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THE DEVELOPMENT OF ETHNOTOURISM IN THE CARPATHIAN REGION

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Abstract. The article deals with the nature, theoretical and methodological framework and resource base of ethnotourism in the Carpathian region. It examined the concept and components of ethnic tourism resources & analyzed their provision in the Carpathian region. Also the problem of development of ethnotourism was identified in this region.

Keywords: local management, tourism, ethnotourism, ethnic tourism resources, resource potential.

Ukraine's integration into the global social and economic relations determines the need for market reforms, based on increasing of economic independence of local systems as well as the use of their travel, labor and material resources as a regional competitive advantages.

Ethnotourism is an effective means of human values. It is, however, a specific type of human activity, the motivation of which is the knowledge of local history and geographic resources, acquaintance with the values of ethnic groups in places of their compact residence in Ukraine. The purpose of ethnotourism is visiting any ethnic tourist region of our country to explore the culture, lifestyle, traditions, dialects, cuisine, fine arts of locals.

It should be noted that the study and development of theoretical and methodological foundations of ethnotourism has not yet become the subject of special comprehensive study in Ukrainian science. Scientists ignored such issues as the creation of terminology and approaches to classification of ethnotourism as a unique social and economic phenomenon.

The purpose of this study is to summarize the theoretical and methodological foundations of ethnotourism in Ukraine (the example of the Carpathian region). Achieving a particular purpose caused the necessity to evaluate available resources regarding revitalization of ethnotourism in the outlined area.

The object of the study is the ethnotourism in the Carpathian region of Ukraine. The subject of the study is the process of formation and development of ethnotourism in Ukraine.

Revival of Ukrainian traditions and customs, elements of national culture, the influence of religion on Ukrainian society, the mentality feature of a nation, spiritual & moral dimension is of interest to many specialists in different areas including clergy, state and local government, academia and it appears in numerous publications, books & speeches (local government - a complicated kind of public authority, which may enter a local representative and executive bodies also as a public administration at the local level, which leads to communication in the institute of local government and self-government principles)³.

At this stage of ethnotourism development are particularly important study of the history and culture of ethnic & ethnic religious groups inhabiting the Carpathian region. The system of ethnic tourism is common with religious tourism, which is of particular interest to tourists or foreigners from the diaspora¹.

Of particular importance in modern conditions is the study of the development status of tourism and recreational resources and identification of the ways of their most optimum use in areas in which actively developing various types of tourism. This area is identified as one of the top in the regional economic structure. These regions include ethnographic territory: Boykivschina, Hutsulschina and others.

For centuries the land of ethnographic Ukrainian groups were within a few foreign countries. But preserved in domestic consumption ancient, dating from the era of Kiev linguistic and cultural bed and unique everyday features in line with the all as confirmation of the theory of joint ethnogenetical basis, demonstrated potent energy resources in the face of colonization and defending their national identity⁴.

The main tasks in this regard is the study of ethno-regional aspects of history, including ethnocultural and social and economic transformation, creating summarizing scientific papers that would summarize and specified the results of previous studies, often based on political ideas and distort the actual course of the processes². Due to the complicated historical destiny in Ukraine, especially in Carpathian region objectively entrenched internal cancellation within one ethnic group, as reflected in the dialects and peculiarities of the Ukrainian language, traditional architecture, national dress, customs and rituals. These regions include ethnographic territory: Boykivschina, Hutsulschina, Pokuttya, Opillya, Lemkivschina and others.

Boykivschina - ethnographic area, which occupies the central & most mastered part of the Carpathians (Beskydy, Gorgany, the Carpathian). In the modern administrative-territorial dimension Boykovschina covers Dolinsky, Rozhniativskiy district and areas of Bogorodchany – in Ivano-Frankivsk region; Drohobyt'sky, Samborskii, Skoivskiy, Starosambirskiy, Stryjskyj and Turkiivskiy areas – in Lviv region; and also Settlements of Velykoberezivskiy, Volovetskiy, Mezhyhirs'kiy district – in The Transcarpathia. Part of Boykivschina settlement now is in the Slovak Republic and Poland. Often residence localize in the nominal triangle: Uzhgorod – Drohobich – Ivano-Frankivsk.

Characteristic features observed in the housing of Ukrainians from Boikivschina. The farmstead is a large building, which is under the same roof, but the housing, barn and utility rooms are in the separate chambers. For covering economic & housing estates sward was used (cane, rye straw etc.) that distinguishes them from the Hutsul dwellings. The housing and economic complex was complemented by quite wide and long courtyard, outlined with the wooden fence. Boyki housing constructed of wood on stone stage. While building, construction method "The frame" was used.

Of particular interest to Boikivshchyna cause wood and stone church. "Boikovskiy" type of churches is the original version of wooden churches three blockhouse, having three peaks typical of the tent top, with several logjams. In the nave from the west and east adjoin narrower rectangular narthex log and altar part, corner connections made by cutting "in the dovetail".

Traditional Folk Boikivtsy Costumes brought to newest time the old simplicity of form and cut. Clothes were made from wool cloth and fur and homespun fabric. Regional features are very typical for different branches of traditional spiritual culture of the inhabitants of the Boikivschina land. In calendar and family customs and rituals, beliefs, mythology, folk knowledge, common law observed layering of different eras and ideas, especially close connection with the affairs of human life. Boyki folk tradition brought to our time valuable monuments of ancient strata of oral poetry of Ukrainian nation, including Christmas carols, wedding, folk songs, folk ballads, oral works related to the content of the historical, everyday events. Traditional decorative arts also has its original character: painting, embroidery, wood carving, forms and methods of decorating of clothes, painting of Easter eggs. Preserved works of folk painting art belong to the set of unique monuments of Ukrainian national culture.

Valuable collections of ethnographic materials collected in the Museum of Ethnography and Crafts of Institute of National Academy of Sciences of Ukraine (Lviv), examples of folk architecture of this land are in Lviv Museum of Folk Architecture and Life.

In number, area and population activities prominently stands out Hutsul ethnic group. They live in Bukovina, Galichina and Transcarpathia. Hutsuls speak a peculiar dialect in which the characteristic feature in spoken language is a transformation of "i" to "e" and use the sound "a" instead of "e", as well as in the traditional pronunciation felt soft diction of sizzling letters. The greatest material heritage of each Hutsul was "Grazhda" - his permanent home. By long tradition Grazhda was built of wood.

Huzuls' life held between Grazhda and valleys, where during the spring-summer season they grazed cattle, engaged forage for winter & were busy with production of cheese & small crafts. A typical Hutsul Grazhda is closed housing and economic complex, which sometimes can be interpreted as a kind of isolation from the community. Hutsul Grazhda and outbuildings were crammed together (isolated) or in-line (ie, under the same roof were delineated shelter, barn and various utility rooms on purpose) system development. Such structures are usually covered with shingle.

Among the public buildings in this region, stands out old wooden churches. By the end of the nineteenth century residential, religious and commercial buildings were built on the "frame" without a single nail with minimal usage of metal. Similar to residential and commercial buildings churches often laid on steep slopes, but with the help of stone scaffolding creating a flat plane for the base building. To cover the cult buildings were also used shingle.

Among the places of worship Ukraine art iconography and decoration of Hutsul churches noticeably stands out for its originality and realistic depiction of the characters. Since ancient times, Hutsuls retain their traditional tastes in many productions particularly in the style of residential and household construction, embroidery and garment component parts, manufacturing of many everyday products, drawing on the egg, making pottery, woodcarving, embroidery towels etc. Hutsul Arts and Crafts (jewelry and articles of wool, clay, wood, bone, metal, leather and other materials) are well known in almost all parts of the world. Thus, ethno-cultural characteristics of Ukrainian Carpathians population are good perspectives for attractive land development and prospects of tourism in general. Regional peculiarities of culture and life, folk songs and dances, holiday celebrations are the important ethnotourist resource.

The main centers of traditional culture in the Carpathian region are: Rahiv, Kosiv, Colomiya, Drogobic, Dolina, Verhovina (Boyky, Hutsul handicrafts and folk art) One of the active forms of direct involvement of foreign and domestic tourists in the Carpathian region of Ukraine is organizing the festival performances, folk festivals etc.

The most famous and widespread ethnotouristic festivals in the Carpathians are: "Boykivska Vatra" (Dolina), "Boykivska Drohobychynna" (Naguevichi), "Easter in Kosmachi" (Kosmach) "Carpathian Vernissage" (Ivano-Frankivsk), "Carpathia" (Lviv-Truskavec), "Sheshori" (Sheshori), "I love the Carpathians" (village Slavske) Worldwide Boyko fest "Z Chistih Dzherel" (Turka) and others. The increased interest from tourists causing Festival and Holidays (action), dedicated to traditional religious and ceremonial events of Ukrainian calendar - "Easter in Kosmachi" (Kosmach), "St. Nicholay gift of the Holy" (Truskavets) "Great Hayivka", "Great Carol", "Christmas star flesh", "Verteps festival" (Lviv) and others. Deserve attention of tourists vocational and craft festivals: beekeepers holiday - Boyky honey holiday" (Drogobich), winemakers holiday- "Red Wine" Festival (Uzhgorod), woodcutter holiday (NPP "Synevyr"), bakers holiday, brewers festival "Lviv beer" (Lviv), the festival of blacksmiths (Ivano-Frankivsk), pysanka makers festival (Kosmach of Kolomiya district), fishermen festival (Mukachevo district) and others.

Considering the features present ethnotourism acts as a mechanism for self-preservation and reproduction of ethnic culture. Ethnotourism can not be the only form of identification of cultural tourism, as this kind of it is so multifaceted as multicolored mosaic of ethnic groups of Ukrainian people. And starting a new ethnic events proves that ethnotourism not only exists, but is developing.

Thus, the development of tourism in the Carpathian region is one of the leading in Ukraine in terms of using tourism as an economic sector is under constant dynamic development. The need for further effective use of historical and cultural potential of the region requires the development and implementation of systematic measures aimed at: optimization of ethnic festival movement involving a growing number of enterprising local communities to elaborated forms of cultural events; obligatory

involvement of professionals in planning and designing such measures in order to increase their competitiveness in the domestic market tourism products, expansion of cultural events as part of cultural tourism, the support of the cultural heritage in good material condition, empowering their use in particular in order to attract⁵.

Studies have confirmed that ethnotourism is promising innovative segment of domestic tourism in Ukraine. Carpathian region - an important component of ethnic and cultural landscape of the country: there is a revival of forgotten traditions, rituals, customs, handicrafts and crafts. This positive effect of ethnotourism allows local communities, local people to obtain additional material benefits and not to forget their traditions.

However, it's necessary to create conditions for the further development of ethnotourism, promoting it in Ukraine and abroad, to prevent its complete destruction, especially in the context of globalization - that these principles should be based in future development of ethnotourism in the Carpathian region.

Most scholars believe that the main areas of ethnotourism in Ukraine may be the next one: revitalization of Ukrainian public organization "Boikovshchina", "Hutsulshchina" etc; involvement of different ethnotourism objects to excursions; innovation activities of state and municipal museums, historic and cultural reserves, open-air museums, private ethnomuseums, organization of ethnic folk festivals and celebrations as local, regional, national and international, creating ethnic tourist centers in Carpathian region of Ukraine, involving charitable (non-governmental) organizations to participate in optimizing information and promotional activities to disseminate information about ethnotourism opportunities of cells folk arts and crafts, for all media ownership contribute to the creation of programs to promote cultural heritage that would be covered ethnographic peculiarities of the Ukrainian state; to expand the content of local management own online resources to promote national culture.

Obtained during the research results support the hypothesis that formed its basis and implemented goals and objectives make it possible to formulate the following conclusions, that ethnotourism is an important factor in creating the ground for national and cultural revival and development of the Carpathian region, improving the tourism infrastructure in the region, effective preservation of historical and cultural heritage, diversification of regional tourism product.

With the proper approach of state and local government to address these problems, with permanent participation of local communities in this process, consider that the Carpathian region can become a leader in Ukraine not only by the number of tourists visiting the region, but also by the quality of travel services, including in ethnotourism. B Given the foregoing, we can once again say that the scientific research helped determine that because of the huge diversity of conditions in our country can be put into practice all the suggestions and recommendations, and their practical implementation is dependent on the characteristics of a region, and the discussed problem is actual and requires further research in view of the integration process.

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