

CURRENT STATE AND PROSPECTS OF ETHNOGRAPHIC TOURISM DEVELOPMENT IN UKRAINE

Summary. The aim of the study is to research the current state and prospects of ethnographic tourism in Ukraine.

In the paper analyze the international ethnographic tourism organization experience and its current state of ethnographic tourism development in Ukraine.

The study found that despite the rich ethnographic resources, ethnographic tourism in the country still remains insufficiently studied. In addition, it was found that for the ethnographic tourism development it is necessary to solve a variety of problems.

Prospects for further research in this area are solving issues related to assessing the ethnographic tourism resource capacity.

Key words: *ethnographic tourism, ethnographic resources, skansen, ethno-festivals, fairs.*

Introduction. Today, when the process of globalization has taken over all countries of the world, erasing the borders not only between countries but also between peoples, the problem of preservation, development and revival of folk culture is quite acute. Ethnographic tourism is designed to solve the above problems.

Most of countries have great potential and all necessary development opportunities to evolve this type of tourism – resource potential, highly qualified personnel, formed attractive centres that have reached a certain level of popularity and recognition among consumers.

Furthermore, current tourism development stage is characterized by high requirements from the concerned customers, who require tourism organizers to offer permanent diversity demand. Hence, there is the appearance and selection of new areas, and even the new tourism type's formation. All this relates to ethnographic tourism, too.

Literature review. The "ethnographic tourism" phenomenon is interest by a lot of Ukrainian and foreign scientists. In particular, there are highlighted work of I. Bochan, A. Kuzmuk, Kulakovskiy I., Popov, L. Mukhin, V. Serebriya, V. Vtorova, V. Velikogo and other scientists. However, this topic is still insufficiently represented in scientific papers.

Generalization of the main provisions. Ethnographic tourism originates from the study of ethnographic features of different peoples, which also connects it with such a science as ethnography.

Ethnography, according to the "Dictionary of the Ukrainian language" is - "a set of all the features of life, customs, culture of any people, nationality, locality" [1]. As for the concept of "ethnographic tourism", there are many interpretations. Thus, O. Misyak defines this type of tourism as "a kind of travel trips made by tourists to the places of their historical residence" [2]. M. Birzhakov interprets it as "a kind of cultural tourism, aimed at introducing separate Nations, peoples and to study them for language and cultural exchange" [3]. In the C. Sunduyev's and L. Khishiktueva's works "ethnographic tourism is one of the areas of cultural tourism, which involves immersing the tourist in the environment of the indigenous population, familiarity with the local national culture" [4]. And I. Petroman, S. Petroman, S. Buzato, D. Marin, give the following definition - " type of tourism in which the main goal for tourists –

familiarity with the "exotic" peoples ("exotic" in this context are those that live in remote areas but the tourist areas)" [5]. According to R. E. Wood ethnographic tourism is "learn about the culture different from one's own culture tourist" [6]. And S. Bolnick defines this type of tourism as "a special kind of cultural tourism that is understood by a any tour that focuses more on people, not on nature and also reveals the way of life of the local population" [7]. In general, summarizing the aforementioned definitions, ethnographic tourism is "a trip motivated by interest in the cultural heritage of ethnic groups or territories that have survived to our time" [8].

Ethnographic resources play an important role in the ethnographic tourism organization. Dwellings, which made in the traditional style and associated with a certain period in the cultural life of the ethnos, ethnic settlements in the most compact residence places of ethnic groups, religious sites and structures that reflect the religious affiliation of the main ethnic group, venues for national holidays and ceremonies, ethnographic museums, scansens (museums of national architecture and life), museum exhibitions in local history and history museums, archeological sites, burial places with tombstones traditionally decorated for the ethnos - all this refers to the material ethnographic tourism resources. No less interesting and significant for this type of tourism are intangible resources, which determine the affiliation of people to a particular ethnic group: folklore, folk customs, traditions, holidays, festivals, fairs, ceremonies, rituals, traditional crafts and trades, traditional medicine and national cuisint [8].

Today there are various implementing ways of ethnographic tourism: taking part in ethnographic festivals, fairs, traditional holidays and festivities, visiting museums of folk life (or scansens) and ethnic settlements, acquaintance with culture of different peoples at their place of residence, various excursions in this area and ethnographic expeditions.

For many countries, ethnographic tourism has long been commonplace, and plays a significant role in the tourism industry, which, unfortunately, cannot be said about Ukraine.

For example, in the Czech Republic, folklore evenings with dinner from old Czech cuisine are often organized in popular tourist destinations, combined with tourist entertainment: instrumental music and dances of XI-XIV centuries, privileged estates song folklore (knightly romances), robbers' fights. No less interesting place, which is an important ethnographic tourism resource in the Czech Republic is the "Golden Street" in Prague - a historical and ethnographic monument in the open air. It consists of several artisan houses, which has survived since the end of the XVI century and is located under the wall of Prague Castle and well illustrates the life of the citizens from the Middle Ages to modern times [9].

In Greece, tourists are invited to attend traditional Greek evenings with music and dancing. They are held exclusively in the open air in summer (in an open tavern). The folklore program is represented by music, dances and songs from different Greece regions. Music is performed by professional musicians exclusively on authentic Greek string, wind and percussion instruments - bouzouki, lyre, drums. The musical program of such an event, as a rule, includes: instrumental warm-ups, vocal solo numbers (lyrical song, humorous verses) and dance-choreographic department, during which dances of different nature are performed both separately by artists and artists together with the audience. Joint dances gradually turn into a huge dance action, in which the audience becomes full-fledged performers.

The countries of Northern Europe are also unusual in their originality. In these countries, ethnographic tours and excursions are closest to the conditions of expeditions. And in addition to the unique material it's also provided the atmosphere inherent in these tours or excursions. Tourists are accommodated in traditional houses, often sharing it with the owners. They also eat together with

the inhabitants of the authentic village. And the transfer for such tours and excursions is traditionally carried out on dog sleds or reindeer.

In Ecuador, ethnographic tourism is also quite popular. After all, due to its geographical location, this led to isolation from the outside world and the creation of the unique basis for the ethnographic tourism development. Ethnographic tourism in this country is represented by visiting locals with accommodation in their families, hiking in the rainforest and getting acquainted with the local population culture. Ethnographic tours and excursions are organized by public enterprises, which are created with the support of aboriginal organizations, local environmental funds and a number of travel companies that control hunting and take part in creating protected natural areas in Indian lands, where hunting and agriculture are prohibited.

There is a quite interesting country in terms of ethnographic tourism is Canada. In the center of Ottawa is an ethnic village, open to visitors all year round. Here everyone has the opportunity to choose one or more occupations to get acquainted with the life of the indigenous population, different types of dwellings, ancient technologies and tools used for making canoes and birch bark, making skins, making baskets. Every year in the ethnographic village there is a premiere of a new theatrical production based on a plot from ancient legends. In a national cafe in the village is offered a menu of traditional aboriginal dishes [9].

The Ukrainian people have a rich historical and cultural heritage, which generates a large number of ethnographic resources. Nevertheless, ethnographic tourism has not yet become widespread in Ukraine.

Currently, special attention is paid to scensens, or museums of folk architecture and life, ethno-festivals and fairs.

For example, the National Museum of Folk Architecture and Life of Ukraine (or the Pirogovo Museum, as it is better known among the population) became very popular. This open-air museum, which was opened in 1969,

presents architectural and landscape complexes of all historical and ethnographic regions of Ukraine: Polissya, Slobozhanshchina and Poltava, Carpathians, Dnieper, Podillya and South. In addition, the scansen holds many festivals, fairs and folk festivals during the year, designed not only to preserve the historical and cultural heritage, but also to promote it among Ukrainian and foreign tourists [10].

Also there is another one open-air museum - the Museum of Prykarpattya Folk Architecture and Life, which is located on the territory of the National Reserve "Ancient Halych" and where annually held the ethno-festival "Galician Gate". The festival presents the traditions of four ethnographic regions of Prykarpattya: Hutsul'shchyny, Boykivshchyny, Opillya i Pokuttya [11].

One of the most famous festivals in Ukraine is the Sorochiy Fair, which has been gathering a large number of people for more than a year. These festivals, together with the International Folklore Festival «Ethnovyr», have international significance [12-13].

As for ethnographic tours, they are most common in the western regions of Ukraine, Kyiv-city, Kyiv and Poltava regions. Undoubtedly, such a narrow coverage does not allow to fully revealing the full ethnographic tourism potential in the country.

In addition, the country has a number of problems that affect the ethnographic tourism development, including:

1. Weak level of engineering infrastructure development, including energy supply networks, water supply, transport networks (which need more attention, because often interesting ethnographic tourism attractive centers are located in places far from the main highways);
2. Weak level of tourist infrastructure development (lack of accommodation facilities for tourist class, recreation centers, national centers, open-air museums, ethnoparks, ethnic settlements, etc.);
3. Low level of local residents' involvement in tourist activities;

4. Low service quality in all sectors of the tourism industry due to lack of professional staff, including staff that specialize directly in ethnographic tourism;

5. There is no allocation of ethnographic tourism as a separate tourism industry sector, which complicates the economic effect calculation of the ethnographic tours organization.

Discussion and conclusion. Thus, the cultural and historical heritage of the country, the traditions of its peoples - is a unique way to enrich tourism opportunities. They mainly have a positive impact on tourism, especially on its ethnographic forms. Ethnographic tourism, in turn, focuses on the study of culture and life of indigenous peoples in the area visited.

In addition, there must not forget that the successful tourism development directly depends on the desire of tourists to new. In today's world, the share of urbanization is constantly growing, which means that rural life - close to traditional - will arouse increasing interest among tourists.

Various festivals, national holidays and other events can serve as a strong argument in the fierce competition between countries in the tourism market.

Ethnographic tourism in Ukraine is still poorly developed. Rich ethnographic resources make this type of tourism a very promising direction for development in the tourism sector of the country. The most interesting to visit during ethnographic tours are ethno-festivals, ethnographic fairs and open-air museums (scansens) with an interactive program.

For the ethnographic tourism development in Ukraine, a number of tasks must be solved: development of special laws and their legal mechanism for ethnographic tourism industry the formation; theoretical foundations development of science, education and practice in the field of this type of tourism; addressing issues of the local population social protection through ethnographic tourism; training and retraining of specialists in ethnographic tourism; comprehensive assessment of ethnographic resources, maintaining their

cadastre and assessing their capacity; monitoring and prospects establishment of ethnographic tourism; study of tactical plans, strategic programs and measures in the field of ethnographic tourism of other countries and the world community and their implementation on our territory.

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