

Інше (Туризм)

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SOCIAL LEVEL OF TOURIST ACTIVITY

Summary. *The article considers the social level of tourist activity, taking into account the main social concepts. It should be noted that it is desirable to consider tourist activity through the spectrum of social relations and interactions. It has been concluded that tourist activity, as an independent systemic object of society, has a steady trend of constant reproduction and development.*

Key words: *tourism, social level, tourist activity, social concepts, social relations.*

Introduction. Modern tourist activity is ensured by forming and developing the tourism industry infrastructure involving a significant population. At the same time, social partnership relations between state bodies and private companies are taken into account.

The determination of the social level of tourist activity is based on individual activity in meeting needs in the recreation, cultural communication, implementation of cognitive and business interests, etc. [1; 3]. Accordingly, the tourism area, where institutional processes take place, can be divided into two groups. Firstly, the tourists that embrace tourism as a certain socio-cultural value caused by the need for satisfaction. Secondly, these are subjects of tourism activity that embrace tourism as a sphere of implementing their professional

interests, which create prerequisites for the establishment of the institutional foundations of tourism. In particular, the integration of tourism should be considered as a result of social development. That is, as a type of social activity in the structure of social relations at both the world and national levels.

Formulation of the problem. Consider the social level of tourist activity, taking into account the main social concepts.

Results. The protocol "Global Code of Ethics for Tourism" (GCET), which was considered at the 14th session of the General Assembly of the World Tourism Organization (UNWTO) in 2001, noted the importance of tourism development and clarified the concept of "participant of the world tourism process" [2]. The concept includes national governments; local administrations authorized to deal with tourism issues; tourist institutions and tourist enterprises; institutions The concept of "tourist process participants" includes: workers, specialists, and consultants employed in the field of tourism; trade unions of tourism workers; travelers; business visitors and visitors to tourist centers; local population and host communities through their representatives. In addition, legal entities and private individuals participating in the tourist process are taken into account. They also include non-governmental organizations specializing in tourism and directly participating in tourism projects.

It should be noted that the GCET is a socio-normative document. In this regard, it does not contain direct legal grounds for its implementation by UNWTO members, who undertake a purely moral obligation to adhere to its principles. It establishes some institutional foundations of social interactions of participants in the global tourism process [1; 3; 5].

Considering tourist activity through the spectrum of social relations and interactions makes it possible to distinguish tourism as an independent systemic object of society [1; 4; 7]. At the same time, their development patterns, institutional features, and organizational structure are taken into account. From

this point of view, tourist activity is a certain sphere of concentration of various types and forms of social relations [5].

The study of the social level of tourist activity involves consideration of basic social concepts, such as: "social value", "social goal", "social norm", and "social action". Let's review the listed social concepts.

The social value of tourist activity. Tourism as a value is of integrative nature, as it reflects the multifaceted needs of individuals, social groups, and society [1; 3]. Personal needs and value orientations will be considered as starting points. They can be divided into cognitive (related to personality development, including needs for cultural and spiritual growth), recreational (directed use of free time for active recreation, sports, health), economic (determining interests of the individual in the sphere of satisfying material needs) [6]. In addition, another aspect of tourism as a value stands out. In particular, the social-status position of a person, or social group in the hierarchy of social relations is determined. Thus, as a social value, tourist activity performs the function of a certain social standard, which is integrated into the value system.

The social purpose of tourist activity. Tourism is associated with such concepts as "social self-expression and self-realization", "personal freedom", "self-development", "material success and well-being", etc. Tourist goals are formed as a result of personal or social development, as well as public needs. The form of satisfaction is travel, which involves minimal limits of spatial movement, time and material costs, etc. [4; 8]. In this regard, according to the types of tourist interests, the tourism goals can be classified into economic, social, political, religious, and humanitarian [9]. That is, tourism, as a form of cultural exchange, is a source of elements of development for the educational and cultural spheres, the sphere of humanitarian programs implementation. In particular, the improvement of human potential and the rise of environmental awareness should be noted.

The social norm of tourist activity. Social norms in society reflect standards and regulators of stable types of value orientations and social attitudes [1; 3]. Social expediency, personal and public safety, behavioral adequacy, etc. are of decisive importance in the social-normative system formation. Social norms in tourism can be divided into two categories: exogenous and endogenous. The first categories form a system of specific attitudes and acceptable behavior in the implementation of tourist interest. They create the necessary prerequisites for tourism values. In particular, they act as a socio-normative base of the institutionalization processes in tourism. The second categories determine the organizational structure of tourism and the principles of its interaction with other social and state institutions. At the same time, norms of social relations specific to the implementing tourist needs, interests, and forms of activity are separated [4; 8]. Social norms in tourism can act as a socio-legal regulator; a social stimulator of socially valuable activities in various tourism-related industries; social limiter (unspoken rules, traditions); moral criteria and personality, adequate to social norms in tourism.

Social action of tourist activity. Social actions are determined by human needs, which is a component of social relations. Tourists, as subjects of social processes, are divided into a particular social category based on common interests, needs, and goals [1; 3]. In present conditions, this is related to the consumption of tourist products. In turn, the subjects of the tourism industry, based on their goal-setting, are oriented towards the production and sale of a tourist product.

Conclusions. The social level of tourist activity should be considered taking into account basic social concepts. According to this, tourist activity is characterized as a set of specific connections and relations arising from the meeting all types of tourist interests and needs. According to this, tourist activity has a steady tendency to constant reproduction and development, which is the subject of further research.

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