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<u>**Original article**</u>

Scientific Approaches to the Definition of Ethno-Tourism Concept

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Abstract

The relevance of this study is due to the fact that at present ethno-tourism is one of the most promising and popular areas in the world tourism market. The study's main purpose is to review and compare tourism development theories in terms of the main drivers of ethno-tourism development. This article examines the theory of the ethno-tourism concept development, its definitions and distinctive elements, and the relationship between this type of tourism and ethnicity and cultural heritage. The authors compared the concept of ethno-tourism with cultural and ethnographic tourism, then revealed a strong tie between these concepts. In addition, the study examined the primary and secondary importance of cultural tourism and ethno-tourism for tourists. A systematic literature review was conducted in June 2022 based on two databases - ISI Web of Science and Scopus, the selected results were analyzed according to common characteristics and attributes: geographical location; assessment methods used in the article. According to the analyzed scientific papers, it was revealed that ethno-tourism research is gaining popularity in Asian countries, and comprehensive research methods are widely used. In addition, this study emphasized the need for collaboration of tourists and local residents in organizing ethno-tourism activities, and the benefits of developing ethno-tourism in the region for representatives of the local community and the regional economy were discussed. The role of ethno-tourism in the preservation and protection of the cultural heritage of local communities was emphasized. Furthermore, the functions and main resources for the development of ethno-tourism were analyzed.

Keywords: Ethno-Tourism, Ethnicity, Cultural Peritage, Local Residents, Cultural Tourism

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1. INTRODUCTION

The development of ethno-tourism in the world, including Kazakhstan, is a relevant study in the current situation. Kazakhstan is the heart of Eurasia, one of the culturally and historically rich and diverse countries worldwide. Due to the nomadic lifestyle and being a motherland of various ethnic groups, Kazakhstan has a great cultural heritage and potential to develop ethno-tourism. Consequently, a particular governmental program for the spiritual enrichment of people named "Ruhani zhangyru" was created (Order of the Prime Minister, 2021).

Presently, a special interest in traditional ethnic culture, especially nomadism, is gaining popularity. According to the Concept of Tourism industry development of the Republic of Kazakhstan until 2023, ethno-tourism is considered a way to promote the strengthening of family relations, spiritual and moral education of young people, the preservation of cultural and family values (Decree of the Government of the Republic of Kazakhstan, 2017).

As ethno-tourism is linked to economic, geographical, natural, social, cultural, labor resources, and regional structure, it is difficult to evaluate the formation of the key factors of ethno-tourism development and their connections. The study's main purpose is to review and compare tourism development theories in terms of the main drivers of ethno-tourism growth.

The main objectives in order to achieve this aim are:
- to analyze and compare the theories of ethno-tourism concept;
- to develop a theoretical framework for analyzing the main drivers of ethno-tourism development and to consider the benefits of ethno-tourism development for a region based on the performed theoretical review.

Main Provisions. The development of ethno-tourism concept and its implications have been extensively considered, adding the links between tourism and ethnicity, ethnic minority and majority groups, ethnic identity and cooperation of tourists and local residents. The development of ethno-tourism can depend on ethnicity, local representatives of ethnic minorities and majorities, as well as the collaboration of tourists and local residents. It is necessary to compare the concept of ethno-tourism with cultural and ethnographic tourism and reveal a strong tie between these concepts. In addition, the need for collaboration of tourists and local residents in organizing ethno-tourism activities and the benefits of developing ethno-tourism in the region for representatives of the local community and the regional economy is vital.

The main feature of ethno-tourism lies in the fact that tourists pay a great attention to cultural customs that determine a unique ethnicity. Cultural tourism aims to form a tourist's general perception of the situation. There is more emphasis on artifacts, especially ethnic houses, native villages, gastronomy, food, dresses, etc., rather than the specific cultural activities of residents. It should be noted that there is a strong connection between ethno-tourism and cultural tourism. On some occasions, residents may use artificial or modified attractions as authentic and thereby create false tourist awareness. As a result, some tourists have not been able to meet their needs. Still, organizing these activities makes it possible to protect ethnic community and natural resources from unwanted social consequences.

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2. LITERATURE REVIEW

There are several studies on the interaction of ethnicity and tourism development. These studies have shown that there is a close correlation between these issues, but other determinants and their impact on the development of ethno-tourism have been researched fragmentally. The emphasis on links between culture and ethno-tourism is clear because ethno-tourism is based on regional resources and in tight with the ethnic culture; however, it justifies how this interaction transforms over time. The ethno-cultural characteristics of different regions of the world are increasingly encouraging people to travel on vacations. The objects visited by tourists contribute to their spiritual enrichment and the broadening of their horizons. Culture is one of the main elements of tourist interest.

According to the development of the ethno-tourism concept, this term was firstly used by Smith in 1977, thereby, this type of tourism was strongly connected to exoticism and unique people. Since then, this concept and its implications have been widely discussed, adding the links between tourism and ethnicity, and the influence of tourism on ethnic minority groups. It is noticeable that some authors consider concept of ethno-tourism in separate ways (Table 1).

TABLE 1. The approaches to the definition of "ethno-tourism" concept

Authors	Definition	Key elements of approach
1	2	3
Smith (1977)	is presented to the audience from a perspective of the «quaint» customs of indigenous and other unique people	«quaint» customs, exotic people
Graburn (1978)	type of tourism with a conjunction of nature and culture, visiting «exotic» places and destinations	culture, «exotic» places
Wood (1980)	this type of tourism should be driven by its straight direction on residents living outside of cultural identity uniqueness, which is advertised for tourists. Tourists can participate in "live culture tours" or observe staged performances	cultural identity, uniqueness
Mclntosh & Goeldner (1990)	type of trip, which aimed to explore the cultural expressions and lifestyles of exotic people	cultural expressions, exotic people
Birzhakov (2000)	subtype of cultural tourism, which aimed at acquaintance with individual nations and people and studying them for the purpose of cultural and language exchange	individual nations, cultural exchange
Moraleva & Ledovskih (2008)	the segment of the tourism industry, which involved the Indigenous population, whose ethnic identity is the main tourist attraction	indigenous population, ethnic identity
Butuzov (2013)	a travel to discover the traditional culture of different ethnic groups	traditional culture, ethnic groups

1	2	3
Polukhina (2016)	type of tourism, which promotes better communication and exchange between people of diverse cultures to involve their culture in the world heritage	culture, communication, heritage
Wang et al. (2020)	a type of tourism in which representatives of other ethnic cultures and their different culture considered as the main tourist attraction, and giving tourists an unusual cultural experience	ethnic cultures, unusual cultural experience
Chistyakova (2020)	connected with the desire of a person to discover other cultural and social spaces, aimed at fixing the distinctive features of human life	images and perceptions of ethnic and cultural diversity
Note: created by author according to references		

Table 1 shows that there is still no single definition of ethno-tourism concept in the academic field. Moreover, in some cases, ethno-tourism has been considered as a type of cultural or cognitive tourism. According to classical definitions of "ethno-tourism" by Smith (1977), Graburn (1978), Mclntosh & Goeldner (1990,) typical destination activities include visiting homes of Indigenous people, local communities, tribes, and involve attending dances and ceremonies, participating in some religious rituals.

In addition, some authors in their works considered ethno-tourism as the same as "ethnic tourism" and it does not change the meaning of this concept. In some cases, authors added to ethno- other conceptions, as graphic or cultural, and it means that ethno-tourism is close to graphic (ethnographic tourism, when tourists try to analyze, research ethnos) or culture (ethno-cultural tourism, which focused on cultural heritage).

However, it is necessary to emphasize the main difference between the analyzed concept and "ethnographic tourism". Ethnographic tourism is based on the interest of tourists in studying and understanding the original way of life of other people, their traditions, rituals, ceremonies, crafts, and culture (Polukhina, 2016).

In addition, the-tourism can be close to rural or agricultural tourism when tourists travel to ethnic villages or rural areas to be acquainted with ethnic culture. In this case, the main purpose of tourism will determine the type of tourism, or it can be a complex type.

In the current situation, ethno-tourism applies to tourism based on tourist's search for different cultural experiences. This can be expressed in travelling to ethnic villages, ethnic minority groups' houses, national parks, participating in cultural events and festivals, purchase of local handicrafts and ethnic souvenirs.

Further, McIntosh and Johnson (2005) explored the ethno-tourism concept and used it as a regional socio-economic development strategy. According to the approaches to the definition of "ethno-tourism" concept, it can be noted that this concept is focused on culture, ethnic identity, cultural expressions, and local communities, which can be unusual to tourists and different from their culture. According to the analyzed concept of ethno-tourism by Moraleva and Ledovskih (2008), ethno-tourism involved the Indigenous population to organize tourist activities. In this case, it is important to emphasize new job opportunities for local citizens, for both men and women. Ethno-

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tourism is often conducted in or near the ethnic villages and some research have shown that women group members play vital role in economic performance, in particular the production and distributing of handicrafts or souvenirs (Jeong, 2021). The development of ethno-tourism involves the cooperation of tourists and residents in organizing some activities (Figure 1).
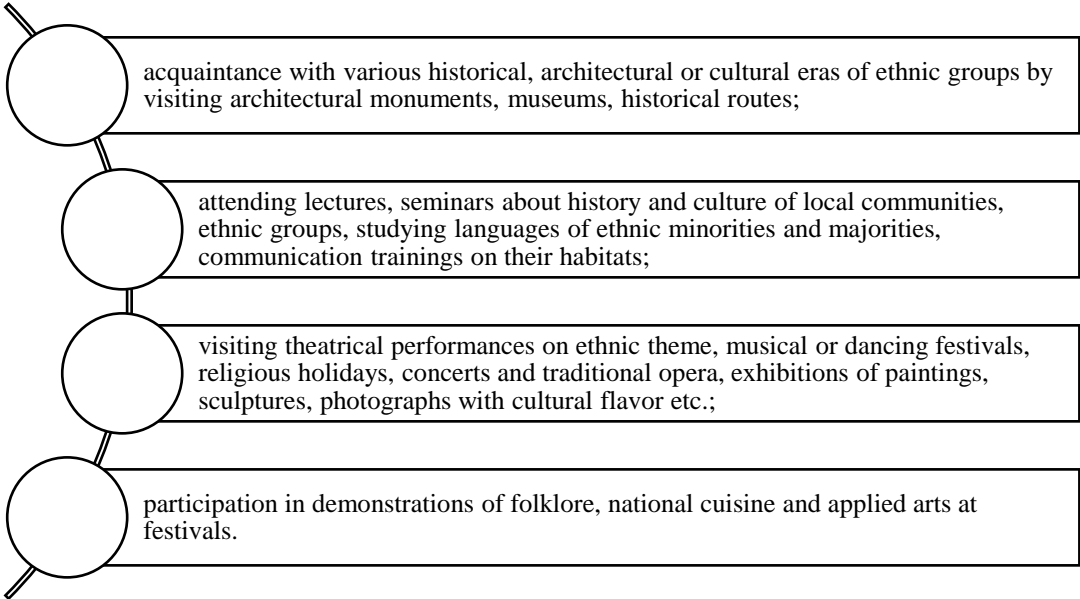

acquaintance with various historical, architectural or cultural eras of ethnic groups by visiting architectural monuments, museums, historical routes;

attending lectures, seminars about history and culture of local communities, ethnic groups, studying languages of ethnic minorities and majorities, communication trainings on their habitats;

visiting theatrical performances on ethnic theme, musical or dancing festivals, religious holidays, concerts and traditional opera, exhibitions of paintings, sculptures, photographs with cultural flavor etc.;

participation in demonstrations of folklore, national cuisine and applied arts at festivals.

FIGURE 1. Cooperation of tourists and residents in organizing ethno-tourism activities

Note: Created by authors

It was found that a valuable trait in ethno-tourism, such as the friendliness of local communities' representatives, effects on the attractiveness of tourist destinations (Vengesayi, et al., 2009). In addition, the quality of collaboration between tourists and local citizens has been increasingly recognized as a factor enhancing to both tourist's experience and perception of the destination visited (Armenski et al., 2011). Furthermore, ethno-tourism is presented as a dynamic, multi-generational, social phenomenon that changes along with changes in the surrounding reality. In this case, increasingly stronger cognitive aspects were pointed out in the trips of generations born and raised abroad to the country of their parents or grandparents (Zdebski, 2021).

Akent`eva, et al. (2014) reviewed increasing interest in ethno-tourism by raising the number of tourists aspiring to learn about the life of original peoples. Consequently, some functions of ethno-tourism are given in following figure (Figure 2).
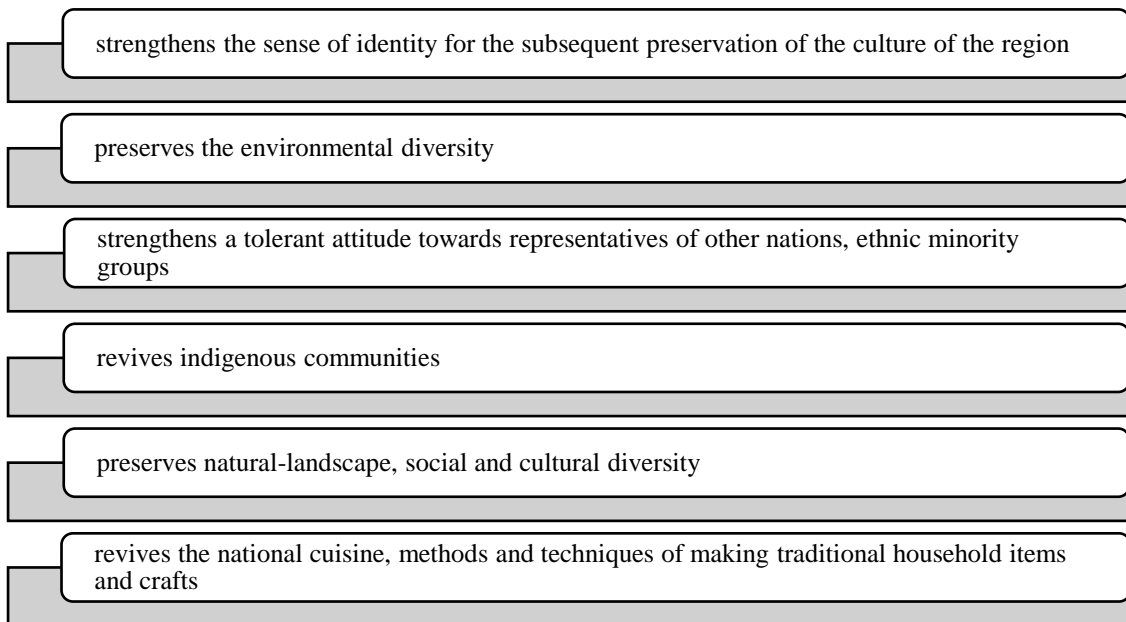
FIGURE 2. The main functions of ethno-tourism

Note: Created by the author based on (Akent`eva et al., 2014)

In addition, for any tourist, any of these forms of tourism can be primary or secondary to another type of tourism (Figure 3).
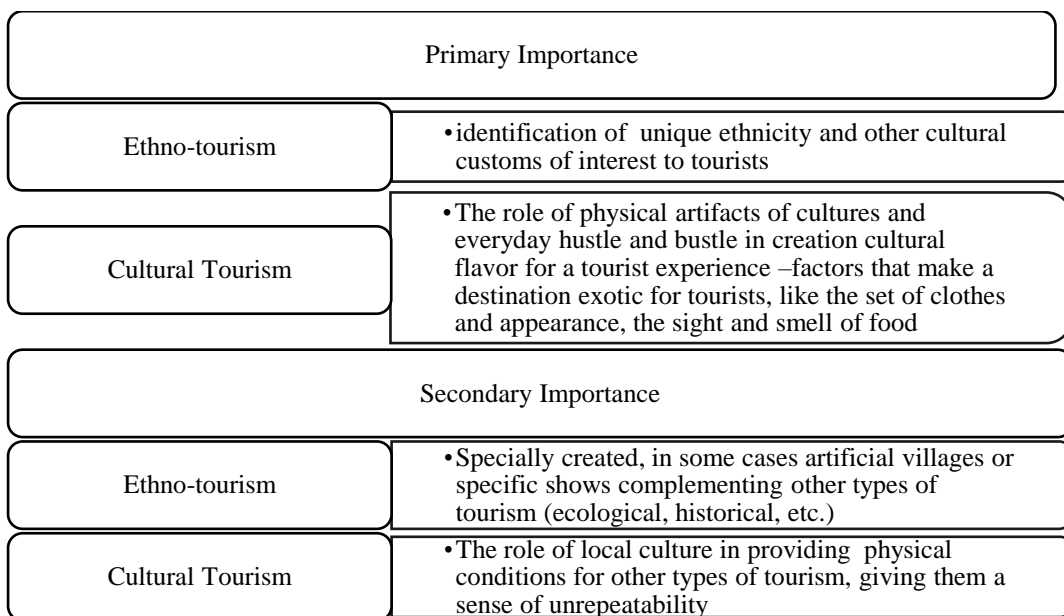

FIGURE 3. Primary and secondary importance of cultural and ethno-tourism
Note: Created by authors based on the reference (Wood, 1980)

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3. METHODOLOGY

To conduct the literature review of ethno-tourism concept development, some theoretical methods of scientific research, including analysis, synthesis, induction, and deduction were used. According to Jarvis et al. (2016) tourism is considered one of the largest and fastest-growing industries in the world. It is believed that the cites of local communities are great tourist attractions, a major source of foreign currency income, and they have a big opportunity to form a huge part of the tourism industry. On the other hand, it is argued that the use of nature, especially in untouched and pure nature with traditional diversity of local ethnic groups is recognized as an essential cultural ecosystem service.

Ethno-tourism represents a benefit for tourists who visit protected areas a vast majority of whom are interested in getting acquainted or learning about a culture other than their own (Vidal, 2012). Thus, ethno-tourism is an essential component of the travel experience. A systematic literature review was conducted in June 2022, based on two databases—the ISI Web of Science (http://www.isiknowledge.com) and Scopus (http://scopus.com)-following a systematic and replicable procedure. In order to capture the whole knowledge landscape, we used the search term "ethnic tourism*" OR "ethno-tourism*" in titles, abstracts, and keywords. Then results were combined to define the final research object. The period was set for the last 17 years from 2005 to 2022.

4. FINDINGS AND DISCUSSION

A systematic literature review was conducted in June 2022, based on two databases—the ISI Web of Science (http://www.isiknowledge.com) and Scopus (http://scopus.com)—following a systematic and replicable procedure. Besides, proceedings in Non-English language were excluded. The review resulted in a total of 128 references from Scopus and 157 references from ISI Web of Science. Next, gray literature and duplicates were removed, and 166 papers were remained. Then some articles which titles, abstracts and contents had no relation to ethno-tourism were excluded.

For example, studies about seeing, sightseeing and mimesis (Panakova, 2019), gender and empowerment (Boley et al., 2017), tourism memory, mood repair and behavioral intention (Kim et al., 2022), or ethno-ornithology and onomastics (Chiwanga & Mkiramweni, 2019) etc. were excluded. Then, 107 articles remained to read in detail. According to analyze of this literature, papers with no relevant empirical component, and without connection to ethno- tourism were excluded. In the meantime, the papers were screened to define their clear link to the ethno-tourism topic (Table 2).

TABLE 2. Literature selection process

Source	Number of papers
1	2
Paper search in ISI Web of Science	128
Papers search in Scopus	157
Removing duplicates, gray literature	-119
Title, key words, abstract	-59
1	2

Full text screening	-54
Analysis studies	53
Note: Created by author based on (Chiwanga & Mkiramweni 2019)	

Based on the classification of identified papers by Cheng et al. (2021) selected results were analyzed by the typical characteristics and attributes: (1) the geographic location of studies; (2) the methods and processes of evaluation used in the article in Figures 4 and Figure 5 (Cheng, et al, 2021).
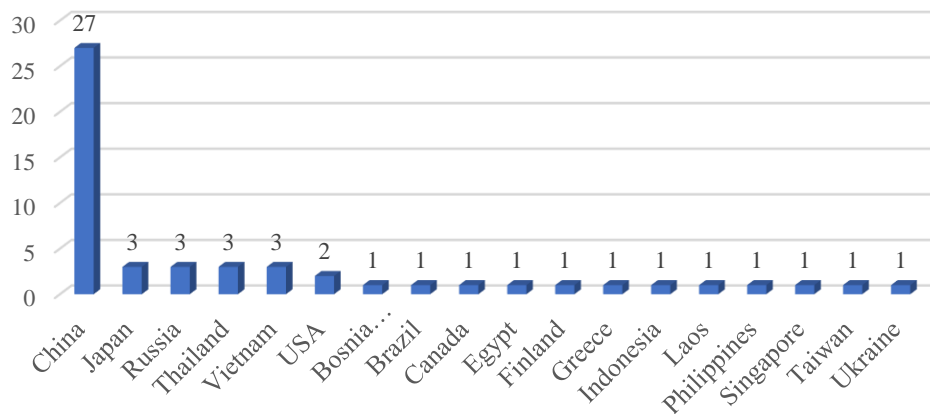

FIGURE 4. Geographic distribution of studies
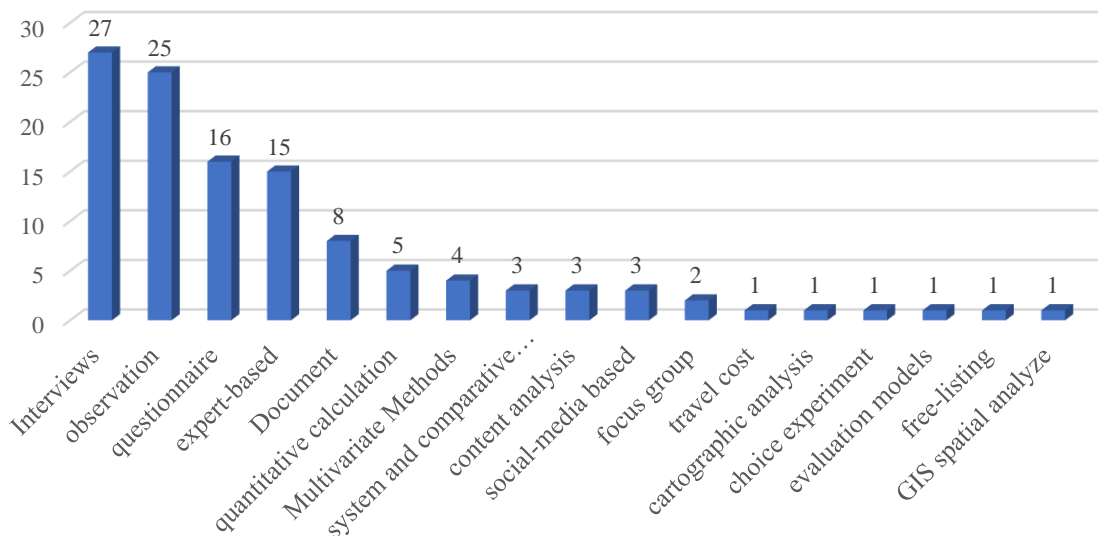*Note:* Created by authors

FIGURE 5. Evaluation methods of ethno-tourism development
Note: Created by authors

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According to the above data, it can be seen that studies of ethno-tourism are gaining popularity in Asian countries, including China, which is relevant (27 studies). In addition, over the years, 3 research projects have been carried out in Japan, Thailand, Vietnam, and Russia. According to the analyzed research papers, these articles used complex research methods, which means the research work used not only one method but several methods. Among them, the widely popular research methods on the topic of ethno-tourism include the following: interview (27), observation (25), questionnaire (16), expert-based (15) and others. Among the methods for evaluating the development of ethno-tourism, such methods as quantitative calculation, document analysis, multivariate methods, system and comparative analysis, content analysis, focus group, cartographic analysis, and travel cost were used.

The system of ethno-tourism contains the resources that form the basis of the ethno-tourism practice (material and non-material heritage, modern culture, and creativity), the values that people attach to practice (learning, ethnic personality, narrative), and the entitlements that are developed through the practice (ways to engage in ethno-tourism). It is valuable because all these components are interrelated and interdependent (Figure 6).
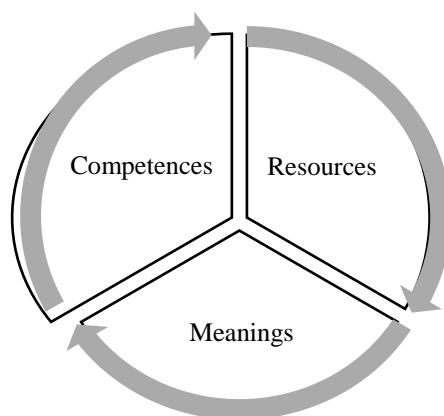

FIGURE 6. The practices of ethno-tourism

Note: Created by authors based on the reference (Richards, 2018)

It is impossible to become an ethnic tourist without ethnic resources to consume, which on the other hand needs a specific level of cultural capital or authority, and valuable meaning for tourists. In organizing ethnic tours, it is necessary to consider the presence of the following objects, which are considered the main ethno-tourism resources:

– monuments of archeology, architectural monuments made in a traditional manner for the ethnic group and associated with a specific stage in the cultural life of the ethnic group;

– religious and civil architecture that reflect the confessional affiliation of representatives of an ethnic group;

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- necropolises, burials with traditional tombstones, inscriptions in the national language, ornamentation;
- monuments of landscape architecture;
- small and large historical monuments and settlements;
- local residents houses in national style, with traditional interior decoration and household items
- rural settlements, ethnic villages that have preserved the "traditional look",
- local museums, theaters, exhibition halls, etc.;
- socio-cultural infrastructure;
- venues for ethnic celebrations with the assistance of folklore ensembles in national dresses;
- ethnographic objects, folk crafts and handicrafts, centers of applied arts, technical complexes, and structures.

Furthermore, the development of ethno-tourism has some positive effects and benefits:
- ethno-tourism contributes to an awareness of ethnic identity;
- it also provides benefits to ethnic minority groups, by using ethnicity as a resource that generates income and profit, furthermore, promotes cultural diversity;
- economic benefits, involving higher revenue, more job opportunities, raising the quality of life, and the emergence of entrepreneurial opportunities;
- gives a great chance to promote ethnic group, their history, and their culture to the world tourist market;
- it can also be a positive force for cultural revival, by regeneration of religious ceremonies, cultural performance, forms, and craft production;
- encouraging creativity;
- the pride in local culture can contribute to the self-awareness of local residents and strengthen ethnic identity;
- gives a big opportunity to create and project positive ethnic image.

5. CONCLUSIONS

Ethno-tourism can give valuable information to tourists about the region and local communities, their history, and their culture. It is possible to create an attractive ethno-tourism destination through performing and visual arts, literature, national music, and handicrafts. In this case, the development of ethno-tourism in the local region can help to preserve and protect the cultural heritage of local community groups. In some cases, local communities can use modified attractions as authentic and create false tourist awareness. As a result, some tourists could not satisfy their needs, but these performances may protect the ethnic community from undesirable social consequences. According to performed analysis, a close connection between ethno-tourism and cultural tourism was discovered. Furthermore, this study considered and compared the primary and secondary importance of cultural and ethno-tourism for tourists.

The system of ethno-tourism contains the resources that form the basis of the ethno-tourism practice (material and non-material heritage, modern culture, and creativity), the

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values that people attach to practice (learning, ethnic personality, narrative), and the entitlements that are developed through the practice (ways to engage in ethno-tourism).

Additionally, the system of ethno-tourism was reviewed as complex, which contains the basis of ethno-tourism practice, the values that people attach to practice, and the rights that are developed through practice. Apart from that, the positive effects and benefits of the development of ethno-tourism to local communities and the regional economy were discussed.

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