

## Prospects for development of ethnographic and rural tourism in Russia

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**Abstract:** The article investigates the prospects of the development of rural and ethnographic tourism in Russia. The author gives examples of areas in Russia, where the rural and ethnographic tourism is the most developed. The article explains the importance of this type of tourism for Russia.

**Keywords:** Ethnographic, rural, agrotourism, tourism, development

Ethnographic and rural tourism promises to be one of the most popular attractions in Russia in the nearest future. Indeed, different ethnic groups and nationalities live in the country, each with its unique way of farming, a set of crafts and cultural artefacts. Easy lifestyle, nature and fresh air – these are the intrinsic charms of agrotourism. Currently, it is difficult to name Russia a country where a rural recreation experiences high popularity.

Agrotourism in Russia has just begun to develop. Rural tourism or agrotourism is becoming more and more popular in Karelia, the Leningrad region, in villages on the shores of Lake Ladoga and Onega, Arkhangelsk region with Pomors fishing settlements on the White Sea, the Kuban, Volga, the Kaliningrad region, and some regions of Siberia, where Altai takes the first place [2].

The visitors are offered traditional Russian meals: honey, kvass, kasha (Russian porridge) and borsch made of organic food products. The tourists are happy to be engaged in farm activities ranging from picking berries and vegetables or feeding animals, getting acquainted with the traditions of a Russian village. During their vacation they are learning crafts and are engaged in lots of other farm activities: milking cows, weaving willow baskets, riding a horse or driving a field tractor.



Village

The city dwellers wishing to escape the hustle and bustle of urban life and longing for fresh air and rural quietness are happy to spend their vacation in rural farms. The farmers invite their guests to take part in fishing or hunting adventures.

The strategic goal of the development of rural tourism in Russia is the creation of a competitive national tourist product in the internal and world markets. It must be able to meet the needs of our fellow citizens as well as foreigners, to expand domestic tourism, to provide steady growth of volumes of inbound tourism, to provide complex development of the recreational areas and tourist centres, as well as save and resume the natural environment and historical and cultural

heritage and to supplement the state and local budgets [4].

The idea of rural tourism is that the villagers give for rent their premises, or «guest» houses to tourists systematically, producing the income. Rural tourism is associated with a visit to a rural area with cultural-informative purpose, acquaintance with the traditional folk life, but may also pursue other objectives: introduction to traditional trades and crafts, visits to religious sites and centers.

Ethnographic tourism in Russia is developed better. Ethnographic tourism is based on interest of tourists in original life of people, in acquaintance with national traditions, ceremonies, creativity and culture. Use of ethnographic objects in recreational activities as excursion is capable to make profit for any region. The culture is one of basic elements of tourist interest [5]. The places visited by tourists, promote their spiritual enrichment.

Farms near Moscow, the famous museum of wooden architecture – Kizhi in Karelia, numerous museums and parks of great Russian writers: Alexander Pushkin (Museum-Reserve near St.Petersburg),

Mikhail Lermontov (writers reserve in Pyatigorsk), Leo Tolstoy (Homestead Yasnay Polyana in the Tula region) accept tourists year-round.

As it is known, Russia is a multiethnic and multicultural country so the possibilities for the ethnical tourism in Russia are very wide. Features of culture of various regions make people spend their holiday on travel. The culture is one of basic elements of tourist interest. Cognitive tourism covers all aspects of travel by means of which the person learns about life, culture and customs of other people. Tourism, thus, serves as important means of cultural connections and the international cooperation [3].

Development of cultural factors inside regions is a means of expansion of resources for attraction of tourist streams. The region, wishing to become a popular tourist point of destination, should have unique cultural complexes and offer them on the tourist market. If the region is interested in attracting tourists, it should plan and develop special programs for increasing interest in its culture, distributing the information about its cultural potential.

The musical potential of region is one of the most attractive elements of culture. Music acts in some countries as a major factor of attraction of tourists. World-known musical festivals collect thousand participants annually. Ethnic dances - a characteristic element of any national culture. Practically each region has its national dance. Acquaintance of tourists to dances can occur on special shows, folklore evenings, during entertaining programs [5]. Besides this, the region accepting tourists should offer them a wide range of souvenirs made on a factory or in handicraft way by local masters and craftsmen.

Ethnographic tourism is becoming increasingly popular in the Arctic. The Yamalo-Nenets Autonomous Region has enormous resources for the development of ethnographic tourism. The communities of the Yamal and Ural districts have a positive experience of hosting tourists. An open-air museum has been



Peoples of the North

created in the Yamalo-Nenets Autonomous Region - the Yamal patrimony of Prince Tayshina, located 12 km from Salekhard in the village of Gornoknyazevsk. On this natural and ethnographic complex tourists can immerse themselves in the real life of nomadic people, stay in a chum, taste traditional food and, speaking directly with the northern people, find out more about their unique culture and ancient traditions. The main attraction of Salekhard and the hallmark of Yamal is the Shemanovsky Museum and Exhibition Complex. The fund of the Museum and Exhibition Complex includes more than 43,000 items of ethnographic, natural science and historical collections [1].

Ethnographic tourism is now also being actively developed in Chukotka, where you can also learn about the real life and traditions of the people of the North and experience life in a different cultural environment. In the Chukotka Autonomous Region there are hiking trails with dog and reindeer sledges, which are very popular with many tourists. Tourists can also spend a few days immersed in the everyday life of the Far North people, stay in a yurt, try real frozen steaks and ride on a dog harness in the Republic of Sakha (Yakutia). The region has adopted a program to create a special economic and tourist-recreational zone, in which all infrastructural facilities are united by a common theme - the culture of the northern peoples. A World Ethnographic Park of the North Peoples will be built in the area, which will represent the life, dwellings and customs of each ethnic group, so that tourists will be able to get a full picture of the life of the main northern ethnic groups.

According to expert estimates, the average number of tourist potential of Russia is 55,8 %. Such a high figure shows that more than half of the landscape-geographical and climatic resources of the country can be used for the development of various tourism destinations to meet the needs of tourists (for comparison, Turkey's tourism potential is of 38.4%, Greece - 35%, Italy - 49%, France, Spain and Germany, a few more than 50%). Thus, Russia is a very promising country for the complex development of rural and ethnographic tourism.

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