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## **GEOGRAPHY OF INTERNATIONAL ETHNIC TOURISM**

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Going on a trip, each person will determine for himself the purpose of his journey, what he wants to see and where to go. In the modern world, ethnic tourism is gaining particular popularity, since it is he who allows one to learn about the traditions and culture of various ethnic groups not from books or television programs, but directly by immersion in the environment. Everyone can see traditional residential and household buildings, local residents in national clothes, take part in traditional festivals, try national dishes and buy traditional items of souvenirs.

Ethnographic tourism is becoming a favorite of adventure travels around the world, especially since many roads are now open: South Africa, Thailand, Cuba, Brazil, Easter Islands, Svalbard Islands, even to visit Santa Claus himself. This is a great way to learn the history of amateurs and scholars, as well as learn about their roots. This innovation in tourism firms has made it possible for many to even find their distant relatives in foreign lands. There are people who visit

places where their grandfathers-great-grandfathers once lived, or they themselves were evicted from this neighborhood in the distant youth.

This topic is very relevant today, because ethnic tourism increases the volume of tourist flows throughout the world and Kazakhstan in particular. Earlier in our country almost no such studies were carried out within the tourism industry. Information on ethnic tours is practically absent, which greatly complicates the coverage of this topic from a scientific point of view at the present time.

The world is inhabited by many different nations, nationalities and ethnic groups that live in different parts of our planet, this fact shows that the geography of international tourism is very extensive and covers the entire Earth. This section will present the most interesting geographical areas of ethnic tourism.

A popular form of recreation in Egypt is a desert safari in jeeps, during which tourists visit the Bedouin camps and get acquainted with their nomadic lifestyle. One of the areas of ethnic tourism is aboriginal tourism - this is ethnic tourism with the participation (involvement) of representatives of the indigenous population.

For the development of programs for the development of this direction in tourism and the organization of specific routes for the growth of the indigenous peoples, the preparation stage is important. It is necessary to collect all the available materials, documents, programs and plans for the development of tourism in the project areas; consider the socio-economic situation of the area; assess the investment opportunities for the development of sustainable ethnic tourism and form a package of investment proposals in the form of a database; study the demand for ethnic tourism services; create a partner network of various organizations interested in the development of ethnic tourism. In addition, a complex of marketing research should be conducted to assess the development of sustainable ethnic tourism by national communities, as well as determine the degree of readiness and capacity of indigenous communities to use the potential resources of ethnic tourism and develop in their territories. Naturally, it is impossible to implement the project without relevant specialists, which necessitates the training of qualified specialists in the field of ethnic tourism from among the local population.

For many tourists, one of the goals of a trip to the Latin American state of Peru is the desire to get in touch with the traditional life of the indigenous people of the country - the Indians. To do this, tourists go to the depths of the country - in particular, in the Amazon jungle. In this case, a combination of ethnic and ecological tourism can be clearly seen. Similar routes were laid in the mountains of Northern India and Northern Thailand, in the inner regions of Australia and on the islands of Oceania. And in some rural settlements of various European countries, the population sometimes uses national dress, thereby attracting tourists. Often in different regions of the world tourists become witnesses and even participants of colorful traditional holidays and festivals. Visiting traditional settlements, tourists gladly purchase various local craftsmen as souvenirs, trying national dishes.

Ethnic tourism includes acquaintance with museums of national life. Museum exhibits contain collections of folk costumes, items of peasant life and folk art, characteristic of the population of certain regions. They acquaint tourists with a historical past. In each locality, over the course of historical development, its own special architectural style has evolved, connected with the national and natural features of the region. with a peculiar culture, various forms of dwellings, rites, traditions. The centers of folk crafts and crafts provide an opportunity to see how the products are made.

Of particular interest are ethnographic open-air museums, which contain samples of traditional architecture, household items and national holidays. At the same time, a person can see with his own eyes an object belonging to a particular culture and era, learn about its business and symbolic purpose, sometimes even touch it and feel its involvement in the culture of its own and other nations.

The first such open-air museum was created in 1891 in Sweden. He got the name Skansen. More than 150 houses and estates emit the breath of five eras. Impressions of a historic walk are

organically supplemented by guides-caretakers of houses dressed in costumes traditional for their times. The museum is also notable for its zoo, unique in all of Stockholm. More than 70 species of very different animals coexist peacefully within its walls. The biological museum located at the gates of Skansen, the museum of wooden architecture, the glass-blowing workshop, open for everyone to admire the work of glass-blowing masters, the museum of matches are interesting. During the whole year, Skansen celebrates various holidays, holds enchanting festivals, unusual ceremonies and ceremonies. It collects traditional buildings from all over Sweden, festivals are held and national dances are shown.

The expression “open-air museum” is rooted in relation to our ancient Khiva. And it belongs to the American tourist scholar Arthur Rzeshtam, who came to admire Ichan-Kala about two decades ago. For tourists it is very convenient that all the historical monuments of Khiva, and there are more than 130 of them, are located in one place, in a relatively small area occupying 26 hectares. Over 15 museums function here, where the history of the ancient land and its everyday life are presented.

Khiva - Museum of Applied Arts and Life. Magnificent samples of jewelry, carpet weaving, ceramics, woodcarving and ganch, copper embossing.

Beautiful, eye-catching variety of sophisticated methods of making women's jewelry, forms of Khorezm ceramics. In the museum of crafts everything is what Khiva of past centuries was famous for. Otherwise you can not say: the creations of blacksmiths, jewelers, braziers, tanners.

There are a large number of such villages in the world, some of them are even objects of world cultural heritage, for example: the historical ethnic villages of Korea Hahwe and Yangdong. The UNESCO Foundation praised the historical villages of Korea as well-preserved historical cultural monuments of the Confucian elite, which also demonstrate the unique structure of traditional buildings and objects of the Joseon era, as well as architectural monuments of residential buildings, Confucian educational institutions and pavilions for training and recreation. In addition, the fact that such monuments of intangible culture as paintings and literary works of Confucian scholars of the Joseon era, group traditional games, seasonal holidays, life cycle ceremonies and folk beliefs have survived to this day, was also highly appreciated by the foundation.

Recognition as the world cultural heritage of the folklore villages of Hahoe and Yangdong, which are the embodiment of the harmony of nature and man, as well as the living history of the country, because it supports the traditional way of life from generation to generation. Traditional Korean village in the city of Jeonju - the only one in the country, where about seven hundred buildings are located on an area of about 25 hectares. And among them there are not only the usual 3-4-room houses, but also a huge house, in which there are 99 rooms. At the same time, the architectural features of the Joseon era are preserved in the shape of the buildings. Unlike other ethnic villages, there are permanent residents in the village of Jeonju. Here, the traditional side by side with modernity. This is a “living” museum where people are the custodians of traditions.

In 1993, the famous explorer of Africa Kingsley Holgate came up with the idea to unite 5 large tribes living in South Africa. This is how the village of Lesedi appeared, which currently includes five settlements of the Zulu, Ndbele, Pedi, Spit and Soto tribes. Here, in the smallest detail, the traditional life and way of life of these African peoples is recreated. The leader of one of the tribes, will hold a fascinating tour of all the settlements, in detail and in colors will tell about the history and traditions of each of the peoples. All guests of this village have the opportunity to look into the hut of the aborigine and try on African national clothes. At the end of the trip, all tourists are invited to a large thatched house, called the Boma, where they can enjoy ethnic music and dance from the indigenous peoples of Africa. Those interested can even stay overnight in Lesedi.

The Yunnan Ethnic Village is a kind of ethnic park, where the life and way of life of 26 different Yunnan ethnic minorities are shown. In China, the area of the city of Sanya scattered numerous villages where the indigenous people live on the island of Hainan. Visiting ethnic villages with their unforgettable flavor is one of the most favorite tourist excursions. The small Lee people are the natives of the island. They already inhabited the island long before the Chinese came here from the mainland. Houses are built by local residents on the slopes of the mountains, placing them

in glades in the middle of tropical forests. Until now, you can see homes made of clay, bamboo and grass. Having been in the village of Li, you will get acquainted with the wedding ceremony of the people, its ancient customs and traditions. So, the dance “Hunting for a Deer” is intended for the holiday of the “Third March”. Here you can see and try on the national costume of Lee. The clothes are still made of homespun cloth, decorated with pearls, corals, bells of copper and shells. Also in the village you can taste the local cuisine - rice cooked in bamboo, and even vodka made from glutinous rice.

On the same island there is another equally interesting ethnic village of Mao. The first Mao appeared on these lands in the middle of the XVI century, they moved from mainland China from Guangxi province. Mao's people are famous for their spellcasting abilities. They say they can call and talk with the spirits of the forest and mountains. In addition, the nomadic Mao tribes always chose hard-to-reach mountain slopes for settlement. All this led to the fact that the people of Mao became frightened and gave the nickname "mountain dragons". To this day, Mao retained their unique traditions and rituals.

The geography of ethnic tourism is very diverse. In recent years, ethnic tourism has become very popular among tourists, people visit not only relatives abroad or their historic homeland, but also go to get acquainted with the culture and lifestyle of other countries. One of the promising directions of ethnic tourism is visiting ethnic or folk villages, such villages exist in almost every country. Modern states, thus, acquaint tourists with the history, life and traditions of the ethnic groups living on its territory.

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