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SOCIO-CULTURAL AND SOCIAL-ECONOMIC ASPECTS OF EXTENSION OF INDEPENDENT TRAVELS IN MODERN CONDITIONS

The purpose of the article is to determine the main socio-cultural and socio-economic aspects of the emergence and spread of independent travel, trends in changing requirements and expectations of travelers in modern conditions.

Method. The basis of the conducted research is based on analytical, comparative-geographical and synthetic methods.

Results. On the basis of in-depth analysis of printed and electronic information sources, relevant information was obtained on the impact of socio-cultural and socio-economic factors on the spread of independent travel in modern conditions. It is shown that the growth of the interest of different sections of the population in the independent organization of their recreation or travel led to the emergence of independent travelers or self-tourists. It was proved that the main objective factors that influenced the rapid development of independent tourism, in addition to the wide introduction of information technology and telecommunications in the sphere of tourism, was the change in the motivation of travel with a predominant emphasis on intercultural communication. Intercultural communication of travelers can and should improve relations between nations, as well as enrich their own national culture on the basis of studying another culture, through the absorption of another language.

Scientific novelty. The impact of the socio-cultural and socio-economic environment on the spread of independent travel in the modern conditions is substantiated substantially. Further development of knowledge about the tendencies of development of independent tourism in the conditions of deepening of globalization processes has been acquired.

Practical significance. The obtained results of the research are an important information base for the development of the tourism industry in the conditions of constant expansion of independent travel. The consideration of modern trends in the development of tourism is necessary in developing an effective marketing strategy for a tourist enterprise, diversifying its activities in the conditions of changing motivations and requirements of consumers of tourist services.

Keywords: socio-cultural and social-economic aspects, independent travels, organized tourism, self-tourists.

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