

Artículo de investigación

Functional typological structure of ethnic and cultural tourism in the Republic of Sakha (Yakutia)

Функционально-типологическая структура этнокультурного туризма в Республике Саха (Якутия)

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Abstract

This article discusses the functions and resources of the natural and cultural heritage of Yakutia. This typology is represented by natural tourist attractions, Items and Places of Cultural Importance, Items and Places of Spiritual Importance, Spiritual Values. The theoretical aspect and practical provisions that reveal the specifics of ethno-cultural regional tourism are analyzed. Based on this analysis, a model of ethnocultural tourism has been developed, which actualizes attention to the peculiarities of national culture and nature both among residents of the region and its guests. The task of developing this model is to help develop and introduce new tourist routes, create new jobs for the population, increase sales of tourism products and, of course, improve the tourism infrastructure in the region.

Key words: Ethno-cultural tourism, natural and cultural heritage, model of ethno-cultural tourism

Аннотация

В данной статье рассмотрены функции и ресурсы природно-культурного наследия Якутии. Данная типология представлена природными туристическими достопримечательностями, материальными артефактами культуры, духовными объектами и элементами культуры. Анализируются теоретический аспект и практические положения, раскрывающие специфику этнокультурного регионального туризма. На основе данного анализа разработана модель этнокультурного туризма, который актуализирует внимание к особенностям национальной культуры и природы как у жителей региона, так и у его гостей. Задача разработки данной модели заключается как помощь в разработке и внедрении новых туристических маршрутов, в создании новых рабочих мест для населения, увеличение объема продаж туристских продуктов и конечно улучшение туристической инфраструктуры в данном регионе.

Ключевые слова: этнокультурный туризм, природное и культурное наследие, модель этнокультурного туризма

Introduction

In the XXI century, tourism, having the ability to modernize the old and generate new forms of organization of tourist leisure, appeared as a specific phenomenon of the heritage development in the world social and cultural space, as a mass type of travel, lifestyle, dynamic

area of the economy, social practice. As a complex multilevel phenomenon, tourism has been studied in various aspects and relations of social practice, considered as a sphere of leisure, a form of consumption, an area of economy, a social and cultural phenomenon, but has not been

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studied in the context of preserving the natural and cultural heritage of individual regions and ethnic groups.

The vast territory of the Republic of Sakha (Yakutia) contains various ethnic groups that interact with each other. The identity of the Yakut people is reflected in the heroic epic *Olonkho*, folklore and myths. The traditional worldview of the northerners is the unity of man and nature. This contributes to the sustainable development of ecosystems, nature conservation, preservation of original cultures and further expansion of ethnic and cultural tourism.

Ethno-cultural tourism as a phenomenon of modern culture requires scientific understanding, analysis of its cultural essence, functional characteristics and typological features. The role and importance of ethno-cultural tourism in the world is constantly growing, and the intensity of its development is largely determined by the recognition of the value of the cultural and natural potential of countries, regions and their peoples, which becomes attractive not only from a cultural point of view, but also from the social and economical development and entrepreneurship point of view. This study determines, on the one hand, the growing importance of ethno-cultural tourism, its importance and role as a resource in the development of the economy and culture of the region and the country as a whole.

Because of this, the object of the study is ethno-cultural tourism in the Republic of Sakha (Yakutia).

The subject of the study is the functional and typological structure of ethnic and cultural tourism of Yakutia and its features.

A variety of literature about tourism has been studied to explore this topic. Theoretical definitions for the development of the main categories "cultural heritage" and "natural heritage" were studied in the studies of A. Y. Flyer. Problems of preservation of natural and cultural heritage are considered in the works of foreign researchers Hilary Du CROs, Bob McKercher (2014).

Comprehension of problems of history and development of culture of the Sakha people is investigated and analyzed in the works of E. N. Romanova.

Methodologically significant is the work of Russian researcher I. V. Zorin about various types of tourism.

The conceptual framework of tourism, theory and methodology of its development are fully represented in the works of M. B. Birjukovoj. Types of ethno-cultural tourism are studied in the monograph of the author Fedorova S. N. (2016).

Methods

Accounting the multidisciplinary nature of the problem that is researched in the article, we used comprehensive source materials, cultural approach to integrative research, methods from Humanitarian sciences: historical that allowed to understand how the regions were formed cultural and natural values of the peoples and the peculiarities of their development to consider the development of tourism from ancient times to the present. The comparative-historical method of analysis was used to establish differences in the development of international, Russian and regional ethno-cultural tourism. The axiological method of research provided identification of social and valuable installations and reference points in consciousness of carriers of culture of the people of Yakutia. The method of scientific classification is used to consider subspecies of ethno-cultural tourism and to include in the classification of new types of ethno-cultural tourism in the region.

Results and Discussion

Resources of ethno-cultural tourism are all objects and phenomena of nature, and artifacts of culture. These resources, tangible or intangible, make up heritage as a whole. Based on the classifications of A. Flier (2009), V. Kvartalny (Zorin, Kaverina and Kvartalnov, 2005) and the UNESCO Convention (Convention for the protection of the world cultural and natural heritage, 1972) of the natural and cultural heritages, natural and cultural heritage of the Republic of Sakha (Yakutia) can be divided into the following types, represented in our developed scheme.

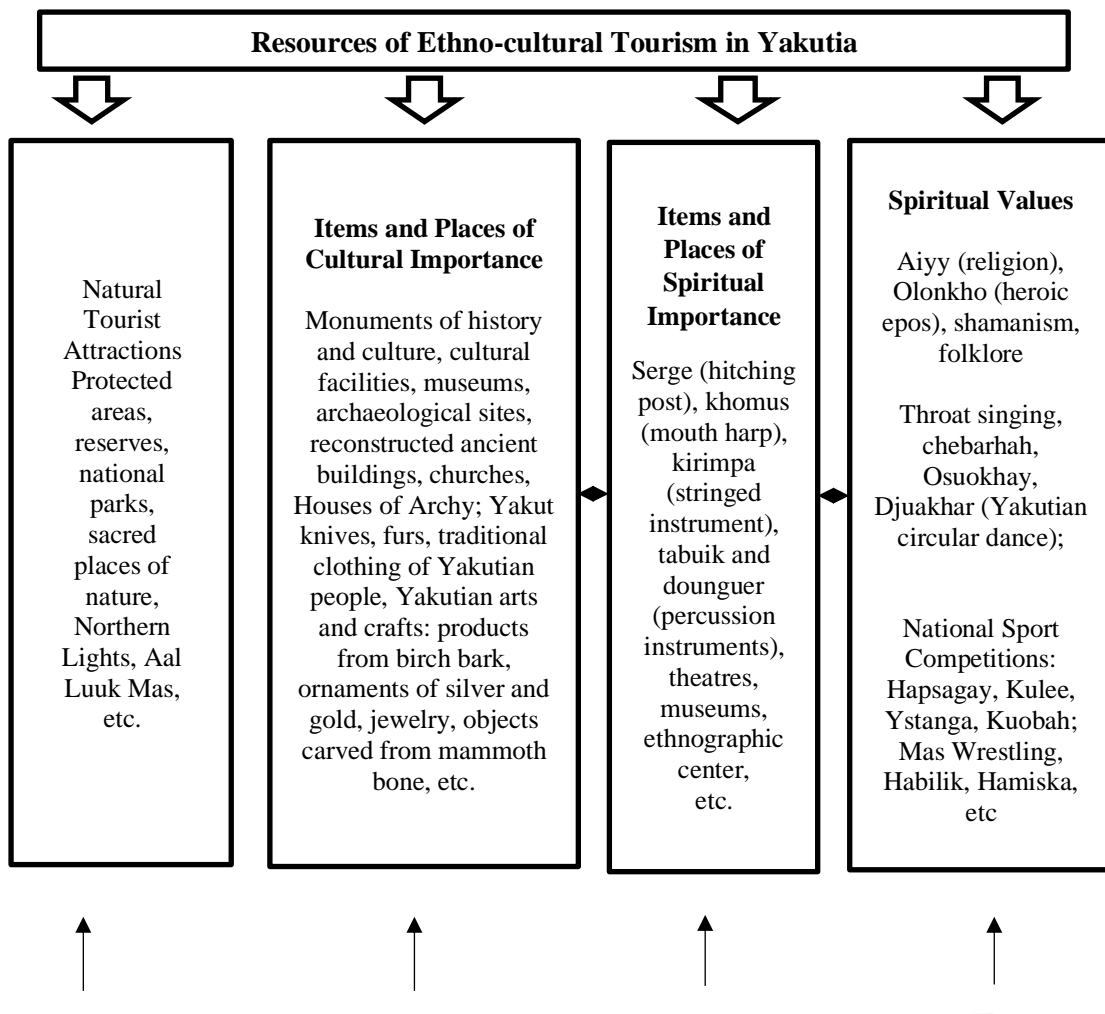


Figure 1. Resources of ethno-cultural tourism of the Sakha Republic (Yakutia)

Thus, the scheme (Figure 1) of resources of ethno-cultural tourism promotes structuring of its elements and forms, understanding of their role in types of ethno-cultural tourism.

On the basis of this scheme, we have developed a model of organization of ethno-cultural tourism in the region, which is presented in Figure 2.

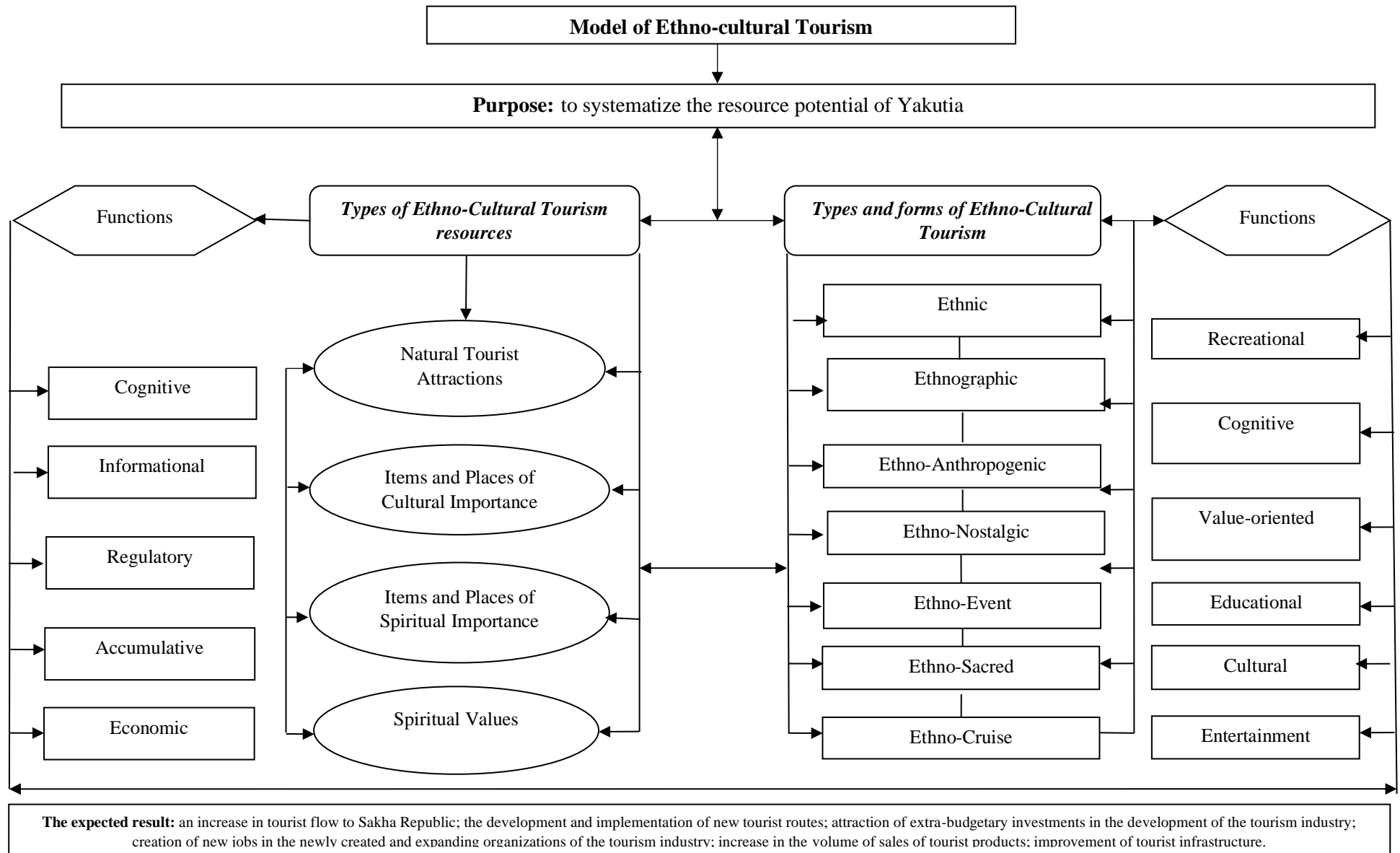


FIGURE 2. MODEL OF ETHNO-CULTURAL TOURISM IN SAKHA REPUBLIC (YAKUTIA)

The model reveals the functions, types and content of ethno-cultural tourism. It also describes the ethno-cultural potential of the Sakha Republic, from which tourist routes can be developed. In the context of globalization, ethno-cultural tourism gains new functions. It is considered not only as a kind of tourism activity, but also as an important mechanism for managing the intercultural dialogue of peoples in an integrated world. It is also an effective way to implement the principles of social partnership between various social groups at various levels.

Ethno-cultural tourism is objectively based on the preservation and use of natural heritage, cultural heritage and traditions of the region. Because of this, ethno-cultural tourism is based on the unique cultural resources of the area. Ethno-cultural tourism actively contributes to preservation of heritage and the rational use of culture and nature. Each region has a unique cultural and natural heritage. Ethnic and cultural tourism aims to use this vast cultural wealth for mutual benefit of locals and tourists. Ethno-cultural tourism reveals the uniqueness of the region and creates a system of rational attitudes to the natural and cultural heritage of the region. It also helps to comprehend the deep meaning and content of the culture of an individual nation of people.

An important role in understanding the nature and essence of ethno-cultural tourism is the definition of its main functions. Classification of functions and types of tourism serves as a basis for the development of targeted regional programs using elements of national culture. They also serve as a basis for sectoral economic standards differentiated for different regions of the country, for the diverse development of territories, for the protection of ecosystems, for encouragement of traditional activities (such as hunting, fishing, and crafts) and for solving problems surrounding the improvement of local living standards.

The functions of ethno-cultural tourism are a manifestation of the essential properties of recreational, cultural and educational work on the basis of content and purpose. These functions can be divided into groups such as: recreational, cognitive, educational, value-oriented, cultural, entertainment.

The recreational function helps to restore lost strength, human health, achieve psychological balance.

The cognitive function promotes the assimilation of information, obtaining new knowledge about the forms of natural and cultural heritage.

The value-oriented function guides you in creating your own values, based on the attitudes, traditions, customs prevailing in the culture of the ethnic group.

The educational function promotes socialization and adaptation of the younger generation in the context of the perception of values, traditions and customs of the ethnic culture.

The cultural function determines the formation of spiritual and moral characteristics and creative abilities of individuals of ethnic groups through the use of historical cultural achievements of the people.

The entertainment function is aimed at involving tourists in many events organized in round-complexes and museums. It is important to meet the relevant needs of tourists and incorporate new technologies in games and activities.

Birzhakov M. B. examines and identifies the following subspecies of cultural tourism: cultural-historical, cultural, event, cultural-religious, cultural, archaeological, cultural, ethnographic, ethno-cultural, cultural-anthropological, cultural and environmental (Birzhakov, 2004).

In his book, *Ethno-Cultural Tourism*, A. G. Butuzov distinguishes the following subtypes of ethno-cultural tourism: ethnic, ethnographic, nostalgic (missing your ancestral homeland), ecological and ethno-geographical, ethno-cognitive, anthropological (Butuzov, 2013).

Combining the subtypes of cultural tourism in the classification from M. B. Birzakov and subtypes of ethno-cultural tourism from A. G. Butuzova we can create new classifications. Such classifications as ethnic, ethno-nostalgic, environmental, ethnographic, anthropogenic, event, ethnography, sacred, and ethno-cruise exist in Sakha Republic. Furthermore, all attractions of natural and cultural heritage in the region can be used for ethno-cultural tourism.

Ethnic tourism is associated with an in-depth study of the basics of the traditional heritage and the way of life of the people in Sakha Republic. Since ancient times, in various parts of the North, cultures of fishermen and hunters developed. Traditions and customs of the Sakha dates back to ancient times. In the Sakha Republic, a significant portion of the various northern indigenous minorities were traditionally

dispersed over a large area. As a result, the Northern district is home to more than 26,000 people, including the Evens, Evenki, Dolgan and Yukagirs.

Ethno-nostalgic tourism is classified as the organization of trips motivated by a one's desire to learn, to become familiar with the culture of their own people or ancestors. It can be further classified as trips motivated by the desire to visit the places of one's former residence or home territory of one's ancestors, relatives or family members. The basis for the classification of ecological and ethnographic travel, as part of the category of ethno-cultural tourism, is the model of perception of ecological travel in the domestic tourism industry. This is a new direction for the work of specially protected natural areas in Sakha Republic and in Russia. This type of tourism refers to nature-oriented tourism that does minimal damage to the natural environment and human habitat. This type of tourism is aimed at environmental education and developing ecological awareness in tourists and younger generations. Furthermore, the creation of an equal natural resource extraction partnership between humans and nature is vital to this type of tourism.

Ecological and ethnographic tourism is defined by ecological trips to the traditional homeland of various ethnic groups (Butuzov, 2013). The basis for the classification of ecological and ethnographic travel in the category of ethno-cultural tourism is the model of perception of ecological travel established in the domestic tourism industry. This is a new direction in the work of specially protected natural areas in Sakha Republic and in Russia.

Resource of the sub-topics of ethnic and cultural tourism may be the monuments of traditional national architecture, places of worship, various graves (with unique headstones), settlements and traditional dwellings of the of the ethnic group, folk art, and traditional ethnographic museums and complexes.

Ethno-anthropogenic tourism means travel, due to a desire to join the way of life of particular a cultural group (Butuzov, 2013). The study of the culture of the peoples of Sakha Republic is possible in the reconstructed ethno-cultural and ethnographic complexes. Places such as the ancient encampment Deering-Yuriakh, Mammoth Museum, petroglyphs and rock engravings are evidence of ancient human settlements. These cultural sites, dating from 3

million years ago, give the opportunity to study prehistoric people of this ethnic group.

Event tourism involves travel, related to any events in culture, sports, science and business. Sakha Republic hosts many high level sporting competitions. For example, the Russian Championships of Free-Style Wrestling, Mas-Wrestling, Children of Asia international sports competition, international festivals in mouth harp music, circus performances and national holidays all take place in Sakha Republic. There are also a variety of forums and scientific seminars for the development of domestic tourism in the region. At the end of June, the national holiday Ysyakh is celebrated. Ysyakh is the meeting of sun, of summer, and the beginning of a new life cycle. In ancient times Ysyakh was also everyone's birthday as only those who survived the long, harsh winter could add another year to their age (Romanova, 1993).

Sacred tourism is tourism that involves familiarity with the unique spiritual, historical and cultural heritage of the Northern peoples and the natural monuments that have survived in their original form.

Northern peoples have natural objects, such as mountains, trees, fields, and lakes, that possess supernatural properties. These are considered sacred places. Some important examples include the mountain Kesyelah, Sata Haya (where shamanic initiations are conducted), Lake Labyntyk and the natural resource rich mountain Harama Hayata in Amga. Naturally forming picture of faces exist on this mountain, which are believed to be of the mountain spirits. The unique nature, culture, beliefs, traditions and customs of the peoples of Yakutia are a cultural resource of ethno-cultural tourism in Yakutia.

A separate type of ethno-cultural tourism is ethno-cruise tourism. The rivers of Yakutia are a unique and beautiful aspect of the natural heritage. This type of tourism is referred to as ethno-cultural tourism, as the cultural and recreational programs of river cruises show interesting corners of nature and historic places of Yakutia. This type of tourism has huge ethno-cultural potential. In summer, tourists are offered river cruises on comfortable cruise ships where they can partake in kayaking, fishing and diving. During cruises you can get acquainted with the lifestyles of northern peoples, learn about folk traditions, and partake in rituals and holidays. The rivers also contain unique landforms, such as the Lena Pillars, which are located in Lena Pillars National Park. This landscape was formed about

400 thousand years ago. During cruises, you can stay in encampments of reindeer herders. It is also possible to see rock paintings, petroglyphs, caves, grottoes and other natural pillars. Thus, river cruises provide an opportunity to learn a lot about the natural and cultural heritage of the region.

All of these cultural symbols of the peoples of Yakutia can serve as resources for the formation of the territorial image of the Sakha Republic. Due to increased competition in the tourism market in recent years, forming an exciting image of the Sakha Republic is of great importance for attracting Russian and foreign tourists

Conclusions

On the basis of this model it can be concluded that each proposed resource of ethno-cultural tourism: natural tourist attractions, items and places of cultural importance, items and places of spiritual importance, and spiritual values affect the formation of ethno-cultural tourism forms. These forms are ethnic, ethno-nostalgic, environmental, ethnographic, anthropogenic, event, sacred and ethno-cruise. The resources of ethno-cultural tourism depend on the interaction between the types of natural and cultural heritage and the types of tourism that contribute to the implementation of these functions (recreational, educational, value-oriented, cultural, creative and animation).

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