

**IMAGES OF NORTHERN CITIES
BASED ON LITERARY MAPPING OF
THE WORKS OF RESEARCHERS OF
THE FAR NORTH**

Irena Khokholova, Viktorya Filippova

Yakutsk, Russia

Introduction

- The article discusses the literary mapping of the works of researchers of the North.
- The aim of study is to identify images of cities as a tourist promotion of the northern cities of Yakutia in the North-East of Russia. An interdisciplinary approach using the methods of humanitarian geography and cognitive science served as the basis for identifying the image of northern cities, which allows to develop tourist maps of the studied cities of Yakutia.
- The research methods includes the literary mapping, comparative geographical, descriptive, analytical methods and GIS technologies.

Methodology and methods

- In today's conditions of the information space, virtual representations of the real space, prevailing stereotypes, geographical images, tourist images of places play a huge role (*Mitin I.I., 2007*). It is these “intangible assets” (cited by I.I. Mitin) that are decisive in the socio-cultural and economic development of the territory, in the marketing campaigns of the tourist potential of a particular region. Recently, there has been a tendency to study tourist images of the territory and destination image: *Mayo E.J. (1973), Hunt J. (1975), Chon K. (1990), Echtner C., Ritchie J. (1991)*. In our work, we also refer to the term “cultural landscape” of humanitarian geography, the definition of which we find in the works of *V.P. Semenov-Tyan-Shanskiy, Yu.G. Saushkin, V.L. Kotelnikov, D.V. Bogdanov, A.G. Isachenko, F.N. Milkov, Yu.A. Vedenin, R.F. Turovsky, O.A. Lavrenova* and others.

- The **cultural landscape** is an integral and territorially localized set of natural and socio-cultural phenomena, an integral part of the semiosphere and semiotic system, a cognitive idea of the space and life of culture (Lavrenova O.A., 2009).
- We can capture the image of a territory - a cultural landscape in various ways. Today, one of such methods is fixation (images) in the form of so-called mental and cognitive maps (Zamyatin D.N., 2006).
- One of the interesting techniques for fixing the image of a place belongs to O.A. Lavrenova, in which the image of a place is studied through mapping and research of the literary text as a latent image (Lavrenova O.A., 2004).

- Literary mapping is one of the key methods of the interdisciplinary research field defined as "Literary Geography".
- Literary mapping originated at the intersection of literary studies and humanitarian geography, and it has an applied character. To identify the image of a place, we applied the method of literary mapping proposed by A.V. Firsova (A.V. Firsova, 2012), and adapted for our research.
- The method of literary mapping from a pragmatic point of view serves as one of the ways to identify the image of a place based on the literary and scientific heritage of researchers in order to create an attractiveness of the territory and change its social, cultural and economic components.

Materials

- To identify the image of Verkhoyansk and the image of Srednekolymsk we have selected as sources the works:
- 1) a scientific essay "Brief description Verkhoyansk District" by I.A. Khudyakov, which became the first monument of oral folk art of the Yakuts,
- 2) the book by G.Ya. Sedov "Travel to Kolyma and Novaya Zemlya in 1909-10".

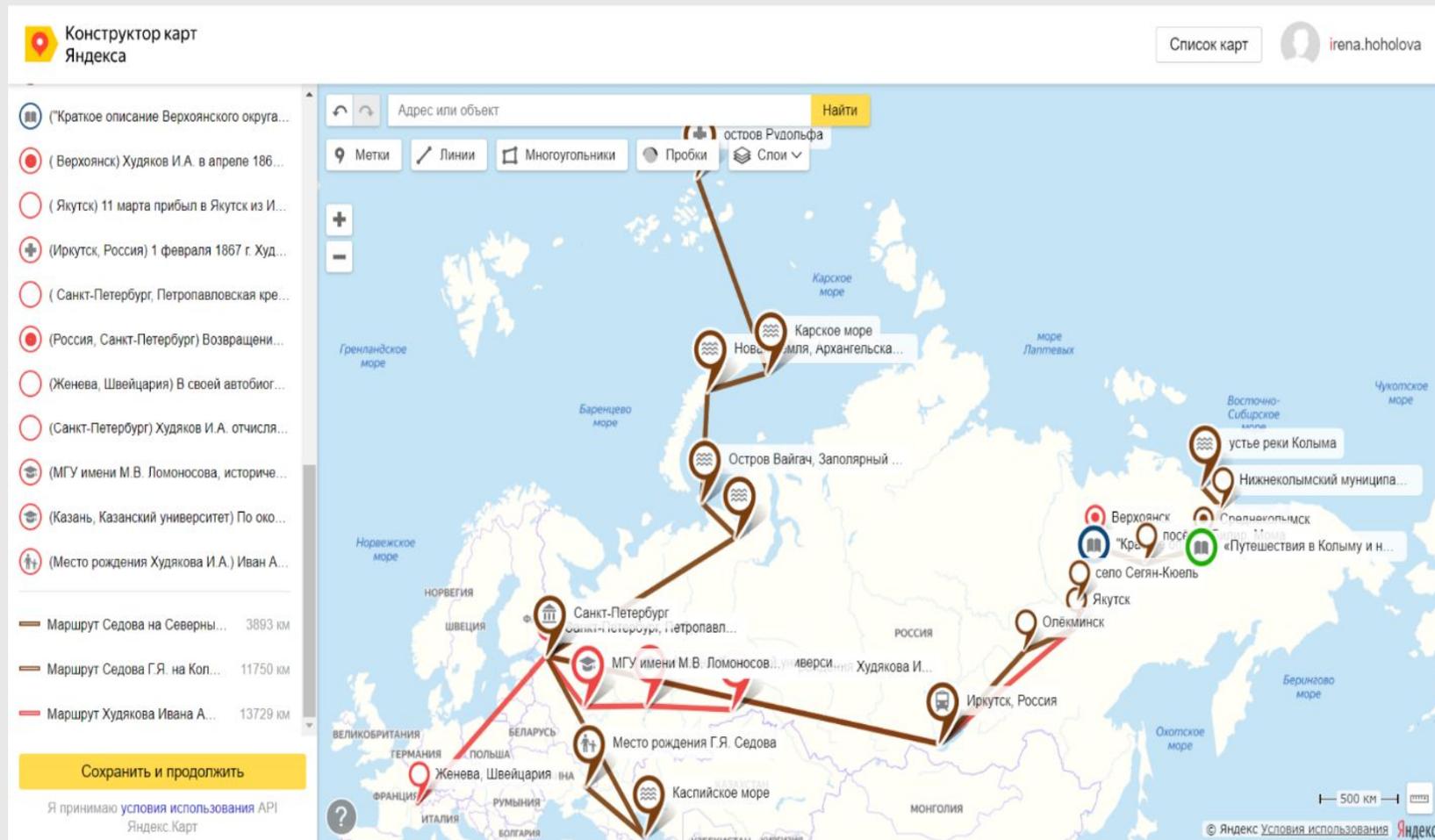
Results

- In modeling the images of these cities, we designated symbols from the life and works of the authors we considered, and included (displayed) them on cognitive - tourist maps.
- Based on the life and works of Russian researchers of the North, dedicated to northern cities, we have studied and identified literary places, compiled panoramic views of the studied areas. We have indicated routes from life and images of cities obtained during the study of the works of the considered authors.
- The routes are included (displayed) on the tourist map (see Fig. 1), which can be further replenished, and simulate images of the North-East of Russia based on routes and works of other researchers.

Literary places in the works are compiled on **4 points**:

- 1) the address of the writer
- 2) route of movement
- 3) panoramic view - a place that creates conditions for observation, contributes to the perception of the image of the place.
- 4) pragmatics.
- The map is a virtual tour of the places of memory and fragments of texts by Khudyakov I.A. (in red) and Sedov G. Ya. (in brown) and represents the images of the northern cities of Verkhoyansk and Srednekolymsk in their works.
- Fragments of texts are in the description, which appear when you click the icons. Routes are marked with lines and places with labels - icons.

Fig. 1. Literary mapping based on works of explorers and routes of the North (Khudyakov I.A., Sedov G.Ya.)



Ivan Alexandrovich Khudyakov - Russian revolutionary, folklorist, ethnographer, was born on January 1 (13), 1841 in the city of Kurgan, Kurgan district, Tobolsk province. He devoted his life to science, describing the folklore of Russians, Yakuts. For his revolutionary ideas he was exiled to Verkhoyansk. During his exile in Verkhoyansk, he wrote scientific works, ethnographically significant of which is "**A Brief Description of the Verkhoyansk District**". The cognitive / tourist map shows the Route of movement of Ivan Khudyakov from Kurgan to Yakutsk. A panoramic image of Verkhoyansk appears on the map when you click the Verkhoyansk marker.

The image of Verkhoyansk in the work of I.A. Khudyakov appears as a snowy, cold place on permafrost with a long winter, the horizon of which is surrounded by mountain ranges that have countless rich natural resources, including paleontological fauna, where the northern lights are frequent.

I.A. Khudyakov anticipated the scientific significance of meteorological research in the city of Verkhoyansk and caught the distinctive low air temperature from the city of Yakutsk due to the physical and geographical features of the Verkhoyansk landscape. The image of Verkhoyansk, identified on the material of the work of I.A. Khudyakov, determines the development of scientific or event-educational, cultural and educational types of tourism.

Fig. 2. Verkhoyansk – Siberian's Pole of Cold
($-67.8\text{ }^{\circ}\text{C}$ was fixed in February 1892). Symbol of Bull of Winter (Byk Zimy)



07.05.2021

Georgy Yakovlevich Sedov - Russian hydrographer, polar explorer, full member of the Russian Geographical Society, honorary member of the Russian Astronomical Society. He took part in numerous expeditions, including to the Kolyma, for the sake of which he paved a huge path from St. Petersburg to the Lower Kolyma in Yakutia. As a result of the expedition to the Kolyma, he collected quite interesting material on the places visited and published an essay in the form of a diary book "Travels to Kolyma and Novaya Zemlya in 1909-10".

On this map, you can see the route of Sedov's main expeditions.

Expedition of G. Ya. Sedov in Kolyma was undertaken under the auspices of the Main Hydrographic Directorate for a detailed description of the hydrography of the Kolyma estuary and the approach to it from the ocean and compilation of new nautical charts.

The activity of the population of Srednekolymsk, dedicated to hunting and fishing, occupies a significant place in the book and is written by the author in a very exciting way. Images constructed on the basis of the work of G.Ya. Sedov, represent the uniqueness of the local culture, which must be perpetuated and promoted as an attraction of the territory and the development of extreme, cultural, educational and ethnographic types of tourism. For example, for the development of cultural, educational and ecological tourism, you can offer thematic excursions "Cossack prison and the Intercession (Trinity) Church"; "Traditions of Fishing and Hunting".

Fig. 3-4. Srednekolymysk (near Kolyma river) and
Symbols of DEVELOPMENT OF THE NORTH by Russian Cossacks



Conclusion

- The reading of the cultural and landscape narrative of the North through the method of literary mapping served as the basis for identifying the symbolic image of northern cities. On the basis of the revealed results, a cognitive map has been developed, which is a virtual tour of the places of memory and fragments of texts reflected in scientific and publicist works of researchers of the North. The map can be used as a tourist map and further replenish, improve and model in it the images of the North-East of Russia based on routes and works of other researchers.