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## **TOURISM AS A COMMUNICATIVE CULTURAL FORM**

In the 20th century, culturologists and ethnologists in the vast majority began to understand ethnocultural originality not only as features in the forms of cultural expression, but also as the specifics of communicative interpenetration and fusion of these elements. According to this, tourism began to be understood as a sphere of culture, as an element and means of culture, as a factor of influence on culture [2, p. 80]. It has been proven that in the process of traveling a person sees and feels the world around differently. All the main functions of culture began to find their expression in tourism. Tourism as a cultural phenomenon began to manifest itself at different levels of cultural interaction: national and international. This is a complex multidimensional and multifunctional phenomenon, which differs from migrations in purposefulness and return and inability to receive material income from the trip. According to this, tourism gained the communicative and organized nature, carried out in free time. That is, tourism was seen as the communicative cultural form. It should be noted that etymologically the word "tourism" comes from the French "tour", which means "walk". It is believed that this term was introduced by the British. French specialist in the field of tourism R. Lancar noted that: "in Britain before 1811, the word "tourist" first appeared to denote persons who make a "grand tour" [5, p. 5].

Travel and tourism in certain historical epochs influenced the perception and structuring of human living space. They contributed to the emergence and formation of cultural, economic, social, informational, scientific sphere of humanity. Due to the spatial movement of human, tourism is an example of development and formation of universal intercultural communication [3, p. 72]. The theory of intercultural communication in tourism and culturology have contributed to the formation of the scientific paradigm on the idea of movement, mutual meetings and integration of different cultures. At the same time, cross-cultural communication reflects not only the search for cultural unity, which streamlines the "life" principles, the introduction of the "foreign" into the "own" world, but also the tendency to preserve cultural identity [2, p. 78–81]. From the point of view of intercultural communication, the concept of "communication" is defined by linguists not only as means of transmitting a message, a communication line, but also as communication, transmission of thoughts, as well as a path, connection of places [4, p. 24]. That is, the very essence of the concept of "communication" is directly related to tourism. It should be noted that going on a trip, the tourist acts as a communicator, linking together the spatio-temporal coordinates and acting as a kind of means of communication between different peoples and cultures. This level of communication will correspond mainly to cultural, cognitive, relaxation and

extreme tourism. As for contacts in large groups, they are usually carried out during pilgrimage and event trips. These can include visits to holy places on major religious holidays, sporting events (such as the Olympics), carnivals, etc. That is, tourism makes it possible to cover all levels of intercultural communication. It should be noted that with the help of intercultural communication in Ukraine, which is a multinational state, the dialogue of cultures is also carried out. This develops the possibility of access to cultural values for residents of regions, regardless of their place of residence and social status. This is facilitated by the state management aspect of tourism development in Ukraine. It is reflected in the Law of Ukraine "On Tourism" (as amended on October 16, 2020) where it is noted that the Law defines the general legal, organizational and socio-economic principles of implementation of state policy of Ukraine in the field of tourism [1]. The law is aimed at ensuring the rights of citizens to rest, freedom of movement, health protection, a safe environment for life and health, the satisfaction of spiritual needs and other rights in the implementation of tourist travel, enshrined in the Constitution of Ukraine. It establishes the principles of rational use of tourist resources and regulates relations related to the organization and implementation of tourism in Ukraine.

In the tourism industry, the strategy of tourism, as one of the communicative development at the present stage, should be developed both in state concepts and in concepts for the development of individual regions and cities. At the same time, one of the most important directions of strategic development of tourism is its communicative and cultural vector. As the communicative cultural form, tourism contributes to the intensification of international communication and mutual understanding. Considering the phenomenon of tourism as a powerful factor in intercultural communication, its main features should be highlighted. Firstly, tourism, as a way of individual development and self-actualization, is aimed at physical and spiritual improvement of human. Secondly, tourism is a way to realize cultural benefits. Thirdly, tourism is a powerful impetus in the development of the economy of both local and global levels, activates the sphere of employment of the population.

#### *References:*

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