Abstract

Theme of final qualifying work:
«Ethnographic tourism as a way of revival and preservation of ethnic and cultural heritage of the nations (on the example of the Republic of Dagestan)»

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The urgency of the research theme:
Ethnographic tourism, which has recently been given increased attention, helps to learn about the culture and traditions of a locality. Such interest is explained by the fact that in our unified time, the people are increasingly looking for identity, the search and development of their ethnic roots. It allows the person to feel special, complicit in the whole story with her characteristic cultural traditions.

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

The purpose of the work is to develop an ethnographic tour and justification necessary measures for the successful promotion of ethnic tourism in the republic of Dagestan.

Objectives:
- to consider the notion of ethnographic tourism in the context of cultural and cognitive tourism industry;
- to identify types of resources affecting the formation of the ethnographic potential;
- to assess the current state of tourism on the international market of tourist services;
- to analyze the resources of the Republic of Dagestan for the development of ethnographic tourism;
- to develop an ethnographic tour of the Republic of Dagestan;
- to offer tourist activities to promote ethnographic tourism of the republic of Dagestan.

Theoretical and practical significance of the study lies in the possibility of using its main provisions and conclusions to create wider awareness of the place
and role of ethnographic tourism in a transformed society. The main provisions and conclusions contained in the final qualifying work can be used as the further development of theoretical and methodological foundations of ethnographic tourism, and as a practical manual regional tourism enterprises. And a tour, we have developed, and we have developed a tour, can be used as a finished tourism product especially for those managers of tourist companies, which are aimed at socio-cultural improvement of their region through ethnographic tourism.

**Results of research:**

In practical part of our project, we have developed an ethnographic tour of the republic of Dagestan. The program of the tour provides tourists acquainted with the traditional national holidays, religion, culture, art, cuisine of people living there, and their historical and archaeological heritage. The main value of this tour is that its program includes not only cognitive, but also activities of event character, which allows tourists to feel involvement in the culture of another people and meet a number of their spiritual needs. Thus, ethnographic tourism can act and an important aspect of maintaining the cultural sector in the region, which is an important indicator of its social and cultural development.