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THE MAIN TRENDS IN THE DEVELOPMENT OF INTERNATIONAL CULTURAL TOURISM

The article considers the main trends affecting the development of international cultural tourism. The main trends that influenced the development of international tourism are shown. It was found that the growing level of education increases the desire of people to know other countries and peoples, to develop permanent contacts with the regions of the world in various spheres of communication. In addition, tourist exchanges between countries have increased the demand for diversity based on the geographical and cultural differences of the countries. Considering the main trends in the development of international tourism, it was noted that recently many countries have begun to develop cultural tourism. That is, the cultural component of international tourism began to gain increased interest from tourists.

The cultural factors of attractiveness of certain regions of the world are considered. In particular, the main factors of attractiveness of the European Region, the Mediterranean Region, the East Asian Region, and the South Asian Region are shown. In addition, cultural tourism is developing in France, Hungary, Italy, Spain, Portugal, where it is considered as one of the priority areas of activity.

The author concludes that international cultural tourism is steadily developing and can have a very positive effect for many countries. At the same time, the intensive development of cultural tourism is associated with the increased need of people to expand their knowledge in various fields, as well as to increase their intellectual level. The development of international cultural tourism is supported by various incentives, in particular: tax exemptions; simplification of border and customs regime; creation of favourable conditions for investment; increase of budget allocations for infrastructure development; advertising in foreign markets; training; research, etc. Accordingly, the development of the international cultural tourism industry in countries and its regions is based on related types of tourism.

Key words: international tourism, cultural tourism, cultural exchange, tourism market, cultural services, cultural product.

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ОСНОВНІ ТЕНДЕНЦІЇ РОЗВИТКУ МІЖНАРОДНОГО КУЛЬТУРНОГО ТУРИЗМУ

У статті розглянуто основні тенденції, що впливають на розвиток міжнародного культурного туризму. Показано основні тенденції, що вплинули на розвиток міжнародного туризму. З'ясовано, що зростаючий рівень освіти збільшує прагнення людей до знання інших країн і народів, до розвитку постійних контактів з регіонами світу в різних сферах спілкування. Крім того, туристичні обміни між країнами підвищили попит на різноманітність, що базується на географічних та культурних відмінностях країн. Розглядаючи основні тенденції розвитку міжнародного туризму було відзначено, що останнім часом багато країн стали розвивати культурний туризм. Тобто культурна складова міжнародного туризму стала набувати підвищеного інтересу з боку туристів.

Розглянуто культурні фактори привабливості тих чи інших регіонів світу. Зокрема, показані основні фактори привабливості Європейського регіону, Середземноморського регіону, Східно-Азійського регіону, Південно-Азійського регіону. Крім того, набуває розвитку культурний туризм у Франції, Угорщині, Італії, Іспанії, Португалії де він вважається однією з найпріоритетніших сфер діяльності.

Автором зроблено висновок, що міжнародний туризм дедалі неухильно розвивається та може мати досить позитивний ефект для багатьох країн. При цьому інтенсивний розвиток культурного туризму пов'язаний зі збільшеною потребою людей в розширенні знань з різних напрямків, а також у підвищенні їх інтелектуального рівня. Розвиток міжнародного культурного туризму підтримується різними стимулами, зокрема: пільги з оподаткування; спрощення прикордонно-митного режиму; створення сприятливих умов для інвестицій; збільшення бюджетних асигнувань на розвиток інфраструктури; реклама на зарубіжних ринках; підготовка кадрів; проведення досліджень й ін. Крім того, розвиток індустрії міжнародного культурного туризму в країнах та його регіонах спирається на суміжні види туризму.

Ключові слова: міжнародний туризм, культурний туризм, культурний обмін, туристичний ринок, культурні послуги, культурний продукт.

Statement of the Problem

Since the middle of the twentieth century, international tourism has acquired a new approach to its development due to the following factors: the economy has become the driving force of production; holidays have become standardized

and regulated; the same type of holidays have become widespread, etc. Due to the redistribution of the prevailing options for the development of the world economy, tourism has become the most productive and profitable area. Opening the Global Tourism Economics Forum, UNWTO Secretary-General Taleb Rifai stated that "in the current economic uncertainty, tourism is one of the few sectors in the world that is actively developing, stimulating economic progress in both developing and developed countries and, more importantly, creating much needed jobs...". At the same time, cultural tourism is gradually becoming one of the fastest growing sectors of the world economy in the international tourism market.

Currently, international cultural tourism accounts for about one third of the world's tourist flow. In particular, new directions of cultural tourism are constantly being formed in the international tourism industry. It should be noted that the motivation of "old" tourists is significantly different from the motivation of "new" tourists. The so-called "new type" of consumers of cultural tourism services is being formed and developed.

Analysis of recent research and publications

The conceptual definition of tourism was proposed by Swiss scientists W. Hunziker and K. Krapf. According to the concept of "general theory of tourism" by V. Hunziker and K. Krapf, "tourism is a system of phenomena and relations that arise as a result of people's travels as long as it does not lead to permanent resettlement and is not associated with any economic benefit..." [10]. Scientists have defined tourism as "a set of relations and phenomena that result from the movement of people and their stay outside their place of residence until it becomes a permanent residence and is not associated with income" [10].

Quite a similar definition of tourism is contained in the Hague Declaration on Tourism 1989 (Netherlands, 1989), that is: tourism "includes all free movements of people from their place of residence and work, as well as the sphere of services created to meet the needs arising from these movements..." [16].

The theoretical foundations of tourism as a science were developed by British researchers E. Cohen and J. Langkirk [6-8, 15]. The continuation of the developments of the British school were the works of D. Pearce in his works "Tourism Today", "Tourism Development", "Tourism Organizations" the scientist developed a theoretical model of tourism as an integral system [20-22].

In the research, scientists conduct a comparative analysis of national markets of tourist services in different countries of the world and their integration with the international market of cultural tourism services.

Exploring the demand of tourists R. Prentice concluded that in general, international tourism is associated with a cultural destination. He notes that "cultural tourism based on impressions is rapidly becoming one of the independent types of tourism..." [18]. In particular, R. Prentice concludes that cultural tourism is based on the search for the "real" and is an "emotional experience".

In the opinion of J. Craik, "As such, cultural tourism is a cultural industry in the sense that it sells a cultural product to tourists as a cultural experience..."[4]. The supporters of this approach (Ioannides D., Debbage K., Hughes H. L.), emphasize that "the inability to see in tourism a potential cultural component means the inability to understand the key position of consumption as a modern sign of expressiveness, as well as the emergence of "cultural" (or symbolic) capital, a collection of impressions to convey meaning and to demonstrate social preferences and principles of life" [9, 11].

Analysis of scientific sources proves that in their works scientists consider international tourism and cultural tourism as a single process in international tourism activities.

Formulation of the Research Objective

The aim of the work was to consider the main trends affecting the development of international cultural tourism.

Presentation of the main research material

To consider the development of international cultural tourism, first of all, we note the main trends that have influenced the development of international tourism [2, 27]:

1. The tourist market has turned into a market of buyers. The activities of tourism enterprises have become aimed at maximum customer satisfaction. At the same time, the demand for an independent way of spending holidays is constantly growing. It is focused on the possibility of choice and flexibility in the organization of recreation.

2. The widespread use of new technologies in tourism has allowed the use of computer reservation systems, which has created a flexible alternative to classic tours. At the same time, new technologies are becoming increasingly important as sales channels for tourism products.

3. Countries that develop tourism business to increase competitiveness began to use more brands (trademarks).

4. Traditional beach tourism is gradually being replaced by a balanced combination of active, cultural and educational tourism.

5. There was an increase in the number of potential consumers of tourism services. The level of education has increased, which is directly related to the desire to travel and get acquainted with the culture, art, religion of other countries and peoples.

6. The segmentation of the market of vacationers on the principle of differences in cultural lifestyle, etc. has intensified.

Thus, tourist activity is directly dependent on the level of income and education of consumers, which affects the growth of tourist demand. The growing level of education increases the desire of people to know other countries and peoples, to develop permanent contacts with the regions of the world in various spheres of communication. Thanks to the influence

of people on each other, a new way of life is formed, which affects the development of international tourism. The new tourist tends to consume more, but not material values, but impressions through culture, knowledge and services [16].

From the economic point of view, the basic indicators characterizing the development of international tourism are the number of international tours and the amount of revenues from tourism [1, 12]. International tourism has become dependent on the volume of demand and differentiation of the tourism product.

Since 2000, the map of international tourism has undergone changes [13, 16, 27]. The main international tourist flows are directed to Europe, North America and North-East Asia. At the same time, Europe still holds the first place in international tours.

In addition, interest in the culture of East Asia and the Pacific, as well as in the culture of Africa and the Middle East has increased significantly. At the same time, the region of Asia and the Pacific is experiencing a period of rapid development, which makes changes to the "tourist" map of the world [19, 27].

Crossing the borders of their countries, tourists want to see something different from what they see in their own country. Tourist exchanges between the countries have increased the demand for diversity based on geographical and cultural differences of the countries. That is, the cultural component of international tourism began to acquire increased interest from tourists [5, 27].

According to scientists (P. A. Brymer, J. Bowen, F. Kotler, J. Walker and others), international cultural tourism, as a type of travel, began to be carried out for recreation, educational, cultural or specialized purposes. At the same time, the number of potential consumers of cultural services far exceeds the number of real travellers. This gives reason to believe that cultural tourism has growth prospects [24].

In particular, the development of international cultural tourism has been influenced by the following main trends: the development of interstate relations and cultural exchange between countries, the expansion of interpersonal relations between and within regions of the world; expansion of business meetings and trips for educational and cultural purposes; employees receiving longer vacations with the intensification of work; cheaper travel due to the improvement of all modes of transport; improving the material and cultural level of the population; technological progress in

The geography of international cultural tourism has been significantly influenced by the cultural factors of attractiveness of certain regions of the world [16, 27]. In particular, the main factors of attractiveness of the European region are: a large number of historical and cultural monuments; many ski resorts; high level of service; highly developed infrastructure; simplified tourist formalities; availability of many different tours, including those with visits to more than one country [5, 27].

The main factors of the attractiveness of the Mediterranean region are: favourable climate; warm sea; subtropical vegetation; the ability to combine recreation by the sea with cultural and educational tourism or rehabilitation (treatment); historical and cultural monuments; developed pilgrimage tourism; favourable taxation system; modern banking system [5, 27].

The main factors of attractiveness of the East Asian region are: historical and cultural monuments that differ significantly from European ones; rich history; several climatic zones; exotic flora and fauna; unusual cuisine [5, 16, 26, 27].

The main factors of attractiveness of the South Asian region are: historical and cultural monuments; diverse flora and fauna; the possibility of beach holidays in winter; low prices for electronics, household appliances, clothing, food and cultural services [5, 16, 26, 27].

Thus, the future of the European tourist region looks promising. Europe is a region with a high level of tourist activity. This can be explained by the fact that Europe includes a large number of countries. European citizens have sufficient income to travel, have high life expectancy and long vacations. It is expected that the European tourism market will maintain the pace of development of international cultural tourism. For example, two European countries, Italy and Spain, are considered among the most promising for foreign investment in their cultural tourism industry [5, 16, 23].

Despite the attractiveness of Europe, Central and South America are quite promising regions with an average growth rate of international cultural tourism. This is explained by the favourable economic forecasts of experts for the countries of these regions [5, 16, 26, 27].

South Asia, East Asia and the Pacific are the regions that can improve the growth rate of international travel. In these regions, the following countries are particularly prominent: Korea, Hong Kong, Taiwan, Singapore, Thailand, Malaysia, Indonesia and China. According to forecasts. These countries are able to maintain and continue overall economic growth. At the same time, the welfare of the population improves, which, in turn, leads to the fact that people have money that they can spend on travel [5, 17, 26, 27].

An important point in the development of international cultural tourism is the state policy in the field of support and development of small business. Note that the average number of employees in a small business is insignificant. At the same time, employees show a lot of ingenuity, work more cost-effectively and implement meaningful recreation programs. In addition, small business wins in the competition due to the proactive response to changing market conditions. In particular, small business quickly fills the gaps that arise as a result of shifts in the needs of the population [12, 26].

Considering the main trends in the development of international tourism, it was noted that recently many countries have begun to develop cultural tourism. For example, Turkey, Croatia and Singapore have developed and adopted strategies for the development of cultural tourism. Cultural tourism in France, Hungary, Italy, Spain and Portugal is considered to be one of the priority spheres of activity that contribute to GNP [5, 14, 16, 26, 27].

The wide development of the cultural tourism industry has led to the practice of declaring "cultural capitals" of the world. For the last 20 years, the cultural capital of the world has been declared every year. That is, the city that has achieved the greatest success in the development of culture and, accordingly, tourism. As part of the festive programs, various festivals, holidays and other events began to be held in the city ("cultural capital"), which significantly contribute to the development of the international cultural tourism industry and increase revenues [13]. At the same time, the "passive" desire of tourists has been replaced by their desire for "active" recreation.

In the early 80's, during the economic downturn in Europe, political circles often heard statements that culture requires money and does not give any income. It was believed that it was necessary to save on culture, because spending on culture is voluntary. In this situation, the first studies on the economic role of art were conducted, the task of which was to justify the existence of art and outline a strategy for its protection [26].

Since the mid-80s in Europe, scientists have made a number of attempts to determine the economic role of culture. The following studies appeared: "The economic importance of cultural institutions in Zurich" (Zurich, 1984); "The economic importance of professional arts in Amsterdam" (Amsterdam, 1985); "The role of culture in the economy" (North Rhine-Westphalia, 1991-1992) [1, 12, 25]. Studies have shown that during the reporting period, the cultural sector grew faster than other sectors and often more than twice as fast as traditional sectors of the economy [14]. For example, the development of such cities as Glasgow, Pittsburgh, Boston, Baltimore, Frankfurt, Cologne, Barcelona, Liverpool, Rotterdam and Lille showed that culture could become a generator of socio-economic development [19, 27].

Being the largest industrial centres, these cities have lost their economic importance for one reason or another. With the strong support of governments and private investors, they gradually turned into cultural centres. In particular, culture is associated with a high standard of living. Along with the "cultural industry" in the marketing strategies of these cities, special attention was and is paid to museums, art galleries and theatres, artists and just creative people [16, 27].

The restoration of the image of cities was largely helped by attracting investment in the arts, as well as new cultural programs. At the same time, another option to support the sphere of culture has been developed. We are talking about the so-called "volunteers" employed at the objects of cultural display [3]. All this confirmed the thesis that the development of international cultural tourism can become a kind of catalyst for the economic development of not only individual cities, but also entire countries [26, 27].

Conclusions

Consideration of the main trends affecting the development of international cultural tourism showed that international cultural tourism is steadily developing. Its development can have a very positive effect on countries (regions) and thus contribute to their development. At the same time, the intensive development of cultural tourism is associated with the increased need of people to expand their knowledge in various fields, as well as to increase their intellectual level.

Developed culture is of great importance both for the development of international cultural tourism and for the overall socio-economic development of countries. This development is supported by various incentives, in particular: tax benefits; simplification of the border and customs regime; creation of favourable conditions for investment; increased budget allocations for infrastructure development; advertising in foreign markets; training; research, etc. At the same time, the development of the international cultural tourism industry in countries and its regions is based on related types of tourism, which is the subject of further research.

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