

Cultural Heritage Authenticity and Tourism in Historic Towns 1

The usual Nara's four-members demands of the authenticity aren't enough both in sense of:

- the narrowness of the cultural heritage understanding only in the interests of our – scholars;
- the absence of its relation to the specialties of historic towns' authenticities.

There is the possibility to propose the some chessboard, in which on the one direction would be the distinctions in understanding of authenticity in relation to the different values of cultural heritage, and on the second one – the distinctions in the interests to authenticity of different types of users in historic towns.

	Value 1	Value 2	Value 3	Value 4	Value 5
Users 1					
Users 2					
Users 3					

Cultural Heritage Authenticity and Tourism in Historic Towns 2

The first one – different values of cultural heritage:

- scientific and perceptual values – the traditional understanding of authenticity as the proper (real) source of new knowledge for investigators or students;
- memorial values – the authenticity of real places, better (but not obligatory) with real material remains of events, persons, etc.;
- spiritual values – the authenticity of heritage components are truly equal to the convictions or faiths;
- creativity values – the authenticity of artefacts are giving feelings of art beauty and(or) satisfaction of proper (fine) technical or drawing decisions;
- utilitarian values – the authenticity of the regularly used historic environments in the historic building or at the places in the urban historic territories.

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The second one – different users of historic towns' cultural heritage:

- the authenticity of historic towns for their investigators or students – the real materials of historic remains;
- the authenticity of historic towns for their citizens and commuters - the supporting and conservation of traditional ways of living, up to conservation of the spirit of places;
- the authenticity of historic towns for their temporary visitors, including tourists or pilgrims – the impression of reality, of the seemed genuine things are demonstrated or even being convinced interpreted.

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ФЕДЕРАЛЬНАЯ ЦЕЛЕВАЯ ПРОГРАММА "ЗОЛОТОЕ КОЛЬЦО РОССИИ"



