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CULTURAL TOURISM AS A TYPE OF TOURIST ACTIVITY

Summary. *The article considers cultural tourism as a type of tourist activity. The duality of the "cultural tourism" concept is shown. It has been concluded that the strengthening of the relationship and the mutual influence of culture and tourism create additional incentives for the development of each branch, ensuring the growth of their overall positive effect as cultural tourism.*

Key words: *culture, cultural tourism, tourist activity, historical and cultural potential, resource.*

Introduction. Tourism in modern conditions is becoming one of the leading branches of the national and world economy, providing a tenth of the global gross product. This is one of the most effective areas of the modern economy. It successfully competes with the efficiency of such industries as oil and gas extraction and processing, production, and sale of electricity. The analysis of tourist activity is important concerning the total volume of services. In particular, when assessing the industry's ability to create new jobs, which becomes especially important when solving employment problems.

The tourism industry can be highly effective throughout the country and in certain regions. Moreover, the nature of tourism can successfully combine both the market aspects of economic relations and the social orientation of the

society's development goal. In this, the social aspect of tourism appears as a goal and the market aspect as its realization.

It should be noted that cultural tourism is of great importance at this stage. Its popularity is connected with the need for people to expand their cultural and historical knowledge of mankind.

Formulation of the problem. Consider the relationship and mutual influence of culture and tourism to create cultural tourism as a type of tourist activity.

Results. At the international level, certain interpretations of the term "tourism" have been developed. In accordance with this, there is a legal definition of tourism in Ukraine, namely: "tourism is a temporary departure of a person from his place of residence for recreational, educational, professional, business or other purposes without performing paid activities in the place where the person is leaving..." [1, art. 1].

When defining the concept of "culture" due to the multifaceted nature of this phenomenon, there are different points of view. For example, at the conference in Mexico City (1981), two definitions of culture were considered. The first definition, based on cultural anthropology, included everything that man created in addition to nature: social thought, economic activity, production, consumption, literature and art, lifestyle, and human dignity. The second definition, based on the "cultural process," was of a specialized nature and included the moral, spiritual, intellectual, and artistic aspects of human life.

Thus, considering the ambiguity of the "culture" concept itself, the ambiguity in defining the concept of "cultural tourism" follows. That is, analyzing various definitions of the concept of "cultural tourism", technical and conceptual approaches were formulated. For example, from the point of view of the technical approach: "tourists' consumption of art, artistic heritage, folklore and a number of other manifestations of culture..." [2].

The conceptual approach considers the motivation of any type of tourism, the desire of tourists to visit cultural and historical places, learn about new things, etc. For example, cultural tourism was presented "as an ideal arena for studying the nature of cultural reproduction..." [3, p. 217].

In 1985, the WTO proposed an expanded definition of the concept of "cultural tourism", namely: "any movement of people, which is carried out in order to satisfy the human need for change, associated with increasing the cultural level of the individual, and in turn, which allows gaining new knowledge, experience and acquaintances..." [4; 5].

It should be noted that from considering different definitions of cultural tourism, the result is cultural impressions. For example, "cultural tourism is a culture industry in the sense that it sells a cultural product to tourists as a cultural experience..." [6].

The above allows us to conclude that culture and tourism make an increasingly significant contribution to the development of the tourism industry. At the same time, the general economic and social situation of individual countries is taken into account. Strengthening the relationship and mutual influence of culture and tourism creates additional incentives for the development of each branch and ensure the growth of their overall positive effect as cultural tourism.

Many scientists approach the problems of cultural tourism as a type of tourist activity from a multifaceted position of investment [7]. Investments in culture contribute to the creation of an attractive territory image, promotion in the tourist services market, and attraction of a huge number of tourists. All this contributes to a favorable investment climate, infrastructure renewal, and the beginning of new territory development.

In regions with the necessary production sphere or developed beach tourism, cultural tourism contributes to the equalization of the seasonal cycle of

the leading industries. This is one of the features of cultural tourism as a factor in the territory's economic activity.

It is known that in countries and regions, tourism activities are subject to seasonal fluctuations in tourism revenues. This situation leads to the underutilization of tourist facilities and services in a certain period of the year. In particular, to excessive demand for other periods. Seasonality can be explained either by the types of tourist attractions or by the characteristics of tourism markets.

Various techniques are used to mitigate seasonality. For example, the selection and development of such tourist attractions will attract tourists during different periods of the year. An example of a non-seasonal type of activity is cultural event tourism (holding various festivals, holidays, contests, etc.).

It should be noted that the contribution of cultural tourism to the economy of the region creating jobs, and the sale of products and local goods is significant. In particular, the production of souvenirs and folk art products, as well as the performances of amateur artistic groups as a kind of employment of the local population.

Each ethnic group and each nationality has its unique style and originality of the tangible media of their culture. At the same time, cultural tourism contributes to the production activity of the region through the even distribution of increasing tourist flows [8].

Cultural tourism is the mechanism of self-financing and acts as a source of off-budget investments in the revival and preservation of monuments of tangible and intangible heritage. In addition, the support of cultural, ethnic, and religious traditions and rituals, national crafts, and industries is encouraged. Cultural tourism brings not only financial profit but also an invaluable contribution to the preservation of the historical and cultural potential of mankind.

It should be noted that cultural tourism brings the following socio-cultural benefits: preservation of cultural heritage as a result of general development. These are archaeological and historical monuments, as well as cultural models related to music, dance, folklore, crafts, customs, ways of life, etc.

Cultural tourism helps justify the preservation and stimulate the revival of disappearing cultural patterns. In particular, to promote the creation and support of museums, theaters, and other objects. On the one hand, they are subsidized by tourism. On the other hand, they can be used by the locals. This leads to a strengthening, and sometimes a revival, of the local population's sense of pride in their culture when they see tourists' interest in it.

Since cultural tourism is one of the types of tourist activity, we can assume that the resource of cultural tourism is a component of tourist resources. According to the European Commission, cultural tourism resources include: archaeological sites and museums; architectural monuments (famous buildings and entire cities); events in the field of art, festivals; fine art, sculpture, arts and crafts; music and dance art (classical, folk, modern); theatrical events (as well as cinematography); language and literary education; religious festivals, pilgrimage; all cultures and subcultures [3, p. 213].

Conclusion. For tourists, especially within the framework of cultural tourism, the whole socio-cultural environment with traditions and customs, features of household, and economic life may be of interest. At the same time, the general atmosphere is created by the whole range of factors, in particular, the landscape, climatic conditions, and even the way of local communication. Cultural tourism is especially attractive due to the aesthetic and emotional side of travel.

Thus, cultural tourism is a rather broad and diverse phenomenon. In this regard, scientists are making attempts to distinguish types of cultural tourism based on various criteria, which is the subject of further research.

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