

Ethnotourism Development Prospects in the Republic of Dagestan

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Abstract: The research is dedicated to analysis of ethnic tourism, search and development of new approaches to attracting of foreign tourists. For this research the author used methods of systematic, comparative analysis of scientific literature on study of ethnotourism in Russia and abroad.

Key words: Ethnotourism • Traditions • Customs • Ethnos • National culture • National costume • National cuisine.

INTRODUCTION

In many countries of the world tourists give increasing attention to history, culture, traditions, spiritual and religious values of a country and its people. “In this day and age it becomes evident that people recognize the aim of the creation of the country’s modern high efficiency and commercially viable tourist complex providing ample opportunities for satisfying citizens’ needs for various tourist services” [3.P.105]. Tourism brings revenue to states’ budget and enhance prestige and significance of a country in the eyes of the society. According to Dickinson J.E. and Peeters P. “Tourism is an example of consumptive orientated leisure where demand, provision, improved technology and infra-structure is driving tourists further away, faster, more often, for fewer days per trip” [2. P.11]. Tourists want to travel to North Caucasus regions, but they are stopped by the weak material and technical foundation, first of all, by absence of sufficient accommodation means, transport. One more factor hampering development of ethnotourism in North Caucasus republic, in particular Dagestan, is absence of promotional souvenir items. Many villages gradually turn into ghost villages because of urbanization. In this regard it necessary to perform works on tourism material-technical foundation modernization, to launch an extensive advertising campaign for tourist product promotion at the world market.

MATERIALS AND METHODS

For the work the author used methods of systematic and comparative analysis of ethnotourism development in Russian regions and European countries. The lack of sufficiently developed material and technical foundation can be compensated by ethnotourism development.

Many researchers note that the problem of ethnotourism development in North Caucasian regions can be solved by activization of national, local brands, not by copying someone else's. One of such steps can be involving of tourists into native population’s environment, direct introduction to national culture and customs. Such type of tourism will undoubtedly join tourists to business via service, production and sale of souvenirs, while locals will not be rent from household and cultural traditions and simultaneously obtain additional income.

“Any type of tradition is experience gathered in the stereotypes system and expressed, implemented in the following forms: customs, sacramentals, rituals, ceremonies, performances and celebrations... their point is not only in entertainment and recreation, but also in satisfying people’s needs for realization of collective memory, for participation in co-creation - a dialogue between the past and the future” [4. P. 54]. Wedding customs of Dagestania people are illustratory in this context and every nation has its own customs.

Differences are connected with world perception, geographic location. It is well-known that location influences peoples' world perception. For example, locals living in lowland, the Kumyks, are distinct in their culture. Let us illustrate - their music is more melodious, smooth dancing reminds of a swan gliding over the water etc. High-mountain regions inhabitants play rhythmical music, dances are active, with waving of arms and legs, which reminds of mountain goats jumping from one brow to another.

We believe that the most promising direction is visiting of ethnic centres aimed at their involvement into souvenirs production, introduction to the national culture: clothes, cuisine, customs. European countries have enough experience in development of tour itineraries of that kind.

Thanks to ethnotourism a tourist gets an opportunity to see with own eyes, for example, production of ceramic ware, taste exquisite national cuisine, see national costumes of the locals, get to know their customs.

RESULTS

Ethnotourism is a tourism which allows to get to know the life of some nation. A distinct feature of this type of tourism is that it is interesting to any tourists category: young and old, Russian and foreign. Dagestan is a republic which has not only distinctive culture, but also cultural historic, natural objects.

A growing interest in ethnocultural objects will allow to "discover" sacramentals which are already forgotten, to feel the spirit of the past, making them accessible for tourists. For example, wedding customs which are step by step passing. In hamel Megva people strewed on a bride's head, when she was brought to a fiance's house, flour and cinders, because they believed that newlyweds would not know poverty thanks to that. And in hamel Gapshima on the third day after wedding a bride's dance was performed, after which eleven women and eleven men danced around a circle drawn by an old woman and an old man. In Avar villages a fiance greeted a bride by a kick in derriere in their room, in such a way he showed his power over her.

The experience of tourism development in Azerbaijan is interesting; there amount of tourists visiting increases with every year, while that republic does not differ from Dagestan geographically and has almost similar culture. As expert B. Bairamov believes, in 2014 Azerbaijan will be visited by 7% more foreign tourists in comparison with previous years. According to his words, which are cited by the portal Trend, "in future the volume of incoming

tourist flow will be just increasing. Regarding the results of 2011, Azerbaijan welcomed the amount of foreign guests which was by 14% more than a year before, more than 2.2 million people". It is estimated that tourists flow growth will increase by 70-80% due to introduction of electronic visa. Not only that, but also, according to Berg I. and Edelheim J [1], low prices for tourist trip tickets will promote growth of tourist flow to the region.

CONCLUSION

No doubt, nowadays tourism sphere has many problems requiring state regulation of tourist business, consolidation of legislative legal base, interactions between state administration bodies and tourist services providers via involvement of tourist associations and educational institutions in problems of tourism development.

Ethnotourism allows tourists to get to know unique culture, customs, national cuisine of the locals, decorative and applied arts. For these purposes it is necessary to pay enough attention to promotion of brand ethnic centres: Kubachi, Balkhar, Uncukul. "Caucasus has its own interesting architecture (towers), tasty food - this is what will attract not only tourists from Russia but also from other countries of the world. We should strive for our own unique ethnotourism..." [5].

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