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TOURISM AS A SOCIAL INSTITUTION IN THE CONTEXT OF SOCIAL TRANSFORMATIONS

Summary. *The article considers tourism as a social institution in the context of social transformations. The peculiarities of the modern social institute of tourism in Ukraine are shown. It has been concluded that in the context of social transformations the empirical dimension of tourism as a social institution in Ukraine has its own features for the economic, political, legal, and sociocultural spheres of society.*

Key words: *tourism, social institute, society, social transformations.*

Introduction. The main factor in the present institutional changes is the political will of state power. It chooses one or another variant of revolutionary institutional transformations. Using available resources, the government redistributes in favor of the development of attractive institutional forms. The government implements decisions that lead to structural changes in social subsystems. In particular, the conditions, rules, and relations between institutions are changing, and the institutional environment is being controlled [1].

The transformation of social institutions raises a legitimate question: how effective are institutional changes and developments in the context of globality? The answer to this question is ambiguous, as history shows different results of

the social institutions' transformation. At the same time, the path of social institutions' transformation requires consideration of national and sociocultural features of society.

Problem formulation. To consider the prospects of tourism development as a social institution in the context of social transformations.

Results. One of the universal social institutions that can dampen the negatives of the globalization process is tourism. The emergence and rapid development of tourism have become possible due to the diversity of territories and pluralism of cultures in the world. This is dictated by the fact that the movement of people from one place to another is caused by the need for people to know the unknown. To this should be added the diversity of leisure, physical and spiritual strength recovering through climatic and natural means of relaxation, scientific and creative research, and so on. Due to institutionalization in societies and the world, tourism began to perform necessary social functions [2-5].

In many modern societies, tourism is not only a sector of the economy that provides high incomes and currency earnings [7]. It allows solving the problem of employment, development of territories, preservation of cultural heritage, education, etc.

At the international level, tourism is an alternative to the confrontation of the peoples of the world. In addition, tourism develops interstate, intergroup, and interpersonal relations and contacts; promotes the dissemination of knowledge, nature conservation, and more. Modern tourism is characterized by the fact that it can be a global social institution only due to the uniqueness of local areas and cultures [3].

On the one hand, tourism is developing due to the fact that globality has taken place throughout the world. This allows people to move from one place to another. On the other hand, tourism can arouse interest only due to its peculiarity and uniqueness. That is, modern tourism promotes the peaceful

coexistence of the peoples of the world, and the dialogue of different types of cultures and prevents their unification.

Note the dispersion of monuments, museums, theaters, etc. is extremely uneven. Most of the historical and cultural sites are located in major cities of the country. However, there are unique ethnocultural monuments on the territory of Ukraine that are of significant historical, scientific, and cognitive interest for tourism. For example, archeological treasures, places of residence of iconic people, monasteries, and museums of folk crafts are known not only in Ukraine but also in the world [3].

The development of the institute of tourism in Ukraine has become possible due to significant transformations in its political and legal system. Permission to freely exit and enter the country, the constitutionalization of civil rights and freedoms in accordance with international legal instruments, and the creation of a legal basis for business have created the conditions for the active development of modern tourism [1].

The process of institutionalization of tourism is influenced by the structural development of the economy, the formation of market relations, and the long economic crisis. In particular, the socioeconomic inequality of regional development, population decline, etc. should also be noted [6].

It should be noted that the uneven socioeconomic space was caused by natural and geographical factors and the consequences of economic organization in the command-administrative economy during the Soviet period. At that time, the active development, industrialization, and urbanization of various territories took place. At the same time, there was a narrow specialization of regions, the dependence of the social infrastructure of settlements on industrial enterprises, and so on. Market reforms exacerbated the situation as some regions lost government subsidies. Regions with a strong concentration of production could not be rebuilt to produce competitive products. The remote from economic centers regions had significant transport, energy, and other costs [5].

In recent years, the study of regional tourism problems in Ukraine has intensified, due to the sharpness of interregional differences. But some researchers conclude that the uneven development of tourist regions is deepening. It is noted that the differentiation of regions in terms of employment is much smaller than in the dynamics of production volume. This is due to the social policy of regional authorities [2].

Considering tourism as a social institution, O.P. Osaulenko believes that objective conditions and factors form the sociocultural space in Ukraine, with the process of tourism institutionalization. This opinion is confirmed by the following: the presence of rich natural and geographical potential and uneven distribution for the development of mass tourism; uneven distribution of social and labor potential and social base of tourism; the presence of historical and cultural potential and uneven distribution of cultural sites that are elements of tourist resources; availability of sociopolitical and sociolegal bases for tourism development; uneven socioeconomic development of regions and socioeconomic differentiation of the population by region, etc.

These and other factors influenced the peculiarities of the formation and development of the modern social institute of tourism in Ukraine [5-7].

Conclusions. Considering the development of the social institute of tourism in the field of social phenomena, we note that tourism reflects certain features and specifics of the institutional environment. In particular, the quantitative and qualitative characteristics of interconnected and interacting social objects. This takes into account both the conditions and factors in which these processes take place and the structural separation of the field of institutional transformation. In particular, to understand tourism interactions in the context of social transformations, it is necessary to constantly analyze the development of the social institute of tourism, taking into account the cultural component.

The formation of the social institute of tourism is that tourism is a versatile and multifaceted phenomenon that manifests itself in various life spheres. The specifics of the content and functions of each of these areas contribute to the uniqueness of tourism integration into the structure of particular social subsystem relations. In the conditions of modern transformations, the empirical dimension of the degree of the social institute of tourism has particular features. The attributes of the institute of tourism are manifested in the characteristics of the sociocultural environment, which is the subject of further research.

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