

investments and develop faster, while others lag behind. The popularity of certain destinations due to global competition can lead to higher prices for tourist services, making travel less accessible for certain population groups.

3. Social Challenges: An increased number of tourists can create social challenges for the local population, including overcrowding and increased pressure on housing and transportation infrastructure. Growing global connectivity also poses a threat of terrorism and tourist safety in various regions of the world.

In general, the tourism industry in the context of globalization continues to evolve and adapt to new challenges and opportunities. Tourists and tourism companies need to consider these trends for successful travel planning and execution.

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THE COMMODIFICATION OF CULTURE AND TOURISM

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In the last decade, many linguists conducted empirical research about the correlation between tourism and multi-language, including examining the commodification of culture in the context of internationalization. The Oxford English Dictionary defines commodification as “the act or process of creating something into a product that can be bought and sold.” Within this definition, commodification refers to a specific process rendered available for traditional transactions in the market [2]. The commodification of local culture means that the living areas

are not within the scope of economic relations stipulated by the market trading standards before it is penetrated by tourism [1].

Indigenous culture carriers in tourism like foods, souvenirs, and cultural symbols can be turned into products and sold to consumers. Sharma (2018) stressed that the workplace discourse in tourism also commodifies these workers' service-oriented personalities to some degree. Similarly, Cole (2007) mentioned that aside from tangible commodities, the happiness and pleasure brought by communication in varying languages is also a kind of intangible cultural commodification. The use of other languages creates an authentic discourse environment for commercial purposes. Accordingly, the manifestation of cultural commercialization can be material objects and values generated in communication. For instance, the study abroad program is also a cultural commodity that can be sold and purchased, which belongs to the commodification of education.

Tourism development accelerates the commodification of culture's process. Along with the continuous increase in human cost, tourism gradually replaces industry as a new primary industry for many countries like Spain. The rise of the tertiary industry is consistent with the deindustrialization of developed countries due to the cultural commodification tendency. Consequently, local governments formulate more policies and international agreements that favor the flow of goods and information to boost tourist growth. Conversely, language in tourism can serve as cultural capital to create conditions for their convertibility to commercial profits [2]. The linguistic landscape in tourist destinations has become saleable commodities for clients to appreciate. Goethals (2016) explained that the application of foreign languages is instrumental in evoking linguistic authenticity and exoticism when traveling abroad. Commodifying the language heritages of an ethnic group or a region may increase the marketing benefits of the destination. Heller (2014) and Schneider (2018) argued that under the circumstance of economic globalization, current languages have turned into marketable merchandise instead of a symbol of ethnolinguistic identity [2].

The existence of cultural commercialization has made a significant contribution to tourism growth. Tourism workers need to commodify language, identity, and cultural activities driven by benefits and take authenticity ideology as the basis of these processes. For instance, Nepalese regard English language abilities as a critical determinant to maintain tourism growth, so local relevant institution prepares four-week English courses twice in one year for tourism practitioners.

Linguistic commodification is defined as reconfiguring languages as a commercial resource to meet the demands of markets [1]. Currently,

linguistic commodification frequently occurs in sociolinguistics and linguistic anthropology. In the Nepal case mentioned earlier, English language skills are packaged as a human Advances in Social Science, capital commodity to maximize the economic benefits. In interviews, tourism employees have to use English to circulate travel information and position themselves and other visitors' cultural identities. Depending on these materials, the relevant social institutions may make reasonable tourism development projects.

In addition, the commodification of multiple languages improves the English-only international context. Taking Salsa (a global dance and music) as an example, Schneider pointed out why Salsa is famous around the Spanish-speaking world has something to do with the commodification of culture and the global hegemony of capitalism ideology. In the context of English-only ideology, other languages may be seen as non-commercialism. However, multilingualism is helpful to rebuild elite identity and ethnic culture because now Salsa in Cuban style can also convey novel cosmopolitan values like English. Thus, the advancement of other languages can give interlocutors new images of different national cultures.

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POST-WAR REALITIES AND DIRECTIONS OF SUSTAINABLE DEVELOPMENT OF TOURISM UNDER THE CONDITIONS OF EUROPEAN INTEGRATION PROCESSES

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Tourism in Ukraine was limited to narrow forms of organization and closing of borders. During the 30 years of independence, tourism in Ukraine was updated, began to systematize and rethink foreign publications, to form their own national views on the theory, methodology, practice and