DESIGNING OF THE QUEST-TOUR ITINERARY «EARLY 19TH CENTURY. GERMAN CULTURAL HERITAGE IN KHARKIV»

Tatiana Chaika
National Technical University «Kharkiv Polytechnic Institute», Ukraine
ORCID: https://orcid.org/0000-0002-7622-3193


Purpose. The continuous evolutionary change in consumer preferences encourages the travel business to continuously look for innovative forms and techniques to meet consumer demand. There is a growing demand in the travel, tourism and hospitality sector for unique, personalized and sustainable travel. In this regard, the search for creative solutions to create highly competitive travel and sightseeing products that take into account current trends in consumer preferences is relevant. One possible avenue in this context is the creation of cultural heritage tourism products. The purpose of this study is to improve approaches to the design of cultural heritage quest-tour itineraries and to test the recommendations developed.

Results. Creative tourism plays an important role in developing and maintaining interest in cultural heritage. The creation of travel and sightseeing products based on a combination of the concepts of heritage tourism and creative tourism allows meeting the consumer demand for uniqueness, authenticity, personalization, creative involvement and self-development. It is this combination of modern, innovative types of travel and sightseeing that we consider most promising in terms of providing highly competitive, unique products. Quest-tour is a type of travel and sightseeing service, which can be successfully used in the creation of heritage tourism products in the context of modern trends of changing consumer preferences. Itinerary design techniques for heritage quest-tour should take into account the significance of the excursion sites in terms of presenting the atmosphere of the era in question; the degree of preservation of authentic excursion sites; and the amount of available factual material. In this study, we tested the technique of designing the quest-tour itinerary on the example of our developed quest-tour «Early 19th century. German cultural heritage in Kharkiv». According to the storyline, the quest-tour is about almost the earliest documented period of ethnic German life in Kharkiv.

Scientific novelty. The scientific novelty of the study lies in the improvement of the designing technique for quest-tours of cultural heritage on the basis of overlapping the concepts of heritage tourism and creative tourism.

Practical value. The value of the study lies in the practical validation of the improved technique of designing heritage quest-tours, as well as the possibility of using the results in the practical activities of travel firms in the design of excursion products.

Key words: German cultural heritage, German minority in Kharkiv, heritage tourism, creative tourism, special interest tourism, quest-tour, tour itinerary, innovations in tourism.

Introduction. The evolutionary change in consumer preferences prompts the travel business to be searching for new innovative forms and techniques of meeting consumer demand. The tourism and hospitality sector are currently experiencing an increase in requests for unique, personalised and sustainable travel
In this regard, the search for creative solutions to create highly competitive travel and sightseeing products that take into account current trends in consumer preferences is relevant. One possible avenue in this context is the creation of cultural heritage tourism products.

Heritage tourism is a type of special interest tourism. The non-mass characteristic of special interest tourism is a very important characteristic in terms of sustainable development. Special interest tourism does not adversely affect the environment on a scale typical of mass tourism. Reducing the anthropogenic pressure on tourist destinations contributes to sustainable development and environmental health. This circumstance increases the relevance of promoting cultural heritage tourism.

**Review of literature.** The studies of innovative types of tourism services, in particular heritage tourism and creative tourism, their characteristics and prospects for application in the context of changing consumer preferences are the subject of works by scholars such as H. Bielikova and Z. Palencikova [2], M. Roque [3], G. Richards [4], S. Rasoolimanesh et al. [5]. Peculiarities of methodological support for quest-tours as innovative event products are investigated by N. Yakimenko-Tereschenko et al. [6]. The history of Kharkiv and the historical context of the cultural heritage of ethnic Germans in Kharkiv have been addressed by such researchers as O. Filatova [7], V. Smolii [8], I. Sergeyev et al. [9].

At the same time, the specific implementation of innovative forms of tourism products based on a combination of heritage tourism and creative tourism requires further development and improvement of approaches. Historical studies of the role of ethnic Germans in the development of Kharkiv are currently fragmentary and lack coherence. The development of the tourism component of the promoting the cultural heritage of ethnic Germans in Kharkiv is required.

**Materials and methods.** The purpose of this study is to improve approaches to the design of cultural heritage quest-tour itineraries and to test the recommendations developed.

The materials for the study are scientific-theoretical and scientific-practical works of domestic and foreign scientists and practitioners on the topic of research. This study uses logical-analytical and system-structural research methods for theoretical and applied analysis of existing quest-tour itinerary design techniques. Research methods such as observation, generalization and visualization are also used. Calculation method were used to determine the parameters of the route of the proposed quest-tour.

**Results and discussion.** The National Trust for Historic Preservation defines heritage tourism as traveling to experience the places, artefacts, and activities that authentically represent the stories and people of the past and present [10]. A separate promising area of heritage tourism is tourism that provides tourists with the opportunity to experience the cultural heritage and history of their own family or ethnic group.
Heritage tourism focuses on a specialized personalized interest related to the history, artefacts, way of life, culture, traditions and events of a particular area, and heritage tourism locations are united by a specific theme. This allows us to classify heritage tourism as a type of special tourism. The interpretation and presentation of cultural heritage requires the active participation of the host community. A combination of heritage tourism and creative tourism can provide successful practices for the effective involvement of the host community in the creation of the tourism product.

Creative tourism is a type of niche tourism that provides participants with opportunities for self-development through participation in creative activities specific to the destination [2]. Creative tourism provides an opportunity for all participants to develop their own creative potential, enriching their experience and stimulating creativity through a variety of authentic cultural experiences of the places visited. And both the party consuming the tourism product and the party offering it are involved in the mutual enrichment process.

Combining heritage tourism and creative tourism:
− suggests the involvement of the host community in providing interactive and exciting experiences for tourists [3];
− supports the general trend towards uniqueness, authenticity, self-development, personalization of the consumer experience and sustainable development of tourism destinations;
− promotes the active involvement of tourists in event tourism activities;
− facilitates skilled consumption, including education, self-development and creativity;
− contributes to increasing the share of intangible cultural resources in the tourism product [4].

The involvement of visitors in tourism events and the authenticity of the tourism product have a major impact on increasing the likelihood of repeat visits to a location, as well as the likelihood that customers will recommend the tourism product to their friends and acquaintances [5].

Thus, given the current trends in the evolution of consumer demand in the travel industry, we conclude that it is promising to use such forms of travel services that promote event involvement, personalization, self-development and creative activity of consumers of tourist services. Quest-tours are one of the innovative types of travel activities that contribute to realising the potential of most of the above-mentioned consumer demand trends.

Quest-tour is a type of tour characterised by the presence of game and competitive component, as well as eventfulness and interactive involvement of the participants [6].

One of the steps in the technology of designing a quest-tour is to identify promising excursion sites and their itinerary [6]. In this study, we have tested out the technique of performing this stage of quest-tour design on the example of our
developed quest-tour «Early 19th century. German cultural heritage in Kharkiv».

There are quite a lot of interesting German cultural heritage sites preserved in Kharkiv, dating from the mid-19th century and beyond. Unfortunately, the same cannot be said for the first half of the 19th century. According to Felix Reinhardt, at the very beginning of the 19th century, before the University was opened, Kharkiv was a small town of about 8,000 people with only 10 stone buildings [11]. It was only with the opening of the Imperial University of Kharkiv (1805) that the city received a major boost in its development. Therefore, it is not surprising that compiling a tour itinerary of German cultural heritage sites in early 19th century Kharkiv faces certain search and other difficulties. Nevertheless, we have been able to collect some interesting factual material on the subject.

The period of the quest-tour: the first decade of the 19th century.

The ambience of the quest-tour: a fast-growing and dynamic new city, lots of plans, prospects, opportunities. According to the storyline, the quest-tour is about almost the earliest documented period of ethnic German life in Kharkiv. In 1805, the University of Kharkiv was opened. This event greatly accelerated the city’s development. In 1787 the Regular street plan was approved. In accordance with this plan, wide, spacious, straight streets appeared in the Zalopan part of the city, which began to be built up partly with wooden and partly with brick buildings. Around the same time, in the early 19th century, the City Duma allocated an area for the compact settlement of newcomers «aliens» (a settlement for 23 families was planned). Within the boundaries of this area in 1805 appeared Nemetskaya Street (in 1899 this street was renamed into Pushkinskaya Street), and Malaya Nemetskaya Street (nowadays this street is called Chernyshevskaya Street). Governor I. I. Bakhtin pointed out that by 1804 the German population of Kharkiv numbered a little over 200 people (the total population of Kharkiv was 9,000) [7].

The storyline of our quest-tour is based on visits to four locations. Let’s briefly review the chosen locations.

Location 1. The old building of the Kharkiv University (16 University Street). The Kharkiv University (full name at the time of its opening was the Imperial Kharkiv University) (Figure 1) was founded in November 1804, solemnly and officially opened on January 29, 1805 [8]. The first academic staff at Kharkiv University consisted of 47 people, 18 of whom were Germans [7]. Historian and philosopher D. Rommel, doctor of philosophy I. Schade, economist and philosopher L. Jakob, mathematician J. Guth, jurist and mathematician F. Schweikath, Latin scholar L. Umlauf taught and did research here. They are all professors, recognized experts in their field, who brought with them to Kharkiv the best academic traditions of the German educational system of the time. Professor J. Guth equipped his astronomical laboratory with instruments from his own collection. And Professor Rommel founded the Science Fellowship with natural history and literature sections. Professor F. Giese was a member of the Philosophical Society [7].
From 1827 to 1829 the rector of Kharkiv University was Ivan Yakovlevich Koneberg, a professor, Doctor of Philosophy Science, who was also a member of the Lutheran community in Kharkiv. Among the Germans who worked at Kharkiv University were not only professors and lecturers. Engraver Schönflin, bookbinder Heinrich, gardener Gottwald – these are the names and occupations we find in the history of Kharkiv University in the very early 19th century [9].

The collection of prints by the Prussian scholar Friedrich von Adelung formed the basis of the university's Museum of Fine Arts and Antiquities. The collection was bought in 1804 and comprised 2,477 objects, including 1,297 engravings and 59 watercolours, original works by Italian, German, Dutch 16th-century engravers, French and English masters from the 16th and 18th centuries.

Location 2. Land cottage (manor house) of collegiate councillor Georg von Minster (Yury Fyodorovich Minster), 21 Blagoveshchenskaya Street. The location of the homestead site in the Zalopane part of the town was chosen in accordance with the Regular street plan of 1787. It is the only Kharkiv manor house of the 18th century that has survived in little changed form to this day (Figure 2). This stone two-storey house with an outbuilding, services, gates, a stone fence and built-in stone Polovtsy statues, built in the 1790s according to the design of the architect Pyotr Antonovich Yaroslavsky [13].

Figure 1. The old building of Kharkiv University (16 University Street)
Source: [12], and Google search engine. Search by keyword «Kharkiv, 16 Universitetskaya Street».
Figure 2. Georg von Minster’s manor (21 Blagoveshchenskaya Street)

Source: [14], and Wikimapia search engine. Search by keyword «Kharkiv, 21 Blagoveshchenskaya Street».

The coat of arms of the von Minster family is a unicorn on a blue field, symbolizing courageous and brave soldiers on the battlefield. Georg von Minster was baptised into the Orthodox faith, after which he became known as Yuri Feodorovich Minster. History has preserved information that the owner of the manor often enjoyed hosting dinner parties, and that his cuisine was renowned for its exquisite dishes and skill in serving them. Georg von Minster's family consisted of his wife Maria Andreevna and their three children: Catherine (born 1786), Elisabeth (born 1788) and Fedor (born 1790). The von Minster house had the only grand piano in early 19th century Kharkiv, on which his daughter Katherine played as a virtuoso [13].

Location 3. Gustav von Buxhoeveden's manor house, 24 Dmitrievskaya Street and 1/24 Malo-Goncharovskaya Street. In the early 18th century the area surrounding the house was set aside as a manor house with a lake and park alleys. The park covered a large area and was the second largest in Kharkiv (after von Minster Park). The former lake is now a wasteland and the former alleys have been turned into internal roads. The building has a significant foundation subsidence, and the first floor has turned into a semi-basement (Figure 3). A number of details of the facade have been lost, as well as the balcony (the balcony was demolished in 1817 after the house began to extend beyond the red line of the new city markings) [15].
Figure 3. Gustav von Buxhoeveden's manor house  
(24 Dmitrievskaya Street and 1/24 Malo-Goncharovskaya Street)  

Source: Google search engine. Search by keyword «Kharkiv, 24 Dmitrievskaya Street».  

Gustav von Buxhoeveden was Kharkiv governorate land surveyor and director of the Kharkiv College (Uchilishe). From 1781, he was in charge of the governorate drawing office, which drew up geometric plans for the landed estates of the governorate. And in 1782 he became the director of the Kharkiv College (Uchilishe), whose full name at the time of its opening was the Kharkiv Surplus Classes, and from 1789 it was the Kharkiv Government College (Kazennoe Uchilishe). Gustav von Buxhoeveden’s family consisted of his wife Maria and their three children: Gertrude (born 1775), Natalia (born 1786) and Gustav (born 1789) [16].  

Gustav von Buxhoeveden died in 1797, after which his wife Maria left the city for the Buxhoeveden farmstead (present-day Krutogorsky Lane) and rented out the city manor. Merchants who rented the manor used the grounds for their wagons and goods, and the park lake was used for watering their cattle [15].  

Location 4. The building of the governorate gymnasium,  
24 Staromoskovskaya Street (currently – 24 Heroes of Kharkiv Avenue). In the period from 1805 to 1809, divine services of Kharkiv Germans of the Lutheran faith were held in one of the halls of the governorate gymnasium, and their pastor at that time was Johann Gottfried Barendt [9]. Address: 24 Staromoskovskaya Street (later renamed 24 Moskovsky Avenue and currently 24 Heroes of Kharkiv Avenue) (Figure 4). The director of the gymnasium until 1814 was Andrei Ivanovich Schroeder. The building now houses the Vernadsky Kharkiv State Vocational and Pedagogical College.
Figure 4. The building of the governorate gymnasium
(24 Staromoskovskaya Street, now 24 Heroes of Kharkiv Avenue)

Source: [17], and Google search engine. Search by keyword «Kharkiv, 24 Heroes of Kharkiv Ave».

We rank the locations according to the draft of the plot. The centrepiece of the quest-tour is the opening of Kharkiv University (1805). The list of locations includes two manor houses: the manor house of collegiate councillor Georg von Minster and the manor house of Gustav von Buxhoeveden, Kharkiv governorate land surveyor and director of the Kharkiv College (Uchilishe).

The person on whose behalf the story is to be told can be either von Minster’s daughter or von Buxhoeveden's daughter. According to the plot of the quest-tour they meet and then go together first to the university building, and then to the building of the governorate gymnasium, in one of the halls of which from 1805 to 1809 held services of Kharkiv Germans of the Lutheran faith.

So, the starting point of the quest-tour can be either the von Minster’s manor, or the von Buxhoeveden’s manor. The next sightseeing location is the old building of the Kharkiv University, and the final sightseeing location of the quest-tour is the building of the former Governorate Gymnasium.

We opted for the itinerary, which begins at Georg von Minster’s manor house. The character from whom the story will be told is his daughter Catherine, who made Kharkiv’s history as a skilled pianist and owner of the first grand piano in Kharkiv. After von Buxhoeveden’s death in 1797, his family began renting out the manor and moved to the Buxhoeveden farmstead (present-day Krutogorsky lane). But this does not interfere with the plot of our quest, since it is obvious that Buxhoeveden’s wife
and children visited his manor from time to time. 

So, the itinerary of our quest-tour consists of the following locations, ordered from start to finish:

− Georg von Minster’s manor house, 21 Blagoveschenskaya Street;
− Gustav von Buxhoeveden’s manor house, 24 Dmitrievskaya Street and 1/24 Malo-Goncharovskaya Street;
− the old building of Kharkiv University (16 University Street);
− the building of the former governorate gymnasium, 24 Staromoskovskaya Street (now 24 Heroes of Kharkiv Avenue).

Figure 5 shows the result of designing the route «Early 19th century. German cultural heritage in Kharkiv», as well as a detailed description of its topology by means of Google Maps.

![Figure 5. The result of designing the route «Early 19th century. German cultural heritage in Kharkiv»](image)

Source: author’s elaboration.

The Step-by-step directions option of the Google Maps app provides quite detailed information about the route, its length and estimated time of travel. The length of the route we have developed is 2894 m, and its estimated time of passage in accordance with Google Maps data is 37 minutes.

A quest-tour involves solving tasks, searching for objects, leisurely exploring the sites and taking in additional information about the locations. During the quest, there may be situations in which excursionists give the wrong answers to the quest tasks. In this case, they may take the wrong route, increasing the length and duration of the route. These circumstances must be taken into account when determining the estimated time for the quest-tour.

Taking into account the time for solving tasks and sightseeing, the approximate formula for determining the length of the route \( L \) is as follows:

\[
L = v \cdot \left( \frac{100 - 30}{100} \right) \cdot t = 0.7t \cdot v, \tag{1}
\]

where \( v \) – speed of the route, km/h;
\( t \) – route time, hours [6].

From there:
\[ t = \frac{L}{0.7 \cdot v}, \]  

(2)

If the quest-tour does not involve a sporting and competitive component, the excursionists move at a slow walking pace (the slow walking pace is somewhat slower than the standard human walking speed) at an average speed of 3.5 km/h, or 58 m/min [6].

Based on this, we determine the parameters of the quest-tour route (Table 1).

**Table 1**

**Calculated parameters of the route of the quest-tour**

<table>
<thead>
<tr>
<th>Route segment</th>
<th>Length, metres</th>
<th>Travel time according to Google Maps, minutes</th>
<th>Travel time including adjustment according to formula (2), minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georg von Minster’s manor house – Gustav von Buxhoeveden’s manor house</td>
<td>304</td>
<td>4.0</td>
<td>( \frac{304}{0.7 \cdot 58} \approx 7.5 )</td>
</tr>
<tr>
<td>Gustav von Buxhoeveden’s manor house – The old building of Kharkiv University</td>
<td>1220</td>
<td>15.0</td>
<td>( \frac{1220}{0.7 \cdot 58} \approx 30.0 )</td>
</tr>
<tr>
<td>The old building of Kharkiv University – The building of the former governorate gymnasium</td>
<td>1370</td>
<td>18.0</td>
<td>( \frac{1370}{0.7 \cdot 58} \approx 33.7 )</td>
</tr>
<tr>
<td>Whole route</td>
<td>2894</td>
<td>37.0</td>
<td>71.2</td>
</tr>
</tbody>
</table>

*Source: author’s elaboration*

Thus, it is obvious that the information about the timing of the quest-tour route derived from *Google Maps* needs to be adjusted to the specifics of such an event activity, as a quest-tour. During the design process, the guide uses approximate estimated parameters of the quest-tour (duration of the route, its length, number of locations). Subsequently, these parameters should be refined and adjusted by testing the route on the ground [6].

Discussing the results of the study, it should be noted that the creation of new tourism products is, of course, first and foremost aimed at satisfying tourist demand and generating profits for the tourism business. But will such tourism products contribute to the Sustainable Development Goals? Is there an opportunity to further develop and scale up the idea behind this tourism product? These are the questions that need answering.

As far as cultural heritage quest-tours are concerned, this tourism product has characteristics such as non-mass, personalisation, authenticity. Non-mass is a very important characteristic in terms of sustainable tourism, as it helps to reduce the human pressure on tourist destinations. This allows us to hold the view that the tourism product presented in this study meets the requirements and goals of sustainable development.

With regard to the possibility of developing and scaling up the idea of cultural heritage quest-tours, in our opinion the following directions are possible. Firstly, the development of cultural heritage quest-tours for the same target audience, but
involving different locations and/or different time periods of history. Secondly, the development of cultural heritage quest-tours aimed at other target audiences (interested, for example, in Polish cultural heritage in Kharkiv, Greek cultural heritage in Kharkiv, etc.). Thirdly, it is also possible to develop such a trend as the creation of cultural heritage quest-tours with a virtual guide. We also assume that there are other promising directions for developing and scaling up the type of quest-tours presented in this study.

Conclusions. Creative tourism plays an important role in developing and maintaining interest in cultural heritage. The creation of travel and sightseeing products based on a combination of the concepts of heritage tourism and creative tourism allows meeting the consumer demand for uniqueness, authenticity, personalization, creative involvement and self-development. It is this combination of modern, innovative types of travel and sightseeing that we consider most promising in terms of providing highly competitive, unique products. Quest-tour is a type of travel and sightseeing service, which can be successfully used in the creation of heritage tourism products in the context of modern trends of changing consumer preferences. Itinerary design techniques for heritage quest-tour should take into account the significance of the excursion sites in terms of presenting the atmosphere of the era in question; the degree of preservation of authentic excursion sites; and the amount of available factual material.

The scientific novelty of the study lies in the improvement of the designing technique for quest-tours of cultural heritage on the basis of overlapping the concepts of heritage tourism and creative tourism. The practical value of the study lies in the practical validation of the improved technique of designing heritage quest-tours, as well as the possibility of using the results in the practical activities of travel firms in the design of excursion products.

Limitations of the study. The study is based on current information about trends and preferences in the travel industry. Obviously, changing external conditions and trends will influence the choice of the most promising and competitive forms of heritage tourism. Estimated parameters of the duration of the quest-tours require refinement, taking into account the specifics of a particular area.

Prospects for further research are related to the study of possibilities for further improvement of techniques for creating tourist and excursion products, taking into account the evolutionary change in consumer preferences.

References


15. Walks around Kharkiv with Andrei Paramonov. The estate of court counselor Alexander Grebennikov (2020). *Kharkiv Today*. July 03. Available at:

17. Kharkiv First Male Gymnasium (n.d.). Available at: https://zabytki.in.ua/uk/2026/kharkivska-persha-cholovicha-gimnaziya.