

Tourism Culture

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Abstract: According to the United Nations World Tourism Organization, cultural tourism is “movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art.

Keywords: Culture, art, tourism, behavior, tourist.

According to the definition adopted by the UNWTO General Assembly, at its 22nd session (2017), Cultural Tourism implies “A type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions”. UNWTO provides support to its members in strengthening cultural tourism policy frameworks, strategies and product development. It also provides guidelines for the tourism sector in adopting policies and governance models that benefit all stakeholders, while promoting and preserving cultural elements.

The cultural self-expression of a people is always of interest. The natural curiosity of a tourist regarding various parts of the world and the peoples inhabiting them form one of the most powerful motivating tourist motives.

Tourism is the best way to get to know another culture. The humanitarian significance of tourism lies in the use of its opportunities for the development of personality, its creative potential, and expanding the horizon of knowledge. The desire for knowledge has always been an integral feature of man. Combining recreation with knowledge of the life, history and culture of another people is one of the tasks that tourism is fully capable of solving. Seeing the world with your own eyes, hearing, feeling are important parts of the restorative function of tourism; they carry great humanitarian potential. Acquaintance with the culture and customs of another country enriches the spiritual world of a person. Culture is the fundamental basis of the process of development, preservation, strengthening of independence, sovereignty and identity of the people. The identity of the paths of historical evolution of culture and tourism predetermined the commonality of new methods of approach to their further development. In most countries of the world, there is a process of democratization of culture and tourism, which form an integral part of social life. Self-awareness and knowledge of the surrounding world, personal development and achievement of set goals are unthinkable without acquiring knowledge in the field of culture.

At a conference in Mexico City (1981), two definitions of culture were proclaimed. The first definition is

of a general nature, based on cultural anthropology and includes everything that man has created in addition to nature: social thought, economic activity, production, consumption, literature and art, lifestyle and human dignity.

The second definition is of a specialized nature, built on the “culture of culture,” that is, on the moral, spiritual, intellectual and artistic aspects of human life.

The cultural heritage of any nation consists not only of the works of artists, architects, musicians, writers, works of scientists, etc., but also of intangible assets, including folklore, folk crafts, festivals, religious rituals, etc.

This type of tourism, such as cultural or educational, has long emerged and become independent. Its basis is the historical and cultural potential of the country, which includes the entire sociocultural environment with traditions and customs, features of everyday and economic activities. Any locality can provide a minimum set of resources for educational tourism, but its mass development requires a certain concentration of cultural heritage sites, among which are:

- archaeological monuments;
- religious and civil architecture;
- monuments of landscape architecture;
- small and large historical cities;
- rural settlements;
- museums, theaters, exhibition halls, etc.;
- sociocultural infrastructure;
- objects of ethnography, folk arts and crafts, centers of applied art;
- technical complexes and structures.

When visiting another country, tourists generally perceive cultural complexes, of which nature is an integral part. The attractiveness of cultural complexes is determined by their artistic and historical value, fashion and accessibility in relation to places of demand.

The cultural characteristics of different regions of the world are increasingly encouraging people to spend their holidays traveling. Objects visited by tourists contribute to their spiritual enrichment and broadening their horizons. Culture is one of the main elements of tourist interest.

Educational tourism covers all aspects of travel, through which a person learns about the life, culture, and customs of another people. Tourism is thus an important means of creating cultural connections and international cooperation. The development of cultural factors within a region is a means of expanding resources to attract tourist flows. In many countries, tourism can be included in the so-called cultural relations policy.

The level of cultural development can also be used to create a favorable image of a particular region in the tourism market. Elements and factors of culture can be channels for distributing information about the tourism opportunities of an area. The success of tourism development depends not only on the material and technical base that meets generally accepted standards and requirements, but also on the uniqueness of the national cultural heritage.

National cultural heritage sites must be presented intelligently and creatively. Scientific and technological progress has done its job: the products of one country are practically no different from similar products of another country. Uniformity is unacceptable in culture. A region that wants to become a popular tourist destination must have unique cultural complexes and offer them to the tourist market.

The assessment of cultural complexes for tourism purposes can be carried out using two main methods:

- 1) ranking cultural complexes according to their place in world and domestic culture;
- 2) necessary and sufficient time for sightseeing, which makes it possible to compare different territories according to the prospects of historical and cultural potential for tourism.

These methods are largely subjective: cultural complexes, highly valued by experts, do not always evoke an adequate reaction from tourists. The necessary and sufficient time to inspect objects is to a certain extent determined by their accessibility and the construction of excursion routes. Finally, the idea of the value of cultural complexes depends on the level of education and the national characteristics of tourists. In most cases, interest in cultural objects is determined by fashion.

An important characteristic of a cultural complex is the stability of its compliance with the value criteria formed among the population. This factor is associated with the long-term nature of tourists' interest in a particular cultural site. Tourists' interest in such objects of world cultural heritage as the Egyptian pyramids, ancient architecture, etc. remains stable. At the same time, a number of objects, for example Lenin's places, most visited in Russia during the Soviet period, have lost their attractiveness with changes in ideological attitudes in society. Therefore, one of the main tasks of tourism organizers is not only the creation of a cultural complex for tourism, but also its preservation for a sufficiently long historical period. Despite the fact that almost any information can be obtained from printed periodicals, fiction and other sources, the old truth never gets old: "It's better to see once than to hear a hundred times." Therefore, a region interested in attracting tourists must wisely plan and develop special programs and events that will increase interest in its culture, disseminate information about its cultural potential in order to attract potential tourists.

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