

Olena Starynets, Olena Shestel
Cherkasy State Technological University

RESOURCE POTENTIAL OF ETHNIC AND EVENT TOURISM IN CHERKASY REGION FOR PATRIOTIC EDUCATION AND DEVELOPMENT OF NATIONAL CONSCIOUSNESS

The paper presents an analysis of the prospects for the development of domestic ethnic tourism and event tourism, festival, in particular, in Cherkasy region. The development of ethnic and event tourism will contribute to the patriotic education of youth and the formation of national consciousness and self-identification, which is currently very relevant in the context of a full-scale invasion and the need to unite the nation. After the end of the war, the country will need nationally conscious citizens, and attending ethnic festivals and other similar events will contribute to this. The relevance of the research is explained by insufficient coverage of the issue of ethnic and event tourism in Cherkasy region in the scientific literature. The research reveals the prospects for the ethnic and event tourism development in Cherkasy region, as well as the peculiarities of culture, traditions, and festivals of the region, which are attractive for tourists. Theoretical analysis and systematization of scientific literature were used as the research methods in order to determine the state and theoretical justification of the prospects for the development of domestic ethnic tourism and event tourism in Cherkasy region. The used methods of empirical research are comparison, generalization, observation. The article shows that Ukraine in general, and Cherkasy region in particular, have a significant potential for the introduction of ethnotours and ethnic festivals, taking into account the available ethnotourism resources. The holding of ethnic festivals representing unique traditions, authentic rites and customs, unique national cuisine, and the hospitality of Ukrainians contribute to increasing the number of tourists, promote patriotic education and national consciousness. It is advisable to develop new ethno-programs taking into account folk customs and traditions. At the same time, the development of ethnic and event patriotic tourism will contribute to the preservation and actualization of the cultural and historical potential of Ukraine as a state whose people have their own national mentality.

Key words: ethnic tourism, event tourism, festival, patriotic education, national consciousness.

Problem statement and relevance. The development of domestic tourism in the after war state will be of great importance for the Ukrainian economy. Recently, ethnic and event tourism are gaining popularity. Ethnic tourism is a subspecies of cognitive tourism, the purpose of which is to get acquainted with the material and spiritual culture of a certain ethnic group that lives now or lived in the past in the certain territory [9, p. 6].

In our study attention will be paid to domestic ethnic tourism which implies visiting rural areas by city residents to get acquainted with culture, folklore, and everyday life.

Event tourism is another promising type of tourism today, which positively affects the development of the economy and the positioning of the state in the world tourism market. The holding of interesting events is a motivating factor for tourists in visiting certain tourist destinations, which positively affects the development of the territories of the regions.

Cherkasy region was relatively unscathed by the full-scale invasion, all tourist facilities and infrastructure have been preserved, so there are all conditions for the further successful functioning of the industry. The development of ethnic and event tourism will contribute to the patriotic education of youth and the formation of national consciousness and self-identification, which is currently very relevant in the context of a full-scale invasion and the need to unite the nation. After the end of the war, the country

will need nationally conscious citizens, and attending ethnic festivals and other similar events will contribute to this.

The relevance of the research is explained by insufficient coverage of the issue of ethnic and event tourism in Cherkasy region in the scientific literature.

Scientific novelty. The research reveals the prospects for the ethnic and event tourism development in the Cherkasy region, as well as the peculiarities of culture, traditions, and festivals of the region, which are attractive for tourists.

Analysis of recent research and publications. The study of the essence of ethnic and event tourism was reflected in the works of foreign and domestic scientists: A.M. Havryliuk [1; 15], Y.P. Hrytsku-Andriiesh [2], V.G. Gulyaev [3], N.V. Kornilova [6], L.B. Maksanova [7], N.M. Malova. [8], M.L. Orlova [9] and others.

Most of the authors' scientific research papers are devoted to defining the essence of ethnic and event tourism, solving certain problems of their development. Considering the fact that the tourism industry of Ukraine is at the formation stage, not all aspects of ethnotourism and event tourism have been fully explored.

Objective. The purpose of the study is to identify the historical and cultural peculiarities and traditions of Cherkasy region, which act as a motivational factor in ethnographic tourism and will contribute to the national consciousness formation.

To achieve the goal, it is necessary to perform the following tasks: determine the general problems of the ethnic tourism development; to analyze the problem of tourists motivation to visit one place or another; to reveal the historical and cultural peculiarities and traditions of the Cherkasy region; characterize the thematic festivals of the region, highlight the prospects for the ethnic and event tourism development and festival tourism in particular for patriotic education and the formation of national consciousness.

Research methodology and methods. Theoretical analysis and systematization of scientific literature were used as the research methods in order to determine the state and theoretical justification of the prospects for the development of domestic ethnic tourism and event tourism in the Cherkasy region. We also used such methods of empirical research as comparison, generalization, observation.

Presentation of the main research material. Ethnic tourism is an active way to learn the history of one's people. Potential tourists may be interested in religious sites, historical, cultural and architectural monuments. Ukrainians have preserved the main elements of the traditional, material and spiritual culture of their national communities, so Ukraine has a significant cultural, economic and educational potential for the development of ethnic tourism. The study of cultural heritage objects is reflected in the classification of ethnic tourism resources by M.L. Orlova. The scientist proposes to divide the resources of ethnic tourism according to their internal structure into complex, composite and single categories, and according to the types into ethnic artifacts, ensembles of ethnic artifacts and ethnic landscapes, and types, in turn, is divided into separate objects [9].

The cultural self-expression of the nation, its history, traditions, and customs has always attracted the interest of scientists. As practice proves, ethnic tourism is able to satisfy a number of spiritual needs of a person. Ethnic tourism is directly related to the national character and mentality of the nation. Ethnic customs and traditions, folk cosmogony, mythopoeitics, and Ukrainian ethnosymbolism serve as an expression of national character.

Certain factors influence the emergence and existence of national character. According to ethnopsychologist V.O. Yaniv national character is formed over a period of 350–400 years [14]. Undoubtedly, Ukrainians of the times of Kyivan Rus are different from Ukrainians of the times of Zaporizhian Sich, and Ukrainians of the times of the Cossacks are different from the people of our era, although all historical factors were reflected in the collective subconscious.

Let us assume that the historical fact of the existence of Zaporizhian Sich had a significant impact on the national character of Ukrainians. The liberation movement in Ukraine caused the people to hope for freedom, and in the person of Bohdan Khmelnytsky people saw a leader who was capable of leading the nation. The love for freedom, respect for women, desire to protect not only their homes,

but also the Motherland comes from Cossacks. Most of the unique monuments related to the life and activities of Bohdan Khmelnytskyi are located on the territory of Cherkasy region. Thus, Cherkasy can be called the cradle of Ukrainian Cossacks.

The cultural potential of Cherkasy region, expressed in its historical and ethnic heritage, is able to determine the successful development of tourism. Cherkasy region is distinguished by its historical and cultural significance, geographical location and natural and recreational potential. The unique ethnic resources and architectural monuments also contribute to the attraction of tourists.

One of the most significant objects of ethnic tourism in Cherkasy region is the National Historical and Cultural Reserve "Chyhyryn", which has recently been attracting more tourists' attention.

In terms of location, the National Historical and Cultural Reserve "Chyhyryn" covers not only the city of Chyhyryn, but also the settlements of Stetsivka, Subotiv, Medvedivka, as well as Kholodnyi Yar and Otamansky Park. Thirty-four monuments of history, culture, architecture, and archeology are located in these villages. For example, in Chyhyryn there is Zamkova Hora (Castle Mountain), which can be considered a unique monument of garden and park art. There is a monument to Hetman Bohdan Khmelnytskyi, a stone cross erected in 1912 in honor of the heroes of the struggle against the Turkish and Polish invaders. The Bastion of Petro Doroshenko, which is a fragment of the Chyhyryn fortress built in the 17th century, is also a notable sight.

The initiation of annual thematic festivals in Chyhyryn contributes to the attraction of tourists. It should be noted that an important task in the organization of ethnic tourism is to acquaint guests with the traditions and culture of a certain ethnic group. There is a tendency to use elements of calendar rituals in specialized ethno-tourist complexes, which can be useful for various areas of tourist activity.

Let's try to analyze the features of the festive calendar cycle that may interest potential tourists. It is worth paying attention to the following holidays and rites of the calendar cycle: Christmas Eve, Caroling, Star, the Nativity play, New Year, Malanka Day, Giving, Sowing, Baptism, Shrovetide, Annunciation, Easter, Pysanka, Zilnytskyi rite, Kupala, Green holidays, Makovii (the Feast of Lights), Transfiguration, Pokrovy (the Virgin of Mercy), Candlemas Day, St. Kateryna, St. Andrii, St. Nikolas [11, p. 184].

The most significant festival representing the authentic traditions and calendar rituals of the Ukrainian people is the Saint Nicholas Festival, which is held annually in Chyhyryn. Tourists are invited to visit the fairy-tale Residence of St. Nicholas. The festive atmosphere of the event is created by the All-Ukrainian competition of Christmas carols, because it was on St. Nicholas that tourists had the opportunity to learn Christmas caroling. More than 50 collectives from all over the country take part in the competition, preparing ancient and modern carols.

During the Festival, guests were treated to traditional Ukrainian dishes, which contributed to familiarizing

tourists with the specifics of ethnic cuisine. Many tourists know the characteristics of the courtesy and hospitality of the Ukrainian people. Since ancient times, Ukrainians have had a tradition of welcoming guests with bread and salt. The Ukrainian people treat their guests with the best they have: "The tradition of Ukrainians to greet guests with bread and salt on an embroidered towel – the most expensive thing they have – while wishing them all kinds of good luck, testifies to the high culture of the people, their politeness and upbringing" [10, p. 62]. Food service is an important element of travel and also a good source of income. Tourists willingly get acquainted with the peculiarities of the national cuisine of the area where they are traveling. For example, almost all tourists visiting Ukraine for the first time want to try borsch and salo. Tourists are particularly interested in restaurants specializing in Ukrainian cuisine, the design of which corresponds to national traditions. Thus, preservation of cultural heritage and its rational use are of great importance for attracting tourists.

During the Festival, everyone has the opportunity to learn the art of embroidering. As you know, an embroidered shirt "vyshyvanka" and an embroidered towel "rushnyk" are symbols of the Ukrainian people: "Vyshyvanka is a white shirt embroidered in a certain way as an item of Ukrainian national clothing; vyshyvanka was treated as a shrine, passed in the family from generation to generation, kept as relics; patterns were believed to have protective power; the symbolic image of the vyshyvanka is often present in folk songs about love and family life; according to tradition, a girl, preparing a dowry, had to embroider a shirt for her groom" [4, p. 88]. Rushnyk is a piece of decorative fabric with an embroidered or woven ornament, which is traditionally used to decorate a home (decorative) or in folk rites (ceremonial); from time immemorial, rushnyks were a sign of the wealth of the Ukrainian family, and not only material, but also spiritual, because they personified genealogical memory; embroidered towels are the main decoration of a Ukrainian peasant's house, they cover the walls of the room, decorate tables, chests, and especially icon corner; were cared for several generations, primarily for dowry, "various symbols of towel embroidery (primarily plant and animal) and color painting on the towel are not just multicolored, landscape color, that is, eye-catching, but also national decor, folk artistic symbolism; it is a kind of reproduction in drawings and colors of the aesthetic and artistic tastes of the people, their worldview, world perception, and their spiritual origins; a rushnyk accompanied a Ukrainian all his life" [4, p. 516].

We suggest considering the prospects of using Ukrainian national embroidery for the development of ethnotourism, since embroidery is one of the most attractive souvenir brands of Ukraine. The ethnic features of the embroidery are manifested in the ornaments and the plot images, the ethnicity of the regions of Ukraine can be traced by the embroidery. Modern embroidery is performed either by hand or by machine. In ethnotourism, embroidered products are one of the important sources of income.

The feature of ethnic tourism is the interest of tourists in authentic products that can be purchased as a souvenir. During the St. Nicholas Festival, souvenir products of both symbolic value and practical use are presented. At the same time, the organization of the festival provided for the purchase of souvenirs directly from folk craftsmen. An additional service was holding of folk crafts master classes (manufacturing of the Motanka doll, wood carving, etc.), during which tourists can make a souvenir for themselves.

After analyzing the available souvenir products, we come to the conclusion that ones with an ethnic character were the most popular: embroidery, various wooden products, and goods of modern purpose: magnets, badges, etc.

The ethnic heritage of any region needs to be promoted to the tourist market, so national tourism organizations should be engaged in spreading information about the historical potential of the area. It is advisable to hold cultural events (folklore, festivals, etc.), which are traditional for tourist destinations and can interest tourists from different parts of the world.

As for event tourism, festival in particular, it can be noted that every year in Ukraine about two hundred different sports and cultural festivals are held, which are quite popular for both citizens of Ukraine and foreign tourists. This opens up opportunities to attract new foreign tourists and invest in the development of infrastructure and the economy of the regions where festival tourism is held.

The musical potential of the region is an attractive element of culture, and in many countries music is one of the main means of attracting tourists. Music festivals annually gather thousands of participants. Cherkasy region is famous for its patriotic music festival in Kholodnyi Yar. All-Ukrainian youth festival "Kholodnyi Yar – Festival of Unconquered Nation" is held with the purpose of national-patriotic education of youth. It started in 2015 and has become a tradition. The main tasks of this festival are enlightenment and charity [13].

The organizers choose the topics for the talks themselves, related exclusively to the political situation in the country and the world, cultural news, book presentations and the like. The artists also perform songs exclusively in Ukrainian. At the festival one can attend master classes and talks with public activists, famous politicians and writers. There is also a fair on the territory, which sells dishes, jewelry, paintings, and clothes. Water, kvass, lemonade, coffee and tea are sold in food tents. There can be no alcohol or tobacco on the festival site. The idea is that a healthy lifestyle is the key to a strong and healthy nation. The ecological component and a healthy lifestyle will be focused on during many events of the festival – a lecture on the dangers of smoking, exchange of experience in organizing waste sorting, promotion of the benefits of a sound mind in a sound body. The first festival took place in 2015 and was dedicated to the history of the Ukrainian people, from ancient times to the present. The day of the victory of Svyatoslav the Brave over the

Khazar Khaganate, July 3, was chosen as the date of the opening. About two thousand people took part in this festival and the number of visitors from all over Ukraine increased every year [13].

In 2016, the festival took place on July 1–3. The Ukrainian Institute of National Remembrance joined the organization of that festival. It organized historical exhibitions and lectures. More than 3,000 people gathered for the festival.

In 2017, almost 8,000 Ukrainians gathered for the festival. The largest demonstration of weapons from the All-Ukrainian Association of Combatants and ATO Volunteers took place at this meeting.

In 2018, the festival had many different workshops and meetings. An eco-style lawn and a children's lawn were made. There was also an excursion to the 1000-year-old Zalizniak Oak. That year the festival raised about 62,000 hryvnias for the Kuzmin Brothers Rehabilitation Center, which helps Ukrainian defenders in treating musculoskeletal disorders.

The 2019 festival took place in Subotiv, the so-called cradle of the Ukrainian people. Visitors had the opportunity to visit new tourist locations that were associated with Chyhyryn and Kholodnyi Yar. There were also lectures on healthy living.

In 2020, Ukraine celebrated the 100th anniversary of the events of the Ukrainian Revolution of 1917–1921 and honored the memory of its participants. In this regard, the Kholodnyi Yar Historical Club was preparing regular ceremonial events in the villages of Medvedivka, Melnyky, and Buda. During the festivals living and dead heroes of the Ukrainian-Russian war of 2014–2020 were celebrated, in particular the 93rd separate mechanized brigade “Kholodnyi Yar”. The modern army consecrated weapons and flags on the shores of the Haydamatsky pond. Activists of the “Voice”, Pravyi Sector, National Corps, C14, other patriotic organizations, veterans-Cossacks of the Ukrainian-Russian war in Donbass, delegations of the Armed Forces of Ukraine and the National Guard were invited to participate in the events.

In 2021, the Ukrainian festival of the unconquered nation “Kholodnyi Yar” collected and donated more than one hundred thousand hryvnias in support of volunteers who defend Ukraine. The event took place in the village of Subotiv. On the last day of the festival, volunteers conducted a tour around Subotiv and its surroundings. The sports location hosted a MMA tournament, a shooting tournament and master classes from masters. The headliners of the festival were well-known Ukrainian bands.

The next festival will take place after the victory of Ukraine, the festival organizers team fights at the front and is engaged in volunteer activities. Two members of the team, Yuriy Ruf and Pavlo Sobko, perished at the front.

Kholodnyi Yar is developing and can be a powerful instrument of patriotic tourism in Ukraine and in Cherkasy region in particular.

Another popular event is the all-Ukrainian festival of heroic strength in Krasenivka. The main purpose of the

event is to honor the memory of Ivan Piddubny, who is a phenomenon in sports, in particular in Greco-Roman wrestling. In the thirty years of his career in the big sport, he has not lost a single tournament. Every year on August 17 the all-Ukrainian holiday of the heroic power in memory of Ivan Piddubny is celebrated in the village of Krasenivka, Cherkasy district, which is attended by athletes from all over Ukraine. In 1996, the Verkhovna Rada of Ukraine granted the festival the status of state. It is held under the patronage of the National Olympic Committee of Ukraine. The number of tourists is constantly growing, which illustrates the importance and relevance of conducting and further development of event tourism in Cherkasy region [12].

One of the factors of the festival movement development that can promote patriotic education and national consciousness is the organization and functioning of the centres of patriotic education of youth. In Cherkasy region such centre is functioning in Smila. The appearance of new centres and their further functioning in organizing ethnic festivals and other tourist events will help to raise patriotic citizens, ready to fulfil civic and constitutional duties, to inherit the spiritual heritage of the Ukrainian people [5].

The development of ethnotourism and event tourism affects the solution of socio-economic problems and also requires the service sector development, since with the increase in the number of tourists there is a need to meet their demands, which helps to stimulate the service sector development: transport, recreation, entertainment and other services.

Ethnotourism should be one of the priority directions in the state economic development programs. State support for the development of tourism has a regulatory, economic and organizational nature. The development of the legislative framework is the prerogative of the state, as well as the creation of economic conditions for the development of ethnotourism as a type of business activity.

The development of ethnotourism is of great importance for the state. The cultural self-expression of the nation, its history, traditions, and customs have always attracted interest, since the tourist's curiosity is one of the main motivating tourist motives for visiting different parts of the world and the peoples who inhabit them.

It is worth noting that the modern market of ethnic tourism in Ukraine is at the stage of formation. Among the large number of tourist operators, there are practically no ones specializing in this type of tourism. Some tour operators engaged in domestic tourism have among their offers tourist products positioned as ethnotours (excursion tours of the weekend, trips to various ethnofestivals). For Ukraine, ethnographic tourism can be considered as one of the possible strategic directions for the preservation and development of the traditional economy. The development of this type of tourism should be a factor in the sustainable development of residential areas. This approach fits into the requirements of the “Global Tourism Code of Ethics”, which calls for tourism activities to be planned in such

a way as to ensure the preservation and prosperity of traditional crafts, culture and folklore, and not to lead to their standardization and impoverishment [7].

During the formation of ethnotours and organizing patriotic festivals, the most important tasks are getting to know the traditions of peoples, their customs, culture, and national cuisine, which will help tourists feel the peculiarities of various ethnic groups on the territory of the region.

Conclusions. Thus, Ukraine in general, and Cherkasy region in particular, have a significant potential for the introduction of ethnotours and ethnic festivals, taking into account the available ethnotourism resources.

The holding of ethnic festivals representing unique traditions, authentic rites and customs, unique national cuisine, and the hospitality of Ukrainians contribute to increasing the number of tourists, promote patriotic education and national consciousness.

Having drawn the attention of the guests to the culture, lifestyle and peculiarities of the Ukrainian people, it is advisable to develop new ethno-programs taking into account folk customs and traditions. At the same time, the development of ethnic and event patriotic tourism will contribute to the preservation and actualization of the cultural and historical potential of Ukraine as a state whose people have their own national mentality.

References:

1. Havryliuk A.M. (2013) Suchasnyi rozvytok ukrainskoho etnoturyzmu: zmina paradyhmy [Modern development of the Ukrainian ethnic tourism: the change of paradigm]. *Naukovyi visnyk Chernivetskoho universytetu*. Filosofiia, vol. 665–666, pp. 56–61.
2. Hrytsku-Andriiesh Yu.P., Buchko Zh.I. (2010) Festyvalnyi turyzm u systemi rekreatsino-turystskoi diialnosti [Festival tourism in the system of recreational tourist activity]. *Naukovyi visnyk Chernivetskoho universytetu*, vol. 519–520, pp. 56–60.
3. Gulyaev V.G. (2003) *Turizm: ekonomika i sotsialnoe razvitie* [Tourism: economics and social development]. Moskva: Finansy i statistika, 302 p.
4. Zhaivoronok V.V. (2006) Znaky ukrainskoi etnokultury : Slovnyk-dovidnyk [Signs of Ukrainian ethnoculture: Book of reference]. Kyiv: Dovira, 703 p.
5. Zaliubovskiy I. (2021) Patiotychne vykhovannia molodi – investytsiia v maibutnie derzhavy [Patriotic education of youth is an investment in the future of the state]. *Armiia INFORM*. Available at: <https://armyinform.com.ua/2021/04/08/patiotychne-vyhovannia-molodi-investytsiia-v-majbutnye-derzhavy/> (accessed 01.09.2022).
6. Kornilova N.V. (2012) Podiiievi turyzm v Ukraini [Event tourism in Ukraine]. *Heohrafiia ta turyzm*, vol. 22, pp. 112–119.
7. Maksanova L.B., Buraeva O.V. Zhyvaia tradytsionnaia kultura kak faktor ustoichyvoho rozvytyia turyzma [Live traditional culture as a factor of sustainable tourism development]. Available at: http://tourlib.net/statti_tourism/maksanova.htm (accessed 12.09.2022).
8. Malova N.M. (2002) Etnicheskii turizm: problemy, tendentsii, perspektivy [Ethnic tourism: problems, tendencies, perspectives]. *Turizm i kul'turnoe nasledie: Mezhvuzovskii sbornik nauchnykh trudov*. Saratov : Izdatel'stvo Saratovskogo universiteta, pp. 72–79.
9. Orlova M.L. (2009) Resursy etnichnoho turyzmu rehionu : suspilno-heohrafichna otsinka (na materialakh Odeskoi oblasti) [Ethnic tourism regional resources: socio-geographical assessment (based on Odessa region materials)]: dys...kand. heohr. nauk : 11.00.02. Odesa, 251 p.
10. Podozhduk D. (2004) Ukrainska vvyhlyvist – zoloty skarb narodnoi etnokultury [Ukrainian politeness is a golden treasure of folk ethnoculture]. *Narodna tvorchist ta etnohrafia*, no. 6, pp. 61–68.
11. Ponomarov A.P., Artiukh L.F., Kosmina T.V. ta in. (1993) *Ukrainska mynuvshyna* [Ukrainian past]. Iliustrovanyi etnohrafichni dovidnyk. Kyiv: Lybid, 256 p.
12. Sviato bohatsrskoi syly na pryzy pamiaty Ivana Pidubnoho [The Holiday of Heroic Strength for Prizes in Memory of Ivan Pidubny]. Available at: <https://noc-ukr.org/news/4994/> (accessed 12.09.2022).
13. Festyval neskorenoi Natsii Kholodnyi Yar 2022 [Festival of Unconquered Nation Kholodnyi Yar 2022]. Retrieved from <https://neskoreni.top>.
14. Yaniv V. O. (2006) *Narysy do istorii ukrainskoi etnopsykholohii* [Essays on the history of Ukrainian ethnopsychology]. Kyiv: Znannia, 340 p.
15. Havryliuk A. (2019) Scientific and educational tourism cluster of education and popularization of the intangible cultural heritage in Ukraine. *The scientific heritage*, no 41, pp. 49–51.

Список використаних джерел:

1. Гаврилюк А.М. Сучасний розвиток українського етнотуризму: зміна парадигми. *Науковий вісник Чернівецького університету. Філософія*. 2013. Вип. 665–666. С. 56–61.
2. Грицьку-Андрієш Ю.П., Бучко Ж.І. Фестивальний туризм у системі рекреаційно-туристської діяльності. *Науковий вісник Чернівецького університету*. 2010. Вип. 519–520, С. 56–60.
3. Гуляев В.Г. Туризм: экономика и социальное развитие. Москва : Финансы и статистика, 2003. 302 с.
4. Жайворонок В.В. Знаки української етнокультури : Словник-довідник. Київ : Довіра, 2006. 703 с.
5. Залюбовський І. Патіотичне виховання молоді – інвестиція в майбутнє держави. *Армія INFORM*. 2021. URL: <https://armyinform.com.ua/2021/04/08/patiotychne-vyhovannia-molodi-investytsiia-v-majbutnye-derzhavy/> (дата звернення: 01.09.2022).

6. Корнілова Н.В. Подієвий туризм в Україні. *Географія та туризм*. 2012. Вип. 22. С. 112–119.
7. Максанова Л.Б., Бураева О.В. Живая традиционная культура как фактор устойчивого развития туризма. URL: https://tourlib.net/statti_tourism/maksanova.htm (дата звернення: 12.09.2022).
8. Малова Н.М. Этнический туризм: проблемы, тенденции, перспективы. *Туризм и культурное наследие: Межвузовский сборник научных трудов*. Саратов : Издательство Саратовского университета, 2002. С. 72–79.
9. Орлова М.Л. Ресурси етнічного туризму регіону : суспільно-географічна оцінка (на матеріалах Одеської області) : дис. ... канд. геогр. наук : 11.00.02. Одеса, 2009. 251 с.
10. Подождук Д. Українська ввічливість – золотий скарб народної етнокультури. *Народна творчість та етнографія*. 2004. № 6. С. 61–68.
11. Пономарьов А.П., Артюх Л.Ф., Косміна Т.В. та ін. Українська минувшина [Текст] : Ілюстрований етнографічний довідник. Київ : Либідь, 1993. 256 с.
12. Свято богатирської сили на призи пам'яті Івана Піддубного. URL: <https://noc-ukr.org/news/4994/> (дата звернення: 12.09.2022).
13. Фестиваль нескореної Нації Холодний Яр 2022. URL: <https://neskoreni.top> (дата звернення: 12.09.2022).
14. Янів В.О. Нариси до історії української етнопсихології. Київ : Знання, 2006. 340 с.
15. Havryliuk A. Scientific and educational tourism cluster of education and popularization of the intangible cultural heritage in Ukraine. *The scientific heritage*. 2019. No. 41. P. 49–51.

О. А. Старинець, О. Г. Шестель

Черкаський державний технологічний університет

РЕСУРСНИЙ ПОТЕНЦІАЛ ЕТНІЧНОГО ТА ПОДІЄВОГО ТУРИЗМУ В ЧЕРКАСЬКІЙ ОБЛАСТІ ДЛЯ ПАТРІОТИЧНОГО ВИХОВАННЯ ТА РОЗВИТКУ НАЦІОНАЛЬНОЇ СВІДОМОСТІ

У статті представлено аналіз перспектив розвитку внутрішнього етнічного туризму та подієвого, зокрема фестивального туризму в Черкаській області. Розвиток етнічного та подієвого туризму сприятиме патріотичному вихованню молоді та формуванню національної свідомості та самоідентифікації, що нині є дуже актуальним в умовах повномасштабного вторгнення та необхідності об'єднання нації. Після закінчення війни країні будуть потрібні національно свідомі громадяни, а відвідування етнофестивалів та інших подібних заходів цьому сприятиме. Актуальність дослідження пояснюється недостатнім висвітленням у науковій літературі питання етноподієвого туризму Черкащини. Дослідження розкриває перспективи розвитку етнічного та подієвого туризму в Черкаській області, а також особливості туристично привабливої культури, традицій, фестивалів регіону. Для визначення стану та теоретичного обґрунтування перспектив розвитку вітчизняного етнотуризму та подієвого туризму в Черкаській області як методи дослідження використано теоретичний аналіз та систематизацію наукової літератури, а також такі методи емпіричного дослідження як порівняння, узагальнення, спостереження. У статті доведено, що Україна загалом і Черкаська область зокрема мають значний потенціал для запровадження етнотурів та етнофестивалів, враховуючи наявні етнотуристичні ресурси. Проведення етнофестивалів, що представляють унікальні традиції, автентичні обряди та звичаї, унікальну національну кухню, гостинність українців, сприяє збільшенню кількості туристів, патріотичному вихованню та формуванню національної свідомості. Доцільно розробляти нові етнопрограми з урахуванням народних звичаїв і традицій. Водночас розвиток етнічного та подієвого патріотичного туризму сприятиме збереженню та актуалізації культурно-історичного потенціалу України як держави, народ якої має свій національний менталітет.

Ключові слова: етнічний туризм, подієвий туризм, фестиваль, патріотичне виховання, національна свідомість.

Статтю подано до редакції 19.09.2022