

INTERACTIVE THEATRICAL TOUR AS A FORM OF INTRODUCING A CITY

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Abstract. This article describes a theatrical tour as a modern tour type and studies the features of its organization, as well as the differences from a tour with the elements of theatricalization. The authors also describe characteristics of this tour type in Tomsk. The interactive theatrical tour method is a productive form of introducing the history of a city.

Key words: tourism, theatrical tour, theatricalization, interactive tour

Modern information and communication society has new requirements for the tourism management. Currently, along with traditional sightseeing and thematic tours, there is a growing demand for more active tour types. One of those types is an interactive theatrical tour, which is designed to create a unique touring environment in which tourists become active participants of the tour [1]. In connection with this tour type Yu.A. Voropaeva and M.A. Bogacheva argue that the theatrical tour is a rather unusual and stylish way of spending free time efficiently and with pleasure. This tour type makes tourists not only spectators, but also direct participants of the events in a given tour. A theatrical tour, in their opinion, is a unique combination of an interactive tour with a dynamic and emotionally expressive presentation of the most interesting facts and stories [2].

Among the functions of this tour type T.V. Galkina highlights distribution of scientific knowledge and information, as well as role-playing, emotional and recreational functions. In her opinion, these functions help to understand the value and importance of the presented objects and phenomena for the personal development of the tourists [1].

We should also mention that along with theatrical tours there are tours with elements of theatricalization, which differ from the theatrical tours in that, as a rule, they do not have one plot and theatricalization may occur in only one part of the tour [3].

As a conclusion it can be said that theatrical tour is a modern, interactive tour, in which a number of functions play an important role for the personal development. All participants of this tour perform the role of not only of tourists, who listen to the guide, as is usual for a sightseeing tour, in this case they are active participants of the events in a given tour.

In connection to theatrical tours in our city it should be noted that Tomsk is one of the largest student cities in Russia. Thus the main consumers of tourist services are the young people, who attend such tours with great interest.

As the interest of consumers of this tour type increased, representatives of the Department of Culture of Tomsk city administration, the Museum of History of Tomsk and the Tourist Information Center of Tomsk turned to this method of conducting tours. In February 2017 was developed a theatrical tour "On how Innokentii Kukhterin got into the 21st century or Tomsk history in style." This tour has several goals: first, to introduce the visitors and residents of the city to the life and work of some of the most remarkable merchant dynasties of the city – the Kukhterin dynasty, and secondly, to tell about the trade and gastronomic tastes of the citizens of Tomsk before the Revolution.

The plot of this tour is as follows: a member of the Kukhterin merchant dynasty Innokentii, whose role is played by the guide, finds himself in the 21st century under uncertain circumstances. He is lost in the modern and alien city and cannot get to his shop. So he asks the people (the tourists) for help and in gratitude on the way to the shop he tells the people about himself, his family, the way the city looked and lived in his time. Upon arrival in the shop, which is located in the Museum of History of Tomsk, the merchant and his escort are met by the merchant's wife Ekaterina Nikiforovna. She invites the guests to a tea party, during which she tells them about the traditions of merchants' feasts, the food that was produced in Tomsk before the Revolution and where it was sold. At the end of the tour, the merchant couple presents candies in pre-revolutionary wrappers, as well as bundles with Siberian willowherb.

Thus, analyzing the results of the tours for 2017, we can say that the interactive theatrical tour method is a productive form of introducing some particular pages of the city's history. During this tour, which occurs in the



historical center of the city, the participants first of all acquire new knowledge and impressions. Secondly, if this is a group of classmates or co-workers they can communicate in a more informal atmosphere. And thirdly, they have an opportunity to become directly involved in the events of the tour.

References

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