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ETHNO-TOURISM AS THE MAIN DIRECTION OF SUSTAINABLE TOURISM DEVELOPMENT

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Nowadays tourism industry is a non-productive economy, and its enterprises and organizations try to satisfy the needs of tourists for material and non-material services. In addition, tourism business is a priority in the economy of some developed and developing countries.

At present, it has developed into an international industry, which occupies the third place by income among the largest export sectors of the economy as oil and the automotive industry.

Earlier the most popular type of rest and tourism as 3 S (Sea, Sand, Sun) lost interest among tourists and these days they are looking for innovations, trying to meet new countries, cultures, experience. Because of this, it is really important to introduce them with the unique traditions and customs of local communities, to make them witnesses and even participants in colorful traditional festivals and ceremonies, teach them to make local crafts, cook national dishes and keep cultural heritage.

Ethno-tourism is based on the curiosity of tourists about the real life of people, their traditions, national character, culture and creativity. Our modern unified world is characterized by the fact that a tourist tries to identify himself, find and study his roots, realize his own peculiarity, experience his own history and cultural traditions. Because of this, the knowledge of other ethnic groups and cultures allows the tourist to draw up a clear and integral picture of national diversity, different nations of the world with their own unique personality.

According to some works of foreign authors, V. Smith separates ethnic tourism from cultural and historical types of tourism [1].

The National Trust for Historic Preservation in the United States defines cultural tourism as "visiting historical sites, as well as exploring the sights that reflect the history of mankind" [2]. The definition of cultural tourism according to International Council on Monuments and Sites (ICOMOS): "it is a special type of tourism, the purpose of which (among many other purposes) is the opening of monuments and attractions" [3].

The main resource for ethno-tourism is the cultural and historical heritage of people.

These days ethnic products are becoming popular all over the world, and ethno-tourism can become a very productive and commercial type of tourism with very good profit and income. In this case for representatives of local community's ethno-tourism helps to preserve the traditional culture, and to contribute its transmission to the younger generation.

Development of ethno-tourism in particular region requires to develop cultural tourism too, and especially in rural area. Because of this, it is connected to eco-tourism and circular economics.

Then, community tourism plays main role in ethno-tourism development, because ethnical minorities and majorities as parts of local communities, they are the main actors, and their behavior is really important.

Some Russian authors defined ethnocultural tourism as a new concept of ethno-tourism, for example A.G. Butuzov analyzed this type of tourism and considered four main elements of it [4] (figure 1).

Other Russian author A.I. Schukin in his work considered the main participants in ethnographic tours as professional ethnographers. In this case, according to his research, tourists who travel with ethno-tourism purpose are trying to satisfy their spiritual needs, and it could be a wide audience of tourists [5].

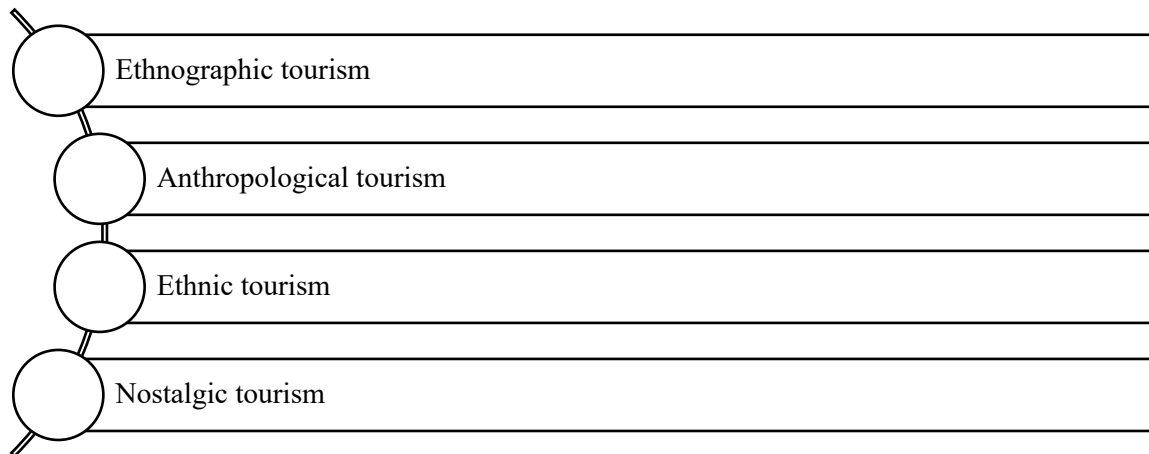


Figure 1. Main components of ethnocultural tourism (A.G. Butuzov)

Note – created by author according to [4]

Nowadays ethno-tourism as a direction of tourism is rapidly gaining popularity among tourists, because of some reasons (figure 2).

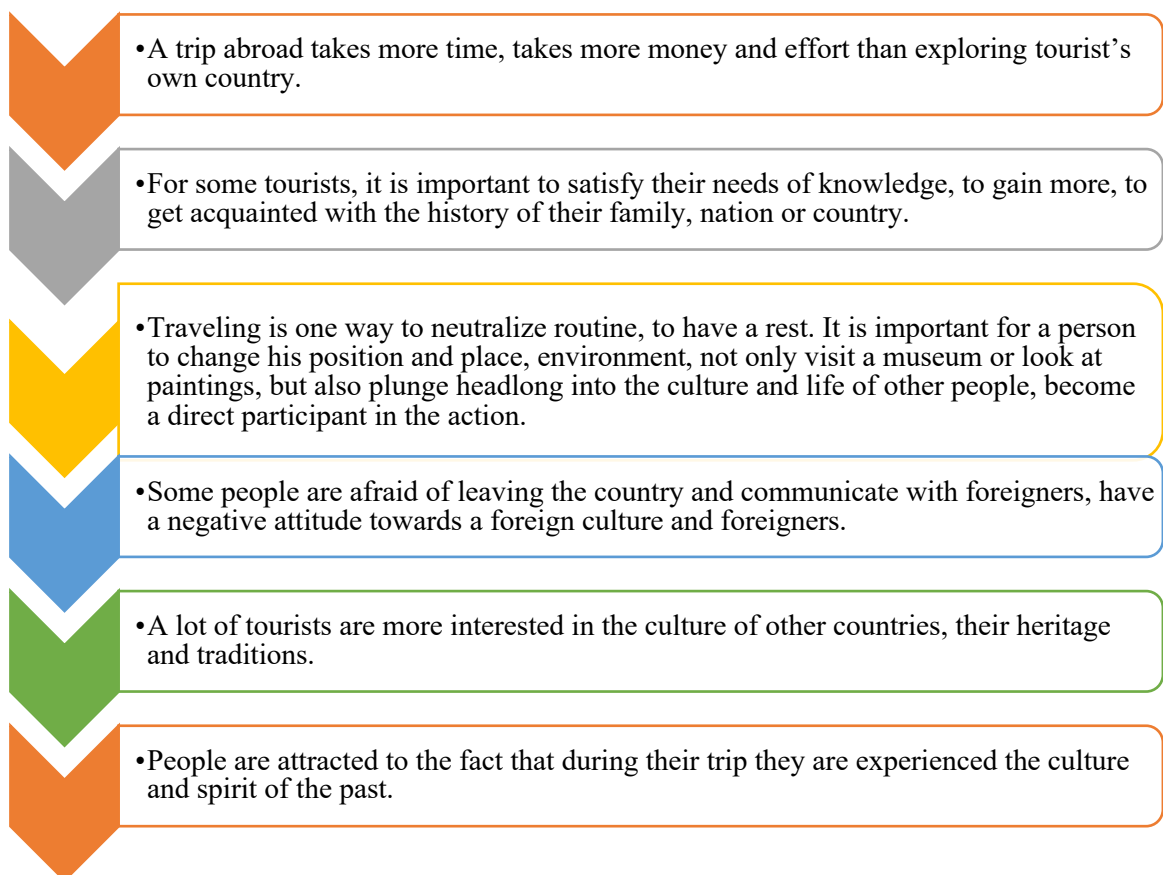


Figure 2. The main reasons of sustainable ethno-tourism development

Note – created by author

They have the opportunity to hear speech in the ancient language, songs of peoples that have survived more than one hundred years, to try food and drinks similar to those that the distant predecessors of this people drank and ate.

The peculiarity of the ethno-tourist product is that its implementation requires the efforts of different members of the local community: from old people - carriers and keepers of traditions, to young people who have received education and are ready to apply knowledge for the benefit of their land.

In conclusion, development ethno-tourism helps to develop sustainable tourism. This type of tourism is connected to cultural, historical objects, cultural heritage, traditions and customs, national foods and clothes. It's really important to keep, preserve, and save them for next generation.

Through sustainable development of this type of tourism, our country has the opportunity to turn the activity on preservation of historical and cultural heritage of the regions into a stable business for local enterprises, and to ensure the economic and social well-being of local communities.

Literature

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