monasteries surrounding Moscow.

We wish Dzerzhinsky every success in this noble mission and really hope that in the near future we will see it as a great centre of Russian culture.

Social passport of Dzerzhinsky

Diagram 1. Employment

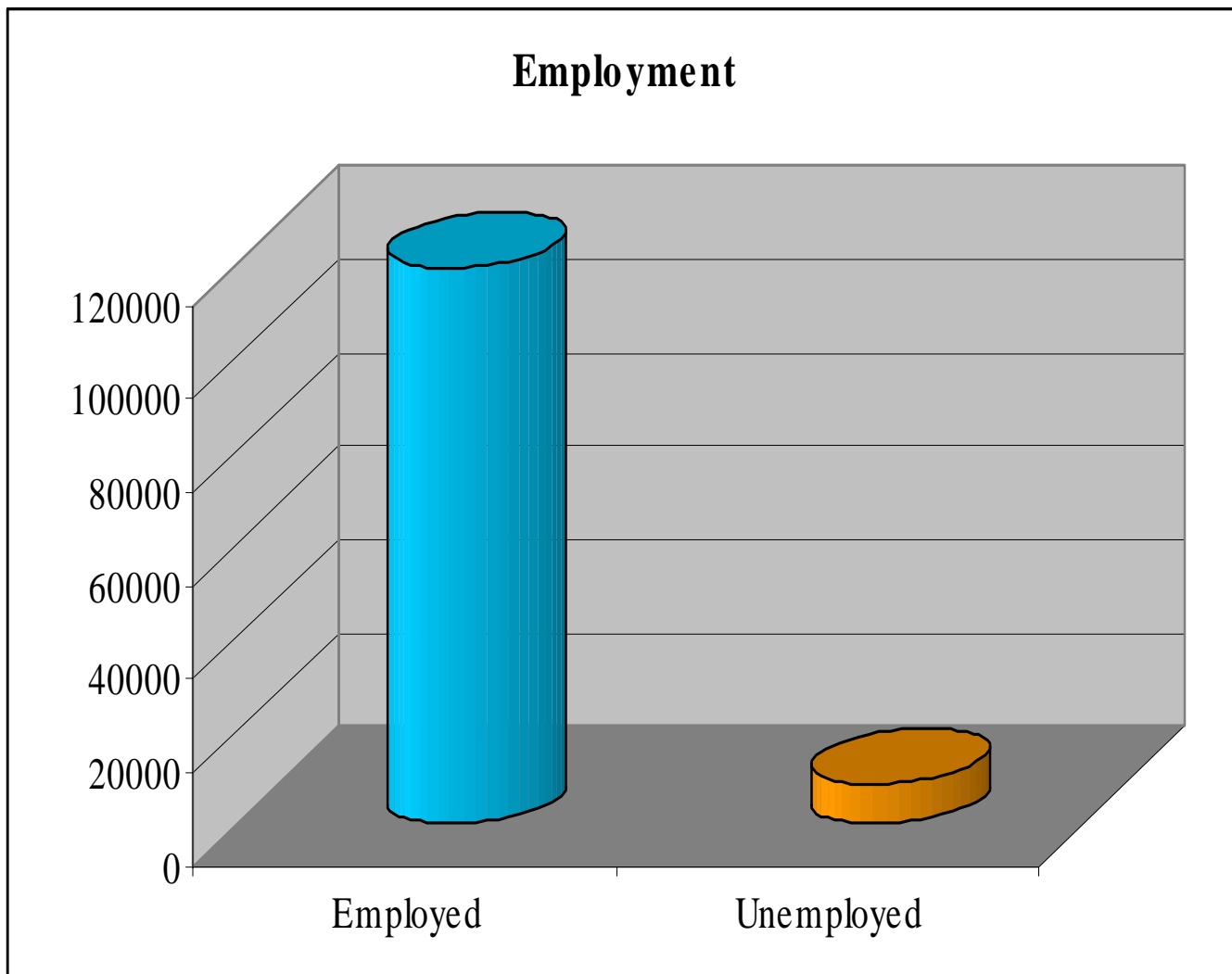


Diagram 2. Average age of Dzerzhinsky's residents



Diagram 3. Occupation

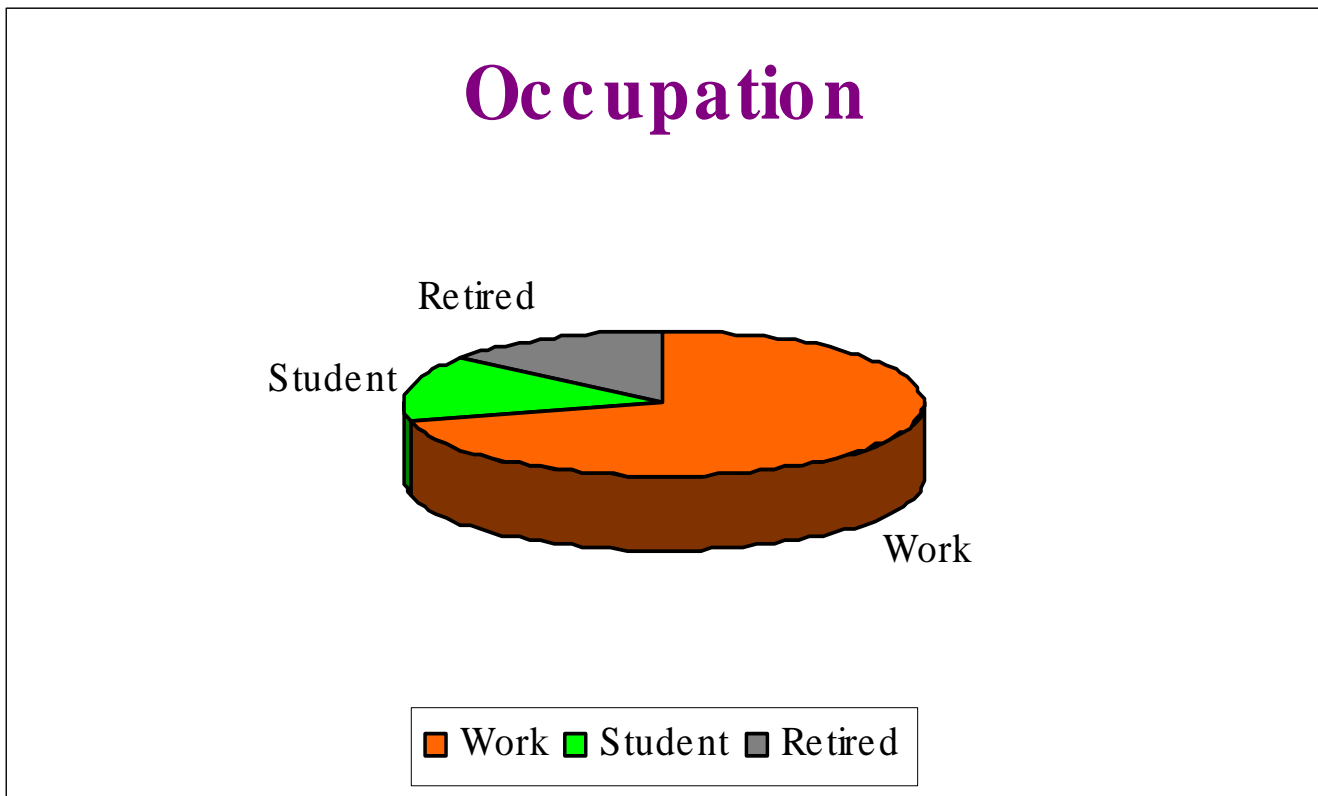


Diagram 4. People's attitude to tourism

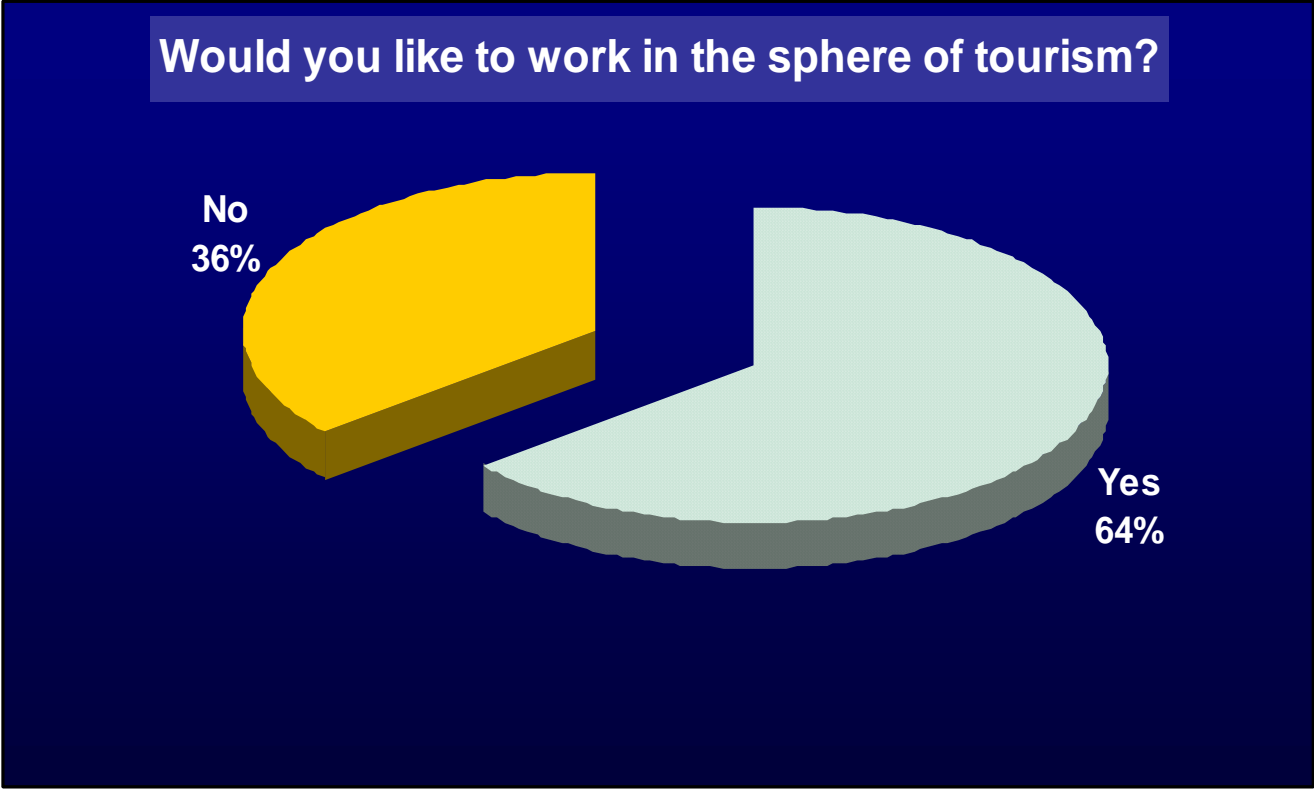
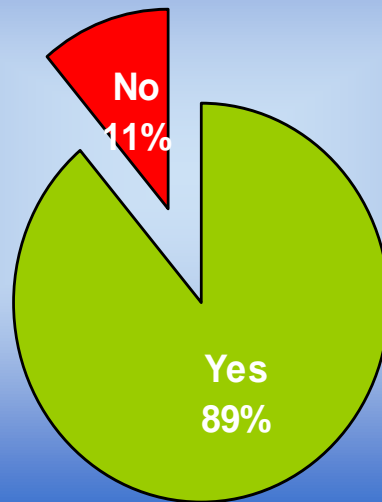


Diagram 5. People's opinion concerning economic side of tourism development

Do you think that development of tourism will raise the economic level of your town?

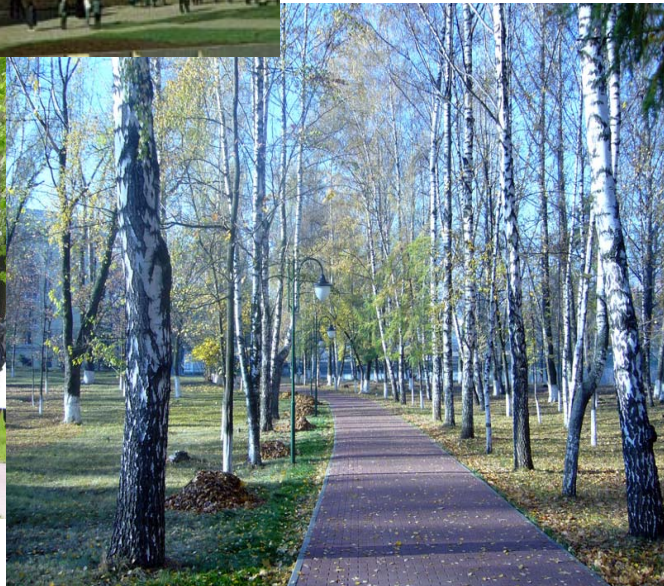


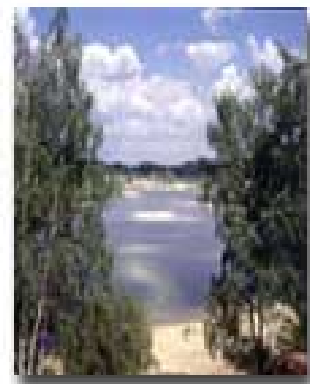
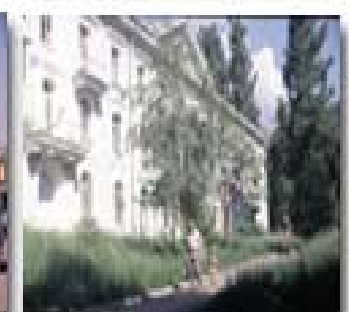
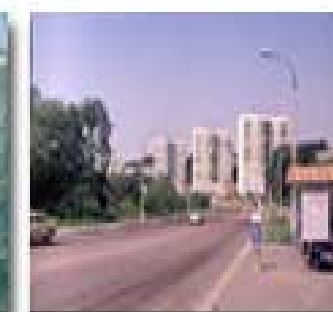
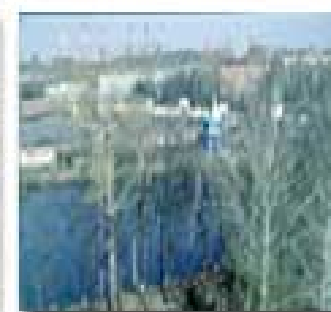
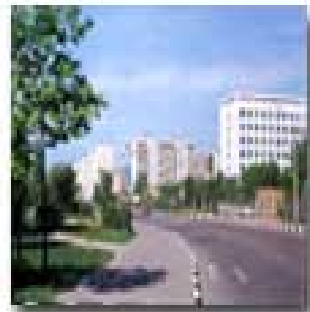
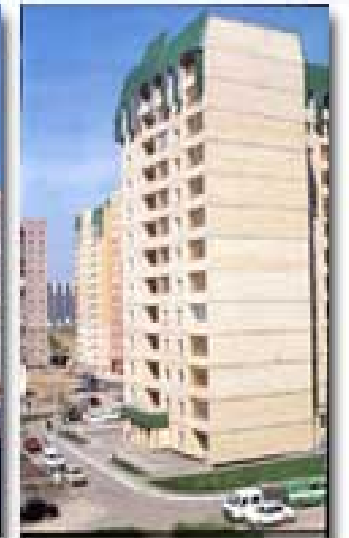
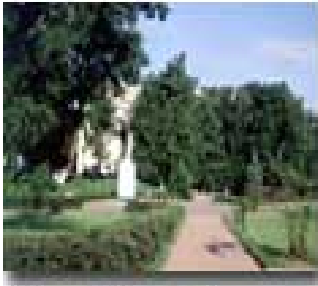
It's interesting to know that...

- Dzerzhinsky got its name after the KGB leader Felix Dzerzhinsky, known as the “Iron Felix”, who in fact had nothing in common with the town
- The KGB was the organization which stood behind the destruction of a great number of churches in Russia after the revolution
- This name was given to the town in 1991, the year of the start of democratic changes in Russia
- This place has always had prominent patrons – St.Nicholas, Prince Ivan Kalita, Prince Orlov, the Romanovs dynasty, Felix Dzerzhinsky, His Holiness Patriarch of Moscow and all Russia Alex II
- St.Nicholas is the patron saint of Russia and also the patron saint of young people
- Ugreshsky (ugresha) in the Russian language means heart-warming
- The school of icon painting in Nikolo-Ugreshsky monastery is the only school of this art in Russia

Photo Album







Instructions for teachers

Writing case studies is an invaluable opportunity for both teachers and students from different countries not only to gain a general comprehension of cultural traditions in general, but also to learn distinguishing features of other nations and cultures from the resources close to life and real facts studying people's attitude and use them in class. Regular conferences provide a unique chance to share our experience, ideas and discoveries with the groups from other countries.

The main goal of "Cultural tourism" is understanding the system of cultural values of different nations for tourism purposes. This is extremely important in Russia, due to the fact that the Russian culture experienced a crucial period in the last century and it was common people's contribution that helped it survive.

We are happy to share our ideas and discoveries with the wider world and really believe that such cooperation will benefit our work on the Travel and Tourism program and will develop cultural tourism in our countries.

Aims and objectives

- To study the potential of a small Russian town as a tourist attraction
- To investigate trends of the development of Russian cultural traditions in different periods of time
- To highlight the significance of cultural tourism
- To raise interest in Russian cultural traditions
- To provide additional study material for students and teachers involved in TTP

Methodologies

While working on this case study it is important that students should:

- Widen their knowledge of the Russian culture on the whole and described branch of it in particular
- Understand historical changes in Russia that influenced our culture
- Analyze the information by reading the case study
- Discuss the information in class and work out their own recommendations of maintaining further cultural development in Dzerzhinsky
- Compare the issues investigated with those existing in their country
- Evaluate positive aspects of the issues and point out the feedback of tourism opportunities in Dzerzhinsky
- Write projects or essays based on this material
- Give presentations in their school\college\university to know about this cultural site in Russia
- Add to transnational understanding and

Classroom activities

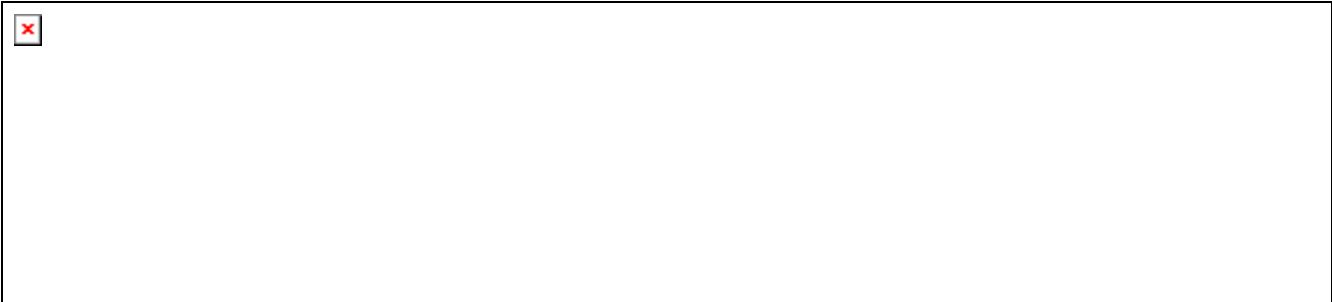
The classroom activities can contribute to the development of such skills as:

- **Communication on the topic**
- **Analyzing the material**
- **Critical thinking**
- **Problem solving**
- **Making comparisons**
- **Project work**
- **Making speeches and presentations using the visuals**

Assessment Questionnaire

- 1. Name historic events connected with Dzerzhinsky and Nikolo-Ugreshsky monastery**
- 2. Why is it important to keep cultural traditions maintained in Nikolo-Ugreshsky monastery?**
- 3. What are your recommendations for developing cultural tourism in Dzerzhinsky?**
- 4. What are benefits of tourism development for the local population?**
- 5. What other kinds of tourism can be developed in Dzerzhinsky?**
- 6. What is the role of local government and people in maintaining Russian cultural traditions?**
- 7. Can you compare this place with any place in your country? What are differences and similarities?**

THANK YOU TO THE GLOBAL PARTNERS:



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