

The Development of Folk Festivals. Kulish-Fest

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Introduction. The characteristic feature of modern tourism is its diversification. If at the end of the twentieth century the most popular concept was the concept of the three "S" ("Sun - Sea - Sand"), in the new millennium it is succeeded by a concept of three "L" ("Landscape - Lore - Leisure"). As for me the most appropriate way of realization of this concept is the leisure organization in keeping with the best national traditions in minimally transformed anthropogenic landscape. In this context, special attention should be paid to festivals.

The first thing that must be said is that the festival is intended to fulfill the role of savior of Ukraine cultural degradation. Festival is a unique representational model that creates the new responsibilities for maintaining and creating of aesthetic and humanistic values of Ukrainian culture on the worldwide basis. The folk festivals are the actual way of preservation, revival and promotion of cultural and artistic heritage. Thus, the range of Ukrainian folk festivals should be expanded.

I would like to create and develop the folk and gastronomic festival "Kulish Fest". The main purpose of the event is popularization of Ukrainian national cuisine and its national traditions among the great masses of population in our country and abroad, the implementation of the modern forms of leisure organization based on the Ukrainian national traditions and customs.

The festival will be held on Khortytsya island and last for two days. Everybody who wants can take part in the fest, but the guests should wear dress code. The programme will include:

- grand opening of the festival,
- performances of folk groups (Bunchuk, Zaporozhian Cossacks, Bozena, Oriyana, Brandurband and others),
- competition for the best kulish,
- competition for the best hopak dance,
- exhibition of folk art masters,
- living sculptures of Cossacks,
- fair;

Grand opening of the fest will begin with a theatrical performance of Cossack Martial Arts. The event will be followed up by the musical illustrations of famous Ukrainian ensembles and modern folk-bands such as Bunchuk, Zaporozhian Cossacks, Bozena, Oriyana, Brandurband and many others. Then the participants can visit master-classes of hopak dance, the fair of traditional food and the exhibition of folk art masters. Women and men can take part in the cooking classes and even give their own if they know some original recipes of national dishes. But still the only special of the fest is kulish, one of the most favorite Cossacks field-cooked dish.

Conclusion. I believe that such kind of event will attract Ukrainians and foreign tourists, recover the Cossacks courage and integrate diverse ethnic traditions into the modern world.

References

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