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DEVELOPMENT OF CULTURAL TOURISM IN THE AGE OF POST-INDUSTRIAL SOCIETY

The aim of this paper consists in the study of trends in the development of cultural tourism of the post-industrial era.

Research methodology. The author applies historical, bibliographic and analytical methods.

Results. Art is an extremely important component of the tourism product, and cultural tourism is based on experience, according to which tourists become involved in the creative process, stimulating the activities presented to them. Tourism can qualitatively improve the processes of organizing and conducting games, festivals, competitions, exhibitions, giving those aesthetics and making them in the historic chronicle of the city. Festivals and holiday events play an important role in the development of cultural tourism. They are more accessible to the mass spectator because they are held in open venues, offer choices and are perceived as a lively and genuine holiday, inspiring their own self-improvement.

Novelty. The author gives a rationale for the appropriateness and application of the new concept of cultural tourism, with the creation of even more specialized forms of tourism, one of which, namely, creative tourism.

The practical significance. The study of issues within the framework of cultural tourism requires the use of an interdisciplinary approach, which acquires its clear features when choosing a subject of study. The interaction of culture and tourism, the cultural trajectories of modern tourism serve as a structure for analyzing the construction of identity and multiculturalism. Socio-cultural practices of modern tourism, developing in the context of global processes, have provided opportunities to systematically analyze and identify ways of positive practical implementation of its explicit and implicit opportunities. The material culture of the industrial age in the conditions of rapid development of the information society is considered as a historical resource that needed to be preserved and reused, and as a new direction of development of the tourism industry.

Cultural tourism has become the main segment in most tourist destinations, but recently the focus has shifted from a purely quantitative increase in demand for the consumption of cultural and attractions to qualitative changes in the nature of this demand, which is based on the inherent desire to see and know parts of the world. In the modern literature on culture emphasizes its material component (buildings, structures, artifacts, works of art, etc.) and its elusive part (traditions, norms of behavior, beliefs, ideas, symbols, language, etc.). In this regard, for anyone, cultural tourism is not just an opportunity to get acquainted with some object of culture, but also to understand its interpretation, to learn new meanings through the environment, to assess the context (feel the atmosphere of the place), in other words, learn about the culture of the place and its inhabitants.

Keywords: cultural tourism, industrial age, brand, post-modern tourists, service industry, multiculturalism.

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