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CULTURAL TOURISM: TOURISM AS A TOOL FOR LEARNING ABOUT THE WORLD

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This article considers tourism from the point of view of the means of cognition of the world, as well as the concept of tourism, its features, relevance in modern society, new directions and types.

Keywords: *tourism, concept of tourism, type of tourism, new destinations.*

Starting to study tourism, its place in our modern life, it is worth thinking about, and what is tourism, when it appears and begins to form the very concept of tourism?

Of course, there is no single opinion on the compilation of the concept, which could be brief and reflect the whole essence of understanding tourism. A huge role here is also played by the diversity of those functions that performs tourism and numerous interpretations in the process of its development.

The main criteria can be defined as: change of place of stay (moving from one place to another place where you have not been before and it is outside your daily environment), direct stay in another place (should not be the place of your permanent or long-term stay, the purpose of this stay is to obtain new knowledge, emotions, feelings), payment for activities in the place of visit (the purpose of the trip cannot be activities related to obtaining income from sources in the visited place).

Thus, tourism is a temporary departure (travel) of citizens of a given country, foreign citizens or stateless persons from the permanent place of residence, with the purpose of obtaining, recreational, religious, cognitive, therapeutic and recreational, physical culture and sports, professional and business knowledge and feelings.

Having discussed and revealed the concept of tourism, it is worth paying attention to its historical development. The main beginning or inducement of man

to tourism was his curiosity about what lies beyond the horizon. In ancient times, people traveled a kind of tourism not only because of curiosity, he and other reasons and the purpose of such trips could be the knowledge of the world, the discovery and expansion of territories, the reason for this was the growth of population, as well as the formation of trade relations, military conquests, etc. The first travelers traveled for the sake of tourism. In addition, if the first traveled in order to learn something new, the second lived in this way, in other words nomadic, for them it was a normal way of life, in the course of which they could change their location due to various, for example, natural features. Basically, the goals and reasons for the emergence of tourism did not change much, somewhere at a certain point in history their list increased, somewhere decreased. Active development of mass tourism begins in the twentieth century with the emergence of industry, when people begin to have free time and the desire to explore the world. Also begins the revolutionary development of transport, appear: steamships, steam locomotives, cars, develop roads. This all greatly simplified the task of traveling around the world, and also reduced the time for traveling back and forth, which of course could not help but please. The first high-class hotels and travel agencies begin to appear in Germany and Switzerland, which allows you to plan a trip in specialized organizations and rest in special places for this purpose. The outbreak

of World War II and its further consequences significantly affected tourism, paralyzing it for some time. In the post-war period, active restoration of tourist firms, construction of places for entertainment, hotels and recreation begins. In the 80s of the last century the growth of tourism slows down, but remains at a fairly good level.

To date, tourism does not lose its relevance and is also a great way to travel, learn about the world, etc. And the study of the genesis of tourism allows us to say that at various stages of history travel and tourism played a huge progressive role in the development of humanity as a whole, stimulating science, development of transport, trade, diplomacy, and having a positive impact on the mentality of people [1]. In the process of its development, tourism has an active impact on different spheres of life, so in the political sphere it can be a tourist exchange of experience, any programs to establish international relations, in the economic sphere it is the development of agriculture, in general, the development of infrastructure of the country, the production of goods, contributes to the diversity of folk art, crafts. In the process of mastering a variety of social and spiritual relationships between different peoples, forming communication, gaining experience and expanding horizons, spaces and places, tourists overcome the limitations of cultural patterns operating in the community and become agents of translation, production, distribution, mastering of innovative socio-cultural and spiritual information of another area [4].

But what motivates the subject to travel? After all, to go somewhere, one must first feel the absence of something, the need to search for that living space where one can satisfy one's needs [4]. Some sociologists of tourism assume as a phenomenon of our mobility, associated with the interest of entering into personal contact and study of the visited environment, its peculiarities, as well as voluntary change of permanent place of residence, environment and rhythm of life in the conditions of tourist activity. In the end, such movements lead to the fact that people personally verify the presence of some historical objects of special value, people realize themselves as witnesses of really existing objects.

Having talked about the historical aspect of tourism and its relevance, it is also worth touching on the topic of organization and some types of modern tourism. To date, there are such ways of organizing tourism as: organized tourism, unorganized tourism and amateur tourism. As with the concept of tourism there is no one complete and fully revealing con-

cepts to any of the ways, which also creates a problem in distinguishing such concepts as unorganized and amateur tourism. Let's consider each separately. So, under organized tourism is understood a person or a group of persons who have organized their trip on a premeditated program with the purchase of vouchers with a certain list of included services. Under amateur tourism is understood all the same person or group of persons organizing their own recreation, developing the route, period of stay and the number of costs on the spot or immediately after the purchase of a ticket. In turn, independent tourism is a trip made c complete refusal of the services of any organizers. Independent tourists are not listed anywhere and are not registered in tourist clubs and circles. Unorganized tourism is a method of organizing a trip [7]. A striking example of unorganized tourism can be hitchhiking or hiking.

As for the types of tourism, there are a lot of them at the moment, such as medical, gastronomic, sports, health tourism, tourism for the disabled, extreme tourism, cultural tourism and much more. In my work I would like to touch upon the topic of cultural tourism and tourism for the disabled (in other words, tourism for all).

First of all, any type of international tourism can be called cultural, as it is associated with crossing national borders, temporary residence in other cultural communities, intercultural interaction and communication between "guests" and "hosts" [9]. Modern cultural tourists can also belong to different social identities. Such as purposeful (they purposefully choose cultural tours in search of new deep cultural experiences), sightseeing (they go on cultural excursions, but only touch the surface meaning), incidental (for them cultural tourism is not a motive, but they still visit different cultural places), casual (they are not interested in cultural tourism and do not want to get some new experience) and "happily casual" (for them cultural tourism was not a purpose, but at the end of it they got a variety of cultural experiences). Some point out that the place of cultural space does not necessarily need to be a cultural heritage site, it can be any public event venue. Therefore, the value and uniqueness of tourist experience is not in the programmed participation in staged events and not in communication with specially trained for work in tourism specialists, but in living a fragment of life of real citizens of another country and real representatives of another culture [9]. And according to the Chinese scientist Zhong Xianwei, tourism is also a cultural activity, one of the types of interaction between man

and nature, in which the tourist receives mental and spiritual satisfaction [8].

Returning to the topic of accessibility of tourism, especially its accessibility for the disabled, I would like to ask the question, why develop tourism for the disabled at all? Some believe that this type of tourism can pay off and bring good profits to the owners of various tour companies, hotels, places for entertainment. Others in order to give everyone equal rights to not only see something new, but also to learn, feel. Today, about 15 % of the total population of the earth have some form of disability, but not everyone and always can be available a comfortable vacation. Yes, maybe today there is a rapid pace of technology development, different features and needs of citizens are taken into account, but they cannot always be available. Therefore, this category of the population should get more opportunities, thanks to which it will be able to travel freely and most importantly cheaply. To date, disability is a social phenomenon, which cannot be avoided by any society, and each state according to the level of its development. Now there is a legally guaranteed obligation to take care of the needs of the disabled, and increasingly this group is considered as an important market segment. By targeting disabled people in marketing activities, tour operators are able to serve a large and growing market, while meeting the requirements of the law [6].

As for purely Russian tourism, Vice-President of the Russian Academy of Sciences A. D. Nekipelov noted that our country has been living in a state of economic growth for almost 10 years, and this is reflected in the tourist activity of our fellow citizens [1]. In the strategy of domestic tourism development, a special place is occupied by the improvement of natural and historical-cultural complexes, various engineering structures, service personnel and management bodies. Also I. V. Zorina noted that tourism is a large multiplier. The opening of one place in the hotel creates additional 24 jobs [2]. The conduct of the international day at the Russian State University of Tourism and Service contributes to the development of tourism education development and implementation of cardinal new approaches, allowing to prepare personnel capable of engaging in the process of modernization, which is essential for the tourism and service sector [10]. During the meetings students present their new projects, which in the near future can be realized outside the university. On the example of the city of Yoshkar-Ola, rural tourism — one of the types of social tourism, in which people with average

income have the opportunity to spend vacations and weekends in nature, renting inexpensive houses in the village is becoming increasingly popular [5]. This type of tourism contributes to the development of sparsely populated cities, as well as a way to have an affordable and inexpensive vacation without leaving the country or even their region.

Summarizing the whole work, we can assert that tourism is indeed a tool for learning about the world. At various stages of history, travel and tourism have played a tremendous progressive role in the development of humanity as a whole, stimulating science, transportation, trade, diplomacy, and having a positive impact on the mentality of people both outside and inside the country [3]. Tourism helps to immerse in the environment and rhythm of life of a country for the time of departure, to understand the culture, religion, values and heritage of historical sites. Within the country, tourism contributes to the development of science, agriculture, infrastructure of small towns and villages, increasing the number of jobs, etc.

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Культурный туризм: туризм как инструмент познания мира

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Туризм рассматривается с точки зрения средства познания мира, а также понятие туризма, его особенности, актуальность в современном обществе, новые направления и виды.

Ключевые слова: туризм, понятие туризма, вид туризма, новые дестинации.

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