

PERSPECTIVES FOR THE DEVELOPMENT OF ETHNIC, EVENTUAL AND CULTURAL-COGNITIVE TOURISM IN THE REPUBLIC OF SAKHA (YAKUTIA)

Aitalina A. Borissova¹, Natalia A. Zaitseva², Elena V. Andreeva¹,
Anna A. Larionova³ and Albina N. Mayorova⁴

The importance and relevance of the scientific and methodological basis of the perspectives for the development of ethnic, eventual and cultural-cognitive tourism is determined by the importance of the development of domestic and inbound tourism in the Russian Federation in general, and in the Republic of Sakha (Yakutia) in particular. The purpose of this study was to identify the most important trends in the development of ethnic, eventual and cultural-cognitive tourism in the Republic of Sakha (Yakutia). The authors of the article used methods of bibliographic search, concretization, factorial and structural analysis, data systematization, content analysis, linguistic methods and other scientific approaches that allow to consider the problem under study in complex. As a result of the study, perspectives for the development of ethnic, eventual and cultural-cognitive tourism in the Republic of Sakha (Yakutia) are substantiated, taking into account both positive and negative trends that have developed in this segment of regional tourism. The materials of the article are of theoretical value for scientific research in the field of development of event and cultural-cognitive tourism. The article may be of interest to specialists of state and municipal tourism administrations, private investors in the sphere of tourism not only in the Republic of Sakha (Yakutia), but also in other regions.

Keywords: ethnic culture, cultural and cognitive tourism, event tourism, museums, tourist potential

INTRODUCTION

Considering the perspectives of the development of ethnic, eventual and cultural-cognitive tourism, first of all we should refer to the notion of ethnic culture. Modern science understands ethnic culture as a system of certain stereotypes, norms of behavior of members of a given ethnos. L.V. Anzhiganova (2011) defines the ethnic culture of the people as a certain integrity, allowing it to evolve in time and maintain its identity in space.

In accordance with the adaptive activity approach, culture is represented as a way of activity, a system of extrabiologically developed mechanisms, through which people's activity in society is stimulated, programmed and realized (Bromley & Markov, 1982). Ethnic culture includes original traditional forms of material

¹ Department of Tourism and Service, North-Eastern Federal University named after M.K. Ammosov (NEFU), Yakutsk, Russia.

² Academic Department of Hotel and Tourist Business, Plekhanov Russian University of Economics, Moscow, Russia. E-mail: zaitseva-itig@mail.ru

³ Department of Audit and Controlling, The Kosygin State University of Russia, Moscow, Russia.

⁴ Department of Economics and Finance law, Russian State Social University, Branch in Klin, Klin, Russia.

and spiritual culture: the architecture of the dwelling, interior decoration, costume, national food, rituals, customs, folk art and nationally specific forms of professional artistic culture (Ethnography of Siberia and the Far East). The level of cultural development can also be used to create a favorable image of a specific region in the tourist market (Olkhovaya *et al*, 2016). Elements and factors of culture can be channels for the distribution of information about tourist opportunities in the area. The success of tourism development depends not only on the material and technical base corresponding to generally accepted standards and requirements, but also on the uniqueness of the national cultural heritage. Objects of national cultural heritage should be presented intelligently and creatively (Losev, 1994).

Ethnic culture includes original traditional forms of material and spiritual culture. Assessment of cultural complexes for tourist purposes can be implemented by two main methods (Sirchenko, 2012):

- ranging of cultural complexes according to their place in the world and national culture;
- the necessary and sufficient time for sightseeing, which makes it possible to compare different territories on the prospects of historical and cultural potential for tourism.

These methods are largely subjective: cultural complexes, highly evaluated by specialists, do not always cause an adequate reaction among tourists. The necessary and sufficient time for inspection of objects is to some extent determined by their availability and the construction of sightseeing routes.

An important characteristic of the cultural complex is the stability of its correspondence with the value criteria formed by the population. This factor is related to the long-term interest of tourists to a particular natural or cultural object. One of the main tasks of the organizers of tourism is not only the creation of an eco-cultural complex for tourism, but also its preservation for a rather long historical period.

LITERATURE REVIEW

Here are the main definitions of ethno-cultural tourism (table 1).

TABLE 1: THE MAIN SCIENTIFIC AND THEORETICAL APPROACHES TO THE DEFINITION OF THE ESSENCE OF THE “ETHNOCULTURAL TOURISM” CONCEPT

<i>Definition</i>	<i>Source</i>
Ethnocultural tourism - trips organized in the places of residence of small peoples who do not have their national-state or national-administrative education in the country of residence. Ethnocultural tourism promotes closer ties, exchanges of representatives of these peoples, the inclusion of their culture in the world cultural heritage	I.V. Zorin, V.A. Kwartalnov (2001)

contd. table 1

<i>Definition</i>	<i>Source</i>
An important component of the development of ethno-cultural tourism is the cultural factor, which is expressed in the preservation and development of the traditional culture of ethnic groups, namely national crafts and handicrafts. The traditional culture of the people is closely connected with the natural conditions, the historical being of the people, the way of life, activity, character, psychology. It is expressed in various forms: material (buildings, tools of labor, crafts, clothing, food) and spiritual (customs, rituals, traditional knowledge, works of art)	I.A. Volkov (2009)
Ethnocultural tourism is one of the directions of cultural and educational tourism, which is currently the most attractive for many countries. World practice proves that this type of tourism can meet a number of needs related to cultural and spiritual enrichment of a person. The most important in the organization of ethno-cultural tourism is to familiarize the participants with the traditions and culture of various ethnic groups.	The concept of development of ethnocultural tourism in the Republic of Kalmykia for 2015 - 2018.

At the same time, acquaintance with the traditions and culture of any ethnos can be an integral part of the tours developed in the direction of “event tourism”, the main approaches to determining the essence of which are presented in table 2.

TABLE 2: THE MAIN SCIENTIFIC AND THEORETICAL APPROACHES TO THE DEFINITION OF THE ESSENCE OF THE “EVENT TOURISM” CONCEPT

<i>Definition</i>	<i>Source</i>
Event tourism is a type of tourism, oriented to visiting a certain area at a certain time, associated with an event. An event is usually understood as a set of phenomena that are distinguished by their ambiguity, significance for a given society or humanity as a whole, for small groups or individuals. Events are unique, one-time or periodic, for example, annual. Very often and actively events are used in the tourist business as a tool for attracting customers and as a resource. For the formation of tours of this kind, advance planning is necessary.	A.V. Babkin (2008)
The event tour is a bright, unique journey, the goal or one of the goals of which is to visit an interesting event - a concert, a football match, a carnival, a film festival, a fashion show, etc. Unique tours that combine traditional rest and participation in the most spectacular events of the planet. Traditional familiarity with history and sights, culture and features can now be combined with visiting remarkable events, which will later be pleasantly remembered. After all, the main feature of event tourism is a lot of bright and unique moments.	Ph. Kotler (1984)
Event tourism is a special event, not just a way to attract the attention of the consumer to your brand. Depending on the format and content of the event - this or that positioning of the mark takes place. Moreover, this is much simpler, more distinct and more memorable than with conventional means of advertising (ATL).	Getz D. (1984)

In general, according to Table 2, it can be concluded that “event tourism” is a kind of tourism, oriented to visiting a certain area at a certain time, associated with

an event. Types of events attractive to tourists can be very different: national festivals and celebrations, theatrical shows, film and theater festivals, gastronomic festivals, flower festivals and flower shows, fashion shows, auctions, music festivals and music competitions, sporting events (Alakhtaeva, 2012; Encyclopedia of Yakutia, 2000).

The study implemented by the authors of the article made it possible to identify several of the most important aspects of the creation of event tours in the Republic of Sakha (Yakutia), including objects of ethno-cultural and cultural-cognitive purpose (Information agency Sakha News).

RESULTS

Presence of ethnic traditions as a factor increasing the attractiveness of a regional tourist product

Scientific and technological progress has done its work: the output of one country is practically the same as that of another country. In culture, uniformity is unacceptable. The region wishing to become a popular tourist destination should have unique cultural complexes and offer them to the tourist market.

The idea of the value of cultural complexes depends on the level of education, the national characteristics of tourists. In most cases, interest in cultural objects is determined by fashion (Tonkoshkurov & Tonkoshkurova, 2010). An important characteristic of the cultural complex is the stability of its correspondence with the value criteria formed by the population. This factor is related to the long-term interest of tourists to a particular natural or cultural object. The stability of tourists' interest in such objects of the world cultural heritage as the Egyptian pyramids, ancient architecture, etc. is preserved (Larionova *et al.*, 2015).

The region interested in attracting tourists should reasonably plan and develop special programs and activities that promote interest in its culture, disseminate information about its cultural potential in order to attract potential tourists (Vinogradova *et al.*, 2014).

In the Republic of Sakha (Yakutia), tourists are attracted by natural attractions: the Lena Pillars, Kileilah, Kharama Hayata, the Amma River, Buotama, Mammoth Mountain, Buluus, Ulakhan Taryn, ethnographic and art museums, etc. The most popular for tourists are the following events in Republic: the national Yakut holiday "Ysyakh", the holiday of the peoples of the North "Bakaldyn", the festival "Pole of cold" (Arkipova & Varavina, 2015).

In such regions as the Northeast of Russia, the Republic of Sakha (Yakutia), the most popular kinds of event tourism can be the ones that reflect the elements of the people's culture: art, science, religion, history, etc. Fine art is one of the important elements of culture that can form a convincing motive to a tourist trip. Its ubiquitous increase is due to the tendency to exhibit works of national fine art at famous

resorts (in hotel rooms) in order to familiarize tourists with the culture of the region. In Yakutia, works of art are exhibited not only in art museums, but also in government, educational and other official institutions. The picture of Academician Afanasy Osipov “Ysyakh” can be very well seen by all visitors of performances and concerts of the Opera and Ballet Theater, named after D.K. Suorun-Omollon

The main events held in the Republic of Sakha (Yakutia), contributing to the influx of tourists

1. “Ysyakh” is a holiday of summer. This event is a spring-summer holiday in honor of the deities of Aya and the revival of nature, accompanied by a ritual of prayers, abundant food and koumiss drinks, dances, folk games, horse races, competitions of the strong and the crafty. Researchers believe that the ancestral home of the summer koumiss holiday is the steppes of Central Asia. Elements of the Yakut holiday have similar features with the summer holidays of the Turkic peoples: the Tuvinians, Altaians, Tatars, Bashkirs, etc. The Yakuts have preserved an ancient tradition characteristic of pastoral peoples - to divide the year into two halves, and the Ysyakh itself was a kind of boundary between the old and the new, past and future.

A characteristic feature of the Yakut ethnic holiday “Ysyakh”, the fest of the heavenly deities worshipping, which takes place annually in Yakutia in the summer, is that it introduces not only the traditional religious ideas of the Sakha people, but also the creativity of folk masters, folklorists, sportsmen and others phenomena of ethnic culture, which is of interest to the entire population of Yakutia and its guest tourists.

Getting together the Sakha people, as in ancient times, blesses the heavenly deities so that all good wishes will come true and the gods will send their mercy to the people. In honor of the holiday, the white shaman sprinkles the land with white-milk koumiss and utters blessed words to the heavenly deities of Aya. Young people compete in strength and crafts, masters and artisans show their works and clothes. Tens of thousands of people participate in the ritual of the “Meeting of the Sun”.

2. Evenk festival “Bakaldyn”. This is a celebration of the New Year, which is held among the Evenks living in the Amur and Yakutia. The main goal of this holiday is the active communication of the Evenks among themselves, the establishment of contacts between the representatives of different regions, the revitalization and revival of the Evenki language, the familiarization of children with traditional culture. The holiday “Bakaldyn” symbolizes the renewal of nature after a long winter; it is called “The Fest of Spring and Greenery”. After a severe and cold winter, when warm days came, our ancestors gathered every year and arranged a holiday. They met at a certain, fixed place. Such annual, festive meetings enabled the exchange of information and communication of nomadic families,

because in the winter they rarely met in search of meat and fur animals. It was on such holidays they gained the experience and learned the wisdom of life. Currently, on the site of the holiday participants set tents. The tents decorate the exhibition of applied art, install a column depicting large mythical birds from four sides. Near the family fire *Ñhichipkan*, around the column three trees (larch), on the larch hang poles with a picture of burbot, next an anthropoid figure without a hand - a hunting amulet "pelley." The organizers and participants of the holiday come in Evenk national costumes (Information portal of Yakutsk).

According to our ancestors, each person is obliged to pass a purification ceremony in the New Year to appear in the New Year with a pure soul, without illnesses, without evil thoughts. Only in this case the Sun and the blue sky can treat the Evenk favorably. According to the scenario of the Evenk festival "Bakaldyn", the following rites are necessarily held: "Purification", "Adoration of fire", "Communion" and others.

3. The festival "Pole of Cold". The Pole of Cold is the visiting card of the Republic of Sakha (Yakutia) all over the world, and the festival, as one of the brightest tourist events, must be held with even greater scale, attracting participants, so that it is remembered and went beyond not only the Republic of Sakha (Yakutia), but also Russian Federation. In addition, Russia has a wonderful tradition: annual festival "winter begins with Yakutia." *Chyskhaan* - the fabulous lord of the cold of Yakutia passes the rod of cold to Santa Claus from Veliky Ustyug. Later, *Chyskhaan* invites his colleagues to a magical residence, where he arranges a reception for his guests. Now their permanent apartments in Oymyakonye belong to Russian Father Frost from Veliky Ustyug and Santa Claus from Lapland.

Tourists, of course, should have a special memory about the region in the form of souvenirs, booklets, badges or something from the products of artisans. Therefore, the region offers a wide range of souvenirs made (by the factory or handicraft method) by folk artisans and artisans (*Olonkho* Hyper Media). It should be noted the high level of the production of national souvenirs in the RS (Y) (*chorons* – a bottle for koumiss, *kytya* – a decorated round cup, *sergue* – ritual wooden stick, paintings, dolls, badges, trinkets, various ornaments, etc.). The company «Kamelek», with subsidiaries «Ethno-style» and «Kyrachaan», makes its significant contribution.

Museums as objects of internal tourism

Other attractive objects for tourism are museums, in which amazing ethnographic materials on the history and culture of the peoples inhabiting Yakutia are concentrated:

1. The Yakut State Unified Museum of the History and Culture of the North Peoples named after Yaroslavsky. The decision to create this museum was made on February 27, 1887 in Yakutsk. The reason for this decision was the skull of a fossil bison, found in 1886 on the banks of the Vilyui River. Today the Yakut State Unified Museum of the History and Culture

of the North Peoples named after Yaroslavsky is the oldest museum in the Far Eastern Federal District of Russia. The museum is a cultural, educational and research institution known far beyond the borders of the country. During these years the museum has been visited by more than four and a half million people. The museum is a treasury of unique collections of material and spiritual culture of the peoples of Yakutia, numbering over 100,000 museum items with a library and archive. The museum has established close ties with Russian and foreign museums, international organizations. Exhibitions of the museum were held in Canada, Germany, Romania, Austria, Mongolia, France, Japan, England, Tunisia, China [<http://www.yakutskhistory.net/>].

2. Cherkekh Memorial Museum “Yakutian political exile”. This museum was opened in 1977 by the forces and means of the Tattinsky ulus community. In the museum unique monuments of wooden architecture, collected on the territory of the Tattinsky ulus, were recreated, some exhibits were transported from Churapchinsk and Megino-Kangalassky uluses. The museum occupies 11.5 hectares on both banks of the Tatta River. The area has relief typical for the central Yakutia regions, birch groves, shrub thickets. The largest zone is architectural and ethnographic one, where unique Yakut residential and farm buildings are presented. The main feature of the open-air museum is the display of monuments of material and spiritual culture in the natural environment. [<http://www.bankgorodov.ru/sight/Cherkehskii-memorialnii-myzei-Yakutskaya-politicheskaya-ssilka>].
3. The National Art Museum in Yakutsk. The materials of this museum reflect the public experience of many generations of Yakut people who preserved the image of the northern edge in the difficult historical conditions of strengthening Russian statehood. The museum fund reflects all types and genres of fine art, works by foreign, Russian masters of the 16th-20th centuries, a wide panorama of the art of Yakutia of the XVIII - beginning of the XXI centuries. The basis of the collection of the museum were 27 paintings from the collections of the State Tretyakov Gallery, donated to the republic in the distant 1928. These works, in terms of their pictorial merits and the importance of the presented names, initially set the qualitative level, which in many ways determined the ways of further collection formation [<http://sakhamuseum.ru/>].

CONCLUSION AND RECOMMENDATIONS

Previously, the authors of the article repeatedly conducted a study of the impact of tourism on the development of Russian regions (Zaitseva *et al*, 2016), the

preparation of qualified personnel for tourism that can form a competitive regional tourist product that takes into account the cultural and historical characteristics of the local population (Zaitseva *et al*, 2014) . In the works of A.A. Borisova much attention is paid to the study of the spiritual culture of the Sakha people, including the ethical and aesthetic values of olonkho (Borisova, 2008), and the use of cultural, historical and ethnographic objects of the show when creating tours in the direction of “event tourism” (Borisova, 2016).

At the same time, this article reflects the results of a complex research and systematization of the directions for the development of ethnic, eventual and cultural-cognitive tourism in the Sakha (Yakutia) republic.

As a result of the study, we may point out the importance of these types of tourism for this region. On the one hand, ethnotourism can contribute to the satisfaction of ethno-cultural socio-psychological and generally cognitive needs of Russians and to promote their closer ethnic acquaintance and intercultural interaction. On the other hand, ethnotourism can be an effective means of influencing the Russian economy, developing it at the initial stage on regional and local scales and further on a national scale.

Thus, ethnic and cultural-cognitive tourism in general, have great socio-economic and cultural significance, contributing to the preservation of unique objects of cultural heritage, traditions and customs of the peoples of Russia.

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