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DEFINITION OF CULTURAL TOURISM AND ITS PECULARITIES

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Abstract

In this article various approaches to defining of definition of cultural tourism were explored. The author's definition of cultural tourism is presented. Justified the need to clearly define cultural tourism both for the needs of the subjects, operating in the travel industry, and for scientific research on this topic.

Keywords

Cultural tourism, cultural heritage, definition, motivation.

The phenomenon of the rapid development of the tourism industry in the world at the end of XX century, its role and significance in the socio-political and economic life of countries had a significant impact on the growth of scientific research in the field of cultural tourism, scientific definition of prospects and directions of its development. Since cultural tourism involves travel for the purpose of visiting cultural attractions and, therefore, an important component is cultural component of these visits, then the definition of the question, what is culture, takes on significant importance. This issue is so complex that still does not find an unambiguous assessment among researchers of cultural tourism. The problem of defining culture is related to the fact that the democratization of culture, which is taking place in recent decades, and its convergence with everyday life, brought additional cultural meanings and functions. Questions of scientific and practical study of the nature of cultural tourism, determining its content, place and role in the socio-economic and political the life of society are devoted to the research of many international institutions for the study tourism and leading foreign scientists. First of all, it is the World Tourism organization, World Travel and Tourism Council, UNESCO, International council of museums, as well as materials from the scientific group for the study of cultural tourism (ATLAS), Tourist Boards of the main tourist centers in Europe: Great Britain, France, Germany, Italy, as well as the work of European researchers, since, it is in Europe that the cultural component in the tourism industry prevails over others types of tourism. Despite the numerous scientific publications of scientists and practitioners, a single there is no opinion on the definition of the concept of cultural tourism. And the lack of a clear understanding who is a cultural tourist and what is their motivation complicates definition of both cultural tourism itself and the effectiveness of the cultural tourism market tourism, planning and management. A number of researchers believe that cultural tourism should be divided into four different types: tourism originating from the nature of the definition itself, from motivational definitions, from empirical definitions and operational definitions [6; 7; 10]. In my turn, other researchers (R.W. Mackintosh and C.R. Goeldner) argue that cultural tourism is a type of tourism containing all types of travel, through which travelers study the history and heritage of other peoples or their modern way of

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life and thought [8]. In other words, cultural tourists through travel learn about the products and processes of another culture.

According to the American scientist A. Tige, cultural tourism is a journey undertaken to places of historical sights, museum, fine art ... as an essential element [11, 387]. Canadian researcher T. Silberberg defines cultural tourism as fully or partially motivated visits by people to other communities with historical, artistic, scientific interest or for the purpose of familiarization with the image life or heritage that a given community, region, group or institutions [12, 361]. Continuing the analysis of the definitions of cultural tourism, one of the the most common conceptual definitions of cultural tourism, expressed a well-known Dutch specialist in the field of cultural tourism, Professor G. Richards, according to whose fair assertion, cultural tourism is movement of people to places of cultural interest away from their place of normal living with the intent to collect new information and experience for satisfaction of their cultural needs [9, 24]. We fully share his point. view that the cultural motivation of a tourist is one of the determining elements in the designation of cultural tourism. Approaches to the definition of the concept of cultural tourism, expressed by scientists and practitioners of the countries of the Commonwealth of Independent States M.A. Zhukova, V.A. quarterly and A.A. Romanov, D.Y Sharapov and others [1; 2; 3; 5], are more similar to ideas of the above foreign authors. Cultural tourism is interpreted by them as activities related to visiting historical and cultural sites, familiarization with monuments, places of interest, museums, cultural festivals and concerts, creative meetings and exhibitions, customs and traditions of peoples, inhabiting places of visit. The study of the definitions of cultural tourism allows us to note a number of main approaches in its description. Firstly, these are definitions that determine that cultural tourism is everything travel undertaken by people who temporarily leave their places of origin residence mainly in order to obtain information in the places visited, meet or get an impression of historical places and material and spiritual culture of places visited, as well as participation in special cultural events, live historical events. Secondly, definitions emphasizing that cultural tourism can include all types of travel that are motivated primarily by the activities of a cultural character. At the same time, the individual motivation of tourists is the basis for determining travel as cultural. Thirdly, the definition presented by the World Tourism Organization indicating that cultural tourism is all movements of people carried out for the purpose of meeting human needs for change associated with increasing the cultural level of the individual, and in turn, providing an opportunity to obtain new knowledge, experience and acquaintances. Based on the foregoing, we will try to present our general approach in definition of cultural tourism as follows and give it a somewhat extended interpretation. Cultural tourism is all types of travel, which are mainly motivated by the desire for contact with the material and spiritual culture reflected in historical monuments, traditional architecture and crafts, oral folk creativity, music, language, life and traditions. An important factor in this is that a significant part of the time allocated for tourism purposes should be busy getting to know this culture. Therefore, from our point of view, important features of cultural tourism are: a) the cultural component must be a personal motivation for travel or a decisive factor for the traveler because of its importance; b) mandatory presence significant level of the cultural component of the trip, that is, its quantity and intensity must clearly predominate in a given trip, and c) a

significant part of the time traveler on this trip should be spent on visiting cultural attractions and events. Undoubtedly, the proposed definition, in which the defining basis are personal cultural motivation and a significant part of the time spent on visiting the cultural components of the trip, somewhat narrows the scope of the cultural tourism, since a significant part of travelers, regardless of the purpose of the trip directly or indirectly involved in the consumption of culture in its broadest sense. However, this definition clearly defines cultural tourism and reflects differences between cultural and other segments of tourism. As for the place of cultural tourism in the tourism industry, it is fair according to M.D. Sushchinskaya, based on the modern practice of tourism, cultural tourism should be considered at two levels: a) as a separate type of tourism and b) as one of the elements in other types of tourism [4, 13-14]. It seems to us that this approach to cultural tourism reflects the target motivation of tourism and the desired benefits of visiting cultural attractions, and also the need for an individual approach to the formation of the cultural component for different categories of tourists.

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