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CONCEPTUAL BASIS OF MODERN TOURISM

The purpose of the article is to attempt to discover the conceptual basis of modern tourism, in particular, to justify scientific approaches.

The basis of the *method* of work was the use of conventional methods: theoretical analysis of scientific sources on the specified topic, synthesis, description and comparison. The results are the separation of the following scientific approaches: axiological, cultural, multicultural, holistic, structural, functional, informational, synergistic, predictive, unity of quality and quantity, co-evolutionary (development), causality.

The scientific novelty of the study was the interpretation of general methodological approaches in the field of tourism studies, a clear definition of their characteristics, which will help to improve its methodological basis.

The practical significance of the article is to justify the expediency of using scientific approaches, which will make it possible to combine the efforts of tourism professionals under the current conditions of fundamental incompleteness and uncertainty of information on the methodology of tourism; in developing approaches that are, to some extent, capable of ensuring the effective interaction and synthesis of different science methods on a single conceptual basis.

Keywords: tourism, conceptual basis, methodology, scientific approaches.

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