

## PREREQUISITES FOR THE DEVELOPMENT OF ETHNOGRAPHIC TOURISM IN THE VETKA DISTRICT

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Ethnographic tourism is a special kind of tourism, the basis of which is a visit to the ethnographic objects in order to learn the culture, architecture, life of a people (ethnos), living or living in this territory [1].

Ethnographic tourism is important to develop in vetkovskiy district, as this area is the focus of old believers 'culture, where the old believers' craft is preserved.

The aim of the study is to identify the potential of ethnographic development in vetkovskiy district.

**Material and methods.** Information sources were the museum fund of the Vetka Museum of Folk Art and Weaving Center, archival documents, the results of conversations with museum staff, residents of the city and rural settlements of the district.

When performing the work, empirical research methods (observations and qualitative comparison, description), theoretical cognition and general logical methods and techniques were used.

**Findings and their discussion.** The center of vetkovskiy district is the city of Vetka. Vetka is a small town in the Gomel region, founded by old believers (they are old believers, they are schismatics). In this regard, vetkovskiy district is distinguished by its old rites, customs and traditions – culture and craft: books, icons, wood carving, embossing, weaving, sewing. All this is presented in the vetkov Museum of folk art-unique and one of a kind. It is based on the collection of vekovshinina F. G. Shklyarov, a representative of the old believer family, and later it was supplemented by exhibits from all of the Vetka district. The permanent exhibition was opened on November 1, 1987 in the renovated and reconstructed historical building – the house of merchant Groshikov.

The exposition of the Museum is primarily notable for a large number of old believers ' icons. Most of them are from the Vetka school of icon painting. A distinctive feature of the icons are strong highlights around the mouth-chin and the characteristic shape of the upper lip, hanging over the swollen, bifurcated lower lip. Witkowska painters were isolated by cinnabar (raw materials for production of mercury) Maiduguri, and sometimes the border of the lower lip, which is an ancient tradition.

The tradition of weaving towels Belarusians preserved longer than others. Bench hammers accompanied the person throughout all life: from the birth and before burial. As a result of researches and expeditions along the Slavic rivers about three thousand woven bench hammers have been assembled, now it is one of the most interesting collections of Belarus. In an ornament red color prevails.

This color at radimichy was identified with color of blood, life, the sun. At the heart of an ornament – ancient geometrical signs. Once employees skilled workers learned to distinguish one element from another the museum: for each sign there is a special name. Today such names about 700 are recorded.

The centers of weaving are the majority of villages of Vetkovsky district: Neglyubka, Svetilovichi, Cossack Bolsuny, Yanovo, Prisno, Yurkovichi, Pykhan.

In collections of national fabrics (a suit, tapestry materials, bench hammers) there are more than 1800 objects. Weaving from the village of Neglyubka significantly differs from other types of weaving. His special line is improvisation and an unusual variety of patterns. Today ethnographers contain 120 kinds of ornaments in the Vetkovsky region. Semantics of a national suit is presented on the example of tradition of the village of Neglyubki, unique on safety of ancient elements. Transition from one age and marital status to other every time was followed by changes in a suit. For each age – the world.

In the museum it is possible to see the weaving loom – "krosna". Europeans borrowed this type Arabs in the 10th century. Before there were vertical machines, but at the weaver hands quickly were tired. Weaved generally in the winter when there were no agricultural works. Five show-windows of the embroidered fabrics rise to a ceiling. Geometrical symbols are followed by graphic "translations".

Uniqueness of book culture of the Branch not so much that she has kept and has informed us of the most rare old printing and hand-written books, how many that she has kept ancient traditions of book art. Here continued to create manuscripts in the 20th – the 30th years of the XX century.

The Fund of the Museum more than a hundred manuscripts of the XVI-XIX centuries, 590 old monuments (including the works of Ivan Fedorov, Peter Mstislavets, Basil Garaburdy, Onesimus Radishevskogo, Belarusian, Ukrainian and Moscow printing yards of the XVI-XVIII centuries). The Museum presents the exhibition "the Way of books on the Branch" – a map-scheme, which marked the city and the way, where and where they were directed. It turned out quite a vast geography: from Arkhangelsk to Maikop, from Zabludov to Krasnoslobodsk, on the Volga. Today it includes 77 cities and gives an almost complete picture of the long ways in which the books "went" on a Branch.

In the window of "Creation books" the book as would have been decomposed: paper of different centuries, fragments of binding (leather, Board), sample fasteners, cast plaques with pictures of the evangelists. In the center is the gospel, published in Vilna in 1600. Unfortunately, we rarely get the rich clothes in which he dressed book. But this can be learned from the records left in books Vitkovskij merchants, how much gold and silver they have invested for the manufacture of book salaries.

A fragment of the exhibition, which presents the tools of the master bookbinder: a machine, a round knife for trimming the block of the book, a

roller for stamping ornament on the skin. Using such tools in the 30-ies of XX century, intertwined books in vetkovsky settlement. They were dressed in new clothes so that they could continue their journey to the next generations. Carefully preserved every surviving fragment of the printed the text, which was very important for the old believers, who preserved an amazing culture of communication with the book, the relationship to it.

In the early twentieth century ethnographer Ivan Abramov wrote that house of Twigs decorated with carvings. Builders-Vidovdan, returning from the outhouse crafts for the winter, tried to make the architectural marvel, and his own house. Elements of this culture can be seen now both in the branch And in the villages of vetkovskiy district: Svetilovichi, Neglyubka, Big Nemki, Small Nemki... It is known that many motifs of architectural carving were taken from decorated ancient manuscripts, It was". This peculiarity of the Old Believer dwelling influenced the formation of the "interfaith" style of carved art of the Gomel region, which flourished almost until the end of the 20th century.

Museum staff are engaged in research activities. One of the best projects of the museum is the "Vyratavanne of the Inexpensive Signs" – the salvation of cultural monuments of the region. The project has several directions. One of them is archaeological research and measures to preserve the archaeological monuments of the area. in addition to this project, the museum explores the traditions of weaving of the Vetka district, systematizes information about the Old Believers' book culture (makes the exhibition "Belarusian History School" in the Museum of a rare book in the Gomel Regional Library name of Lenin), about the Vetka school of icon painting, about the house architectural carving, collects and popularizes oral folk art.

**Conclusion.** Vetka district has a unique and rich potential for the development of ethnographic tourism.

Everyone has heard about the Old Believers, but it is in the Vetka Museum that one can learn a lot of new and exciting things about this community of persecuted people. here you are immersed in truly ancient Belarusian traditions and rituals. There are collected such interesting exhibits, which can hardly be seen elsewhere. A visit to Vetka will be interesting to those people who are interested in the history of folk crafts and rituals. It is a place of pilgrimage for Old Believers from around the world.

Unique traditions of folk handicrafts, such as weaving, wood carving, chasing, have been preserved here. Rushniki from this area have a special colorful pattern. The ancient culture of typography also attracts attention.

Reference list:

1. Babkin, A.V. Special types of tourism / A.V. Babkin. – Rostov-on-Don: Phoenix, 2008. – 252 p.