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ETHNO AS AN ESSENTIAL COMPONENT OF EXISTING TYPES OF TOURISM

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Abstract

Starting with the general consideration of tourism as an active industry in the world market today, the authors of the article turn to its classification. The small popularity of some types of tourism in the world market is argued here and an attempt is made to support it. Tourism a priori is able to affect and influence the interaction of the individual with the surrounding natural and cultural atmosphere. Citing the typical variants available in science today, the authors support and offer their version of the systematization of tourism without distinguishing the ethnic type, due to its presence in each of the standard types. Also, the article presents a unified system of factors that should be borne in mind when determining the subject and material, since they are to some extent predetermined by the ethnic element. Further, the article discusses the possibilities of developing excursions taking into account the ethnic component and provides examples of excursion applications based on ethnic materials in relation to the Caucasus.

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1. Introduction

Tourism is currently one of the most active and promising opportunities for economic growth in the world. In some today's world systems, tourism can bear the functional role of a kind of fuel for both the economic and social and political spheres, it is able to determine the coming investment and, thus, significantly contribute to the strengthening of other industries. However, there is (in geographically vast countries in particular) a narrower regional aspect. Moreover, it is regionalism that begins to work as a determining criterion in the field of the tourism economy: "The objectives of this regionalization are primarily: to improve and harmonize of the economy, increase the attractiveness of the region for investors, promote cultural, educational, scientific and tourist links, and joint environmental programs" (Milenkovic, 2012, p. 236).

In the more specific case regional (for example, Caucasian) tourism is even more actively able to act not only as a serious, potentially profitable economic investment but also as an essential component of the social and cultural plan. Focused on himself, but much more responsible to his compatriots, a resident will often think, looking into the eyes of a neighbor in the country, than think about his debt to a little-known investor living at the other pole. Such transparency and determination of both the social and mental level in the region (and even more so – in the Caucasus), is a kind of guarantee for any undertaking, because, as we know, it is better "in sight, under the watchful eye of their own" than "somewhere out there, in the distance." According to Russian experts today, "Tourism is one of the main sectors of profitability and employment in the North Caucasus. Currently, this industry is considered as a priority, which is reflected in the long-term development programs of the region" (Aslanov et al., 2007, p. 95). We do not detract from the importance of the prospects, but we dare to object a little to such categoricalness: is it already "one of the main industries of profitability and employment"?

2. Problem Statement

Regarding the classification of types of tourism today there is often mentioned gradation: (1) adventure tourism, (2) ecotourism, (3) ethnic tourism, (4) cultural tourism, (5) religious tourism. For example, religious tourism is now recognized as one of the most conducive to the establishment of inter-ethnic and intercultural relations. Foreign researchers are similarly confident: "Thus, religious tourism is designed to promote the process of uniting the interests of religious organizations and the state to reduce social tension in the country, when spiritual and social factors of the civil health of the nation become a priority" (Kurmanalieva et al., 2014, p. 960).

3. Research Questions

Aslanov et al. (2007), who occasionally mention other types of tourism (rural, beach, active, health-improving, cultural, educational, etc.) today, periodically list such a long series of such (rather freely indicated) types. To some extent, it sometimes echoes the works of foreign scientists. For example, rural tourism today is quite a recognized type, actively discussed and studied: "Rural tourism is a sphere of dual interests: we mean the indigenous population (hosts) on the one hand and tourists (guests) on the other" (Paresishvili et al., 2017, p. 344). However, in the works of Aslanov et al. (2007), it is difficult to

find a single classification system of types of tourism. Therefore, the continuation of research work to clarify the range of existing classifications, as well as the possible nomination of its version has a tangible potential for the future.

4. Purpose of the Study

The first of these gradations is preferred by Georgian scientists, who give its confirmation by experimental data. Thus, Paresashvili's (2014) article provides data on such work. The series of interviews conducted in Georgia showed the following results: (1) – 28 %, (4) и (5) – 22 %, (2) – 14%, (3) – 6 %. Moreover, according to the same study, more than 42 % of respondents have a bad idea what "ecotourism" is, and 16 % have never heard of it. "A lack of consumers awareness about ecotourism can be considered as one of the biggest drawbacks in the tourism sector, significantly reducing the level of consumption of ecotourism and contributing to the development of other spheres of tourism, such as cultural tourism, adventure tourism, ethnic tourism, etc." (Paresashvili, 2014, p. 156). The low popularity of the ecotourism industry in the post-Soviet area is quite understandable: for the time being, there is no active demand for it and returns.

And as for ethnic tourism, this kind of situation can be partially explained by the above classification that causes us doubt. In our opinion, there is no need to distinguish ethnic tourism as a separate group, since the ethnic component is a mandatory and constantly present structural element in all three groups. There is no culture, religion, nature in the region in isolation from its ethnic composition, and therefore we consider this category as general to the entire tourist classification.

Concerning a particular excursion, the significance of this ethnic component that we are studying is no less obvious. Any excursion arrangement must have a certain theme. Thematic orientation, in this case, is determined by the possibility of potential customer demand, the demand for a particular order or step-by-step target formation of the excursion topic. At the same time, there is a negative thematic selection in Russia, which researchers call "selective propaganda", that is, partial and filtered presentation of information to potential customers on certain and narrowly selected objects. Besides, a "resilient" language problem is always urgent in world practice, it often arises in the tourism industry, as foreign authors state: "The problem of the language barrier is also serious. Poor command of foreign languages in agencies serving foreign tourists makes it difficult to communicate with foreign tourists" (Paresashvili, 2014, p. 170).

5. Research Methods

In the case of similar difficulties, there are opportunities to resolve the above-mentioned advertising defects, such as: "it is necessary to be engaged in correct propaganda, for example, to make convenient Internet sites and guidebooks about less popular tourist destinations" (Aslanov et al., 2007, p. 97). When developing the excursion material, it is necessary to take into account a number of points, which are somehow due to the ethnic element (especially such a statement applies to the PP. 1–2 of this series): 1) the originality of the described (i.e., the specificity, the uniqueness of the object, its possible uncertainty for the tourist and the desired originality); 2) external (but also internal, and semantic)

brightness and memorability of the described, the ability to harmonize with the specific atmosphere conditions or with the entire environment as a whole; 3) integrity and quality, the actual preservation of the described; 4) the location of the described on a certain land or a spatial site or areas.

Moreover, concerning the Caucasus, there are also geographical and climatic implications that have certain meanings in design developments. Thus, according to Georgian researchers, "the Region is characterized by severe natural conditions due to high altitude, uneven terrain and long winters with the data presented here based on socio-scientific research", as well as due to the main snow cover, "multifaceted objects of industry and social infrastructure" are difficult and poorly developed here (Heiny et al., 2017), and accordingly, ecological processes for agriculture are few.

6. Findings

In the process of possible consideration of the ethnic component in the preparation of the tour, it is necessary to keep in mind the following. One of the functional goals of attracting the attention of tourists can also be the filling of their existing gaps in knowledge on the excursion topic. Accordingly, during the preparation and when carrying out the project, the developer must take into account the need to reproduce the missing parts and components. In the process of following the route, as the meeting with the object sometimes situational defect occurs because some of the required support and demonstration links are poorly preserved or absent. In particular, the interested client will not always be demonstrated the highlanders' houses and household items lived here for centuries before, but more often they can be shown the site of such a residence or given the opportunity to stand in the shade of trees, that covered a resident many years ago. Such a situational option can also contribute to the creation of a favorable image of the nation and the approaching of the figurative ethnic representative to the attention of the interested tourist.

And directly in the course of excursions there is often a need to show portraits, photos or other any images of persons and events, one way or another related to the described object. A tour will be a little more expressive and demonstration when using high-quality manuscripts, originals or copies, as well as journalistic or artistic works (the most accessible in the preparation). And in the case of taking into account the ethnic component in preparing excursions in the Caucasus, you can offer this option. This is the use of the rich source material available in the book written by the French writer Alexandre Dumas (senior) when traveling through the Caucasus in the XIX century. By the time he arrived in the country, the novelist had already established himself as a world-class writer, who often gave travel descriptions. And in the domestic all-Russian intelligentsia, he has already managed to earn fame, as noted by Buyanov (1999), the author of the Preface to one of the editions of this book. The publication by his authorship is impressive and rich in both ethnographic and descriptive details of the Caucasus. It was able to give some idea of a number of "new issues, such as the perception of the Caucasus by a European traveler in the context of the general trend of a certain romantic perception of the Caucasus in Russian and European literature" (Shikhaliev, 2011, para. 3), – as the head of the Oriental Manuscript Fund of the Institute of History, Archeology, and Ethnography of the Dagestan Scientific Center of the Russian Academy of Sciences, Shikhaliev (2011) noted. Descriptions of the ethnographic sites and monuments encountered on the way of the traveler say that having gone through lots of sources in the search of literature about the

region the writer was both morally and informative prepared to meet his landscapes, to the peoples who impressed him, to the emotions that gripped him.

And all such descriptions can be successfully used in the development of excursions to specific and specific places of stay of A. Dumas in the Caucasus, in the course of his route and presenting it to the tourist today. Or records of the artist Moynet, accompanying A. Dumas at the same time, which contain a lot of useful tour – potential information of this kind and can be also used. Moreover, from the perspective of our ethnic themes, "he describes ethnographic work "Notes of Moynet" as a traveler, ethnographer" (Shikhaliev, 2011, para. 9), – says ethnographer specialist in Caucasian studies Z. Makhmudova, who prepared this work for publication in 2016 (which, unfortunately, due to the small circulation continues to be little in demand).

As documentary evidence for illustrations in the Caucasus, you can use such a publication of Kazikumukhsky and Bobrovnikov (2002), as "Notes under the title" summary of a detailed description of the Affairs of Imam Shamil", which were originally published in Arabic, by 2002 the book was translated by N. Tagirova and published it with comments and pointers. The actual material of this work were oral memoirs of Shamil and personal records of Kazikumukhsky and Bobrovnikov (2002), based on their diaries and memoirs. There is a conditional "revenge" of the Caucasian mountaineer to the rest (not European, but Russian) world: this is a narrative about the period of Imam Shamil's stay in the 60s. XIX century in Russia with the presentation of his impressions in part and in verse form. According to Kazikumukhsky and Bobrovnikov (2002), this practically "the first description of North-Western Dagestan" (Petersburg as a curiosity-notes ...) is a memoir. Notes written one or two years after the incident, along with the political facts of the life of the Imam (surrender on Gunib, a meeting with the Governor of the Caucasus (Prince Baryatinsky), Shamil's audience with Alexander II, etc.) contain descriptions of impressive mountaineer travel. In more detail – this is St. Petersburg in 1860. The author also gives the descriptions of the Russian circus, the famous fountains, the public library, etc. in his memoirs. In our opinion, such historical facts and descriptions can be successfully and very productively used when introducing a tourist to both the Caucasus and St. Petersburg territory. In the Caucasus, this can be done by describing the way of thinking of the local leader and thus creating an idea of the local mentality. And in the Northern capital, such facts, bearing the impression of an enthusiastic highlander, are very entertaining in the stories of the guide about the existing and existed centers of cultural and industrial activity, ports and communication routes.

7. Conclusion

Tourism a priori is able to affect and influence the interaction of the individual with the surrounding external (both natural and cultural) atmosphere. Moreover, foreign colleagues confidently recognize some of the types of tourism we are considering (in particular, regional) as indicators of interethnic cooperation at the European level. As stated today, "This form of cooperation is strongly supported by the European Union that provides significant financial support for the promotion of cross-border cooperation" (Heiny et al., 2017, p. 15). However common traditions and mental features of the Caucasus are not always understood and adequately perceived by foreign visitors. So, for example, very obligatory and categorical here family and friendly brotherhood assumes indispensable periodic

endowment of friends and relatives with the products and treats. As a foreign scientist puts it (somewhat sternly and with some misunderstanding), "the fact that most household products are distributed to family members and friends negatively affects professional packaging or labeling. For example, honey is usually put only in simple glass jars without any additional information" (Huller et al., 2017, p. 40). Let's leave the right to please a family or children of the neighbor for our countrymen; besides, the spoon of honey presented to the tourist on the way will hardly upset him with lack of packing. Rather, it will cheer up and correctly aim at the future path.

Let us try to clarify the possibilities of direct popularization of the types of tourism classified in the course of the study, taking into account their inherent ethnic component in the Caucasian territory. If we do not take into account the social and political and economic difficulties in the Caucasus, the vast spatial and natural, landscape level provides a promising opportunity. It can be all kinds of marketing projects in the tourism industry, preferably-regular and, sometimes aimed at strengthening the information reserve of the tourist about the object of interest. In particular, this can be facilitated by various presentation events, tours (both info and press), organized festivals and published news, brochures on historical, cultural and ethnographic features and qualities, such as traditions, crafts, national cuisine, folklore, etc. And another remark: adding to the item "folklore" of a living and ever-living legend with some, perhaps joking, but persistent suggestions to the tourist to visit the role of one of the heroes or to make a speech (even in the local language). Such elements will entertain and greatly please the guest. Thus, there is quite a considerable and active list of opportunities for approaching most of the types of tourism that have an ethnic component to the population.

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