

## Abstract

### **Theme of qualifying work:**

"Ethnographic tourism as a way of revival and preservation of ethno-cultural heritage of the peoples (on the example of the Republic of Ingushetia)"

### **The author of the WRC:**

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### **Topicality of the research:**

To get acquainted with the culture and customs of any location helps ethnographic tourism, which has recently been given increased attention. Such interest explains the fact that in our unified time, people are increasingly striving for identity, the search and development of their ethnic roots. It allows the individual to feel special and involved in the whole story, with its characteristic cultural traditions.

Ingushetia is a region with enormous ethnographic potential, which was accumulated here over three thousand years of history of its existence. In conditions when lost the old traditions, folk crafts and trades, spiritual culture, preservation and study of ethnic and cultural heritage of Ingushetia is of paramount importance. Today there are programs, which are based on the organization and improvement of such active forms of tourism as ski, climbing. The ethnographic objects are only included in the number of investment projects on reconstruction, and this, in our opinion, is not enough for the realization of such promising areas as tourism, which in this region can be a key element in preserving ethno-cultural heritage.

**The aim of this work** is to develop ethnographic tour and justification of necessary measures for the successful promotion of tourism in the Republic of Ingushetia.

### **Tasks:**

- to examine the concept of tourism in the context of cultural-cognitive tourism;
- identify the types of resources that influence the formation of the ethnographic potential;
- give assessment of the current state of tourism in the international tourism market;
- to analyze resources of the Republic of Ingushetia for the development of tourism;
- to develop an ethnographic tour in the Republic of Ingushetia;
- to offer tourism promotion of tourism in the Republic of Ingushetia.

**Theoretical and practical significance** of the research lies in the possibility of its main provisions and conclusions for the expansion of ideas about the place and role of tourism in transforming society. The main provisions and conclusions contained in the final qualifying work can be used in the further development of

theoretical and methodological foundations of tourism and as a practical guide regional tourist enterprises. And we developed the tour, can be used as a ready tourism product especially among managers of tourist companies that focus on social and cultural improvement of the region through ethnographic tourism.

**The results of the study:**

In the practical Chapter of our project, we developed an ethnographic tour in the Republic of Ingushetia. Program of this tour provides familiarity of tourists with traditional national holidays, religion, culture, art, cuisine, peoples, their historical and archaeological heritage. The main value of this tour is that his program included events not only informative, but also event-driven nature, which allow tourists to experience involvement in other people's cultures and to meet a number of their spiritual needs. Thus, ethnographic tourism, can be an important aspect of sustaining the cultural sector of the region, which is an important indicator of its cultural and economic development.