



## FORMS AND DIRECTIONS OF ETHNOTURISM AND THEIR SPECIFIC CHARACTERISTICS

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### ABSTRACT

*The article is about the concept of ethnotourism, about this concept different views of experts, the main forms and directions of ethnotourism, analysis of their specific characteristics, role and importance of developing ethnotourism.*

Tourism business in some developed and developing countries of the world is the priority direction of the economy. Ethnotourism is the main part of tourism is one of the directions, it is the culture, lifestyle and traditions of the people of the world includes ethnic, linguistic and cultural components aimed at learning. Simply put in other words, ethnotourism is the unique characteristics of a certain nation, its lifestyle and provides an opportunity to expand the understanding of culture. At the same time, such within the framework of tourism, to better understand one's own history and return to earlier times, as well as you can get acquainted with completely unknown ethnic groups and their lifestyles will be. Also, the development of ethnotourism is important for the sustainable development of regions is one of the crucial factors. The development of tourism, especially ethnotourism, is especially favorable climatic conditions and It's great importance in multi-ethnic regions with historical and cultural heritage [1].

Ethnotourism is one of the directions of cultural and educational tourism and is a world practice that this type of tourism can satisfy a number of spiritual needs of a person proved. Ethnotourism has recently been researched by leading local and foreign scientists is becoming more and more popular. The development of this tourism industry is great requires investment (investment). Keeping it traditional economy and it can be seen as one of the strategic directions that can be developed.

The development of ethnotourism contributes to the preservation of cultural heritage and the regions are stable should be an important factor of development. According to UNESCO, ethnotourism is the most effective way to create peace and harmony between the people of different countries [2].

There are different views on the relationship between ethnic and ethnographic tourism. For example, A.I. Shchukin states in his research work that ethnographic trips are the main participants are people professionally engaged in ethnography. On the other hand,

participants of ethnic tourism are a wide audience of tourists whose purpose is to satisfy spiritual needs [3].

In foreign literature, V. Smith distinguishes ethnic tourism from cultural and historical tourism [4]. Recently, concepts of ethno-cultural, hunting and anthropological (aboriginal) tourism appeared. As a concept close to ethnotourism in Russian and foreign scientific literature "cultural heritage tourism", "heritage tourism" or term is used. Preservation of National Historic Landmarks in the United States of America Foundation defines cultural tourism as "visiting historical places and reflecting the history of mankind "Getting to know the places of interest" [5]. Monuments and attractions The International Council for the Conservation of Places (ICOMOS) defines cultural tourism as a special type of tourism type", its purpose (among many other purposes) to discover monuments [6]. In our opinion, the closest concept to ethnotourism is ethnocultural can be considered tourism (ethnocultural tourism). A.G. Butuzov ethnographically, included anthropological, ethnic, nostalgia tourism [7]. Ethnotourism can be external and internal. First, the people of other countries if it is to study customs, traditions, rituals, language, lifestyle, etc., the second applies only to a specific country. The main of ethnotourism the source is the cultural-historical heritage of peoples. Its main forms consists of: open-air ethnographic and local history museums, ethnographic museum-reserves, archaeological and ethnographic complexes, ethnographic villages, ethnic based on theatrical holidays and ceremonies, historical and folk monuments trips. So, to the factors that encourage the development of ethnotourism in the region the following can be included: traditional, which is the main source of ethnotourism high level of cultural preservation; presence of historical monuments; local residents from different cities and countries due to exhibitions and educational programs having experience of receiving guests [8]. In the field of tourism, the concept of "ethnovillage" is often associated with rural or ecological tourism interpreted as a complex specially equipped for the development of joint educational tourism will be done. According to some authors, "ethno-village" means ethnic and local traditional village with all its components reflecting identity "picture view" of the landscape is understood [9]. It is intended to create ethno-villages purposes - the main economic, trade and household of the reconstructed settlement showing the characteristics, showing ethnic traditions and basic economic characteristics, preservation of valuable, unique architectural structures that are traditional for the region, familiarization with local culture and traditions, traditional folk dances and concerts consists of transfer.

Ethnoparks are open-air complexes, different countries for everyone allows you to get acquainted with the original houses, lifestyle, traditions and culture of their people gives Ethnoalleys are museum expositions of historical, cultural and natural objects and solving the problems of turning cultural and educational tourism objects into recreational ones to unite with the goals, as well as the visitors with the folk culture public aimed at introducing, restoring folk ways and craft traditions is trying to use the opportunity to create favorable conditions for events [10].

Ethnotourism also includes familiarization with folk life (ethnographic) museums. Examples of traditional architecture, household items and national holidays Open-air ethnographic museums hosting are of particular interest to tourists wakes up. The first such open-air museum was established in Sweden in 1891 done It was named Skansen [11]. In it, all traditional in Sweden buildings were assembled, festivals and national dances were performed.

Ethnographic and local history museums, ethnocultural tourism centers and are the most important and promising objects of ethnotourism. Ethnographic and Museums of local history perform important social functions: cultural of peoples respect for diversity and tolerant attitude towards representatives of different ethnic groups development; restoration

of traditional crafts, traditional household storage and production of goods; careful attitude to nature, historically valuable preservation of cultural landscapes; restoration of local communities and ethnic populations save points [12].

Ethnographic tourism is carried out for educational and entertainment purposes. A certain one people's culture and lifestyle, clothes, language, folklore, traditions, introduces the traditions and is intended for a wide range of tourists. Tourism this type is traditional in its planning and architectural appearance, land use species, preserving the elements of folk culture in people's everyday life and creativity includes visiting the rest of the historic rural settlements [13]. Aboriginal tourism, which is one of the directions of ethnotourism, is the representatives of the local population ethnic tourism with participation. Such tourism is the environment of the local population of the tourist adaptation means direct acquaintance with the local national culture [14]. Anthropological tourism has disappeared as one of the directions of ethnographic tourism in order to study the culture of ethnic communities, to get acquainted with modern culture includes visiting their former country of residence; also to compact habitats of endangered peoples and ethnic minorities means to visit [15].

Nostalgic tourism, genealogy tourism, ancestral tourism including visiting the places of their birth or the places where their ancestors lived takes In 1999, the UK Tourism Authority (VTA) Migrants and Deportation to return the descendants of convicted prisoners to their homeland and their descendants his call to study became an impetus for the development of this field of tourism [16]. Valey tourism in Kyrgyzstan in the late 1990s, a local tour operator to tourists The term appeared at the time when he proposed to live in houses like a mountain shepherd was tourists from Switzerland, Germany, Great Britain and Russia they were the first to try grazing tourism. So far, Kyrgyzstan's game tourism is the leader in the country [17].

In our opinion, the nostalgia mentioned above is (genealogical), ethnographic, anthropological (aboriginal) and grazing tourism is part of ethnotourism, but it is included in the listed types separation is mandatory. Sometimes the same direction to several types of ethnotourism can be entered. It should be noted that tourism is generally recognized as part of the economy. It is a profitable network and a source of employment for the local population. Ethnotourism to give the population a better understanding of their own culture and the culture of other nations enables and strengthens relations of tolerance [18].

The importance of developing this type of tourism is ethnotourism to meet spiritual and cognitive needs and interethnic cultural interaction will help. Higher education institutions for the organization and development of ethnotourism providing great assistance in the training of specialists in the field of tourism and service possible In addition, ethnotourism has many settlements, traditional economy and to influence the economy of the region, which will contribute to the recovery of the way of life it is important that it is an effective opportunity.

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