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Folk festivals as a tool for forming the cultural space of rural areas

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Abstract

The search for forms of holding regional holidays, improving their organization, increasing social significance for the local population and increasing significance for visitors is a significant area of research. The development of the institution of folk festivals is the most significant area of using local resources for the social and economic development of regions. The article shows that folk holidays can migrate together with the bearers of traditions. We can conclude that folk festivals are currently perhaps the only means of cultural leisure for all social groups of the rural population at the same time. Their organization is accessible to regional government bodies. In Russia, folk festivals, in addition to the functions accepted in international practice, can also be used to restore lost traditions of territories and serve as a tool for transmitting the "cultural code" of the territory. Virtually all accepted forms of holding folk festivals are used in Russia, especially for harvest festivals in agricultural areas.

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Keywords

National holidays, rural areas, globalization processes, regional development, sociocultural environment.

Introduction

Since the formation of cities as a phenomenon of civilization, the culture of rural and urban areas has differed significantly. According to scientists, the gap between the standard of living in rural and urban areas is increasing all over the world due to socio-economic factors. Under these conditions, there is an increase in the need to increase the competitiveness of rural areas, including in the field of providing cultural goods. However, at the same time, the social environment of rural areas is currently experiencing a significant impact of globalization processes.

Celebrations of general cultural local holidays in the open air are a tool for maintaining cultural diversity and preserving cultural landscapes. The development of the institution of folk holidays as an element of the sociocultural environment, as international practice shows, is a significant direction in the development of ethnotourism, which is at the beginning of its development in Russia.

In these conditions, the search for forms of holding regional holidays, improving their organization, increasing social significance for the local population and increasing significance for visitors is a significant area of research. The development of the institution of folk festivals is the most significant area of using local resources for the social and economic development of regions.

Main content

A significant amount of scientific and popular science research is devoted to the forms and organization of folk holidays in various aspects. Various aspects are studied in relation to folk festivals: the attractiveness of visiting such rural celebrations for urban residents, marketing activities to promote rural areas and increase their competitiveness. Having analyzed scientific works, we can conditionally classify the following research topics: topics devoted directly to the development of the movement of folk festivals in rural areas, their species diversity, and attracting visitors to urbanized areas; works devoted to the influence of folk holidays on the possibility of preserving the culture of the indigenous population of regions and restoring cultural traditions; articles revealing the essence of the impact of holding folk festivals on the socio-economic environment of the rural areas of the region.

When studying folk holidays, it is necessary to use methods for comparing the forms of their implementation to identify aspects of the impact on the socio-cultural environment of rural areas. Research by Russian and foreign scientists in the field of organizing folk festivals is used as data sources. Folk festivals are held at certain periods of time, most often have a program determined by cultural customs, unchanged for years, and have a varied character depending on the area.

Folk holidays are mass open-air celebrations common among peoples, timed to coincide with certain secular and religious holidays. In international practice, the following definition of folk festivals is used – “a gathering of people that meets one or more conditions: meetings at an irregular or regular basis (once a year or every two years), dedicated to the celebration of a historical event related to local history, indigenous culture or traditional production, presenting opportunities for subcultural identification of local residents or an unusual way for residents to come into contact with cultural activities.”

The processes of globalization, the need to preserve the cultures of indigenous peoples, the development of ethnic tourism, the promotion of folk art products or branches of the agrarian complex of territories – all this acquires a new context associated with the transformation of social relations of urban and rural areas.

Today, in order to form institutional models for organizing folk festivals and apply them for the

purpose of developing the socio-cultural environment of rural areas, it is necessary to generalize the experience of holding folk festivals in rural areas, including international ones, to form institutional models.

Ethnographic studies indicate that a significant number of types of national holidays in rural areas have now been lost. The most common nowadays are folk festivals dedicated to historical events, organized by historical societies (reconstructions of various historical events), and dedicated to traditional industries. A number of studies show the positive social effect of holding folk festivals in rural areas. In Russia, a significant number of folk festivals are held annually in rural areas in all regions, but a limited number of studies have been devoted to this topic.

In other countries, the practice of organizing folk festivals is virtually identical. Folk festivals are held in rural areas in all EU countries; to a greater extent they are dedicated to local agricultural or food production. Every year, thousands of festivals take place in rural areas of the United States. Some of them are more focused on local residents, and some are organized specifically to increase the tourist attractiveness of the region or promote agricultural products grown in the region. Also, the goals of organizing folk festivals are to raise funds for charitable purposes and maintain patriotism. It should be noted that the number of folk festivals in rural areas of the United States has been increasing over the past 40 years, with annual visitors numbering in the millions, and the number of participants in the most popular folk festivals in rural areas exceeding 250 thousand people. From a simple event of local significance, folk festivals have turned into a significant component of the socio-economic life of the rural population of the United States and have become a source of cross-cultural communications.

Currently, the most popular celebrations in the United States are folk festivals dedicated to the harvest of various crops. Research shows that these folk festivals often do not belong to the cultural traditions of the region, however, despite this, they are successful in realizing the socio-economic goals of the region. In addition, a number of folk festivals in rural areas of the United States are dedicated to hunting and fishing and are a reflection of the German traditions of holding folk festivals dedicated to aquatic biological resources. A similar experience is typical for folk festivals in Australia and New Zealand.

Conclusion

The experience of developed countries indicates that people can migrate together with the bearers of traditions. We can conclude that folk festivals are currently perhaps the only means of cultural leisure for all social groups of the rural population at the same time. Their organization is accessible to regional government bodies. In Russia, folk festivals, in addition to the functions accepted in international practice, can also be used to restore lost traditions of territories and serve as a tool for transmitting the “cultural code” of the territory. Virtually all accepted forms of holding folk festivals are used in Russia, especially for harvest festivals in agricultural areas.

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Народные праздники как инструмент формирования культурного пространства сельской местности

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Аннотация

В статье показано, что научный поиск форм проведения региональных праздников совершенствования их организации, повышения социальной значимости для местного населения и увеличения значимости для посетителей является значимым направлением исследований. Развитие института народных гуляний является наиболее значимым направлением использования местных ресурсов для социального и экономического развития регионов. В статье показано, что народные праздники могут мигрировать вместе с носителями традиций. Можно сделать вывод, что народные гуляния являются в

настоящее время едва ли не единственным средством культурного досуга всех социальных групп сельского населения одновременно. Их организация является доступной для региональных органов государственной власти. В России народные гуляния кроме принятых в международной практике функций могут также применяться для восстановления утраченных традиций территорий, служить инструментом передачи «культурного кода» территории. Фактически все принятые формы проведения народных гуляний используются в России, особенно это касается праздника урожая в аграрных территориях.

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Ключевые слова

Народные праздники, сельская местность, процессы глобализации, региональное развитие, социокультурная среда.

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