

3.7. TOURISM AS AN INNOVATIONAL PROJECT OF MODERN GLOBALIZATION

The process of globalization, undoubtedly, is one of the most prominent at the turn of the twentieth and twenty centuries, defining the vector of human development for the coming decades. In spite of the fact that these processes touch on all sides of human life, the researchers give the greatest advantage to economic globalization, since it concerns not only the fundamental material foundations of the existence of mankind, but also the formation of a new planetary structure.

So, in the annual Globalization Index, which consists of experts from the Foreign Policy magazine, there are 62 countries in the world that unite 85% of the world's population and more than 90% of the world economy. From post-Soviet countries, Ukraine, Estonia, Russia are taken into account. When ranking the analysts take into account four main parameters: economic integration, personal contacts, in particular, international travel and tourism, the volume of international telephone calls, postal items and transfers; the number of Internet users and the country's activity in international relations¹.

Hence, tourism is one of the main parameters for determining the globalization rate of a country, and the expansion and deepening of tourist ties is an important problem of contemporary international relations, which determines the relevance of this topic.

Undoubtedly, the issue of tourism development, its political, economic and cultural influences on the world economy and international relations occupy a prominent place in modern political, scientific and economic discourses, as evidenced by a large number of works devoted to this problem. For example, the monograph under the general editorship of V. Gerasimenko «Markets of tourist services: the state and trends of development» (Odessa, 2013); monograph under the general editorship of I. Pisarevsky «Tourism and the city: experience, problems and perspectives» (Kharkiv, 2011), etc. At the same time, it should be emphasized that the analysis of tourism is not possible without a philosophical understanding of tourism as a phenomenon whose directions of operation are the subject of research of branch scientific disciplines. Only philosophy, as noted by modern researchers, can comprehend the «human dimension» of the latter (V. Gorsky)².

Consider the specifics of tourism in the context of modern globalization, where there is a new level of interaction between actors. To analyze expansion and deepening of tourist connections as an important problem of modern humanitarian knowledge. Indicate the formation of a new type of person.

It is accepted to distinguish between the following types of tourism: route-cognitive, children's, youth, family, for the elderly, for the disabled, cultural-cognitive, sports, rural, underwater, mountain, business or congress tourism, health-improving, festival, hunting, ecological, educational, shopping tourism, religious, ethnic, etc.³.

It should be noted that back in 1937, the Committee of Experts of the League of Nations recommended «to consider as a tourist any who is at least 24 hours in a country in which he does not live». Article I of the International Convention on the Customs Specialties for Tourists adopted by the United Nations in 1954 gives the following definition of the term: «tourist» means any person, regardless of race, sex, language or religion, entering into the territory of any treaty a state other than the state in which that person habitually resides and remains there for at least 24 hours and no more than 6 months with the permitted purpose (in addition to the purpose of emigration), such as: for the purpose of tourism, entertainment, sports or treatment, or for the family circumstances, or for studying, religious pilgrimage, or for business purposes⁴.

¹ Novyny ekonomiky. Ohlyad ekonomichnoyi sytuatsyy v Ukrayini ta myre [News of economy. Review of the economic situation in Ukraine and in the world].

² Hors'kyi, V. S. (2002): Podorozh yak fenomen kul'tury. Vseukrayins'kyi kruhlyi stil «Filosofiya turyzmu».

³ Kubakh, A. I., Kolyada, T. A., Kharitonov, O. V. Pravove rehulyuvannya turyst-s'koyi diyal'nosti [Legal regulation of tourist activity], s. 6

⁴ Mizhnarodno-pravovi aspekty turyst-s'koyi diyal'nosti [International-legal aspects of tourism activities].

It should be noted that the United Nations (UN) today also acts as the coordinator of the activities of the states and national tourist administrations in the field of tourism and international travel, as well as organizer of a number of international seminars and colloquiums on the issues of training specialists for tourism, development of methodology of statistical accounting in the region international tourism. Thus, one of the latest UN acts is the Declaration on «The use of tourism to achieve the Millennium Development Goals», adopted in September 2005 in New York within the framework of the UN General Assembly ¹.

Noteworthy is the study of N. Salzman and I. Matahia ² that in his article, «Lifestyles of the next Millennium» (1998), considered further social development on the basis of regularities of development of the market. The authors formulated the 65 predictions about various spheres of life in the twenty-first century, including not only economy and technology but also education, family. Main, in our opinion, is the idea of the global future not only of thought but also of action. We are talking about the importance of personal observations and experiences, which are formed also during the tourist travel.

Undoubtedly, globalization confirms the intensification of economic processes, combining financial markets, businesses, international organizations, state. Appears to be a single economic and financial space, where modern information and computer technology serve as the matrix, affecting its legal, social, cultural modes of interaction. The space that arises, connecting the most distant points of the globe, thereby «squeezing» it, where the individual gets the opportunity of experiencing events at a great distance, here-and-now. In other words, «expansion» geography correlates with increased dynamics of inclusion of actors in these processes, and, conversely, the more active a person regarding the perception of national identity, multicultural world, the faster it appears a single space. Global world Vista threads where representatives of different nationalities, religions and social statuses are in direct interaction. As the researchers note, in the tourism business works today every eighth person to identify it as an «economic miracle», where the combined human, financial and technological resources to achieve a certain goal.

A vivid example of the globalization trends create tremendous opportunities for the realization of tourist services, the emergence of a global network of airlines, hotels, travel agencies. As the researchers note, one of the most well-known computer reservation systems tourism products is «Galileo international»: «It business cards are a powerful information base, wide redundancy and flexibility. The modern «Galileo international» exists since 1993 with the merger of two electronic reservation system «Galileo» and «Covia-Apollo». The founders of the United network made by North American and European airlines. With equal equity participation they formed the authorized capital of the new company in the amount of 1.5 billion am. dollars. In 1997, she had 120 thousand terminals, covers 500 airlines, 31 thousand of hotels, 44 firms for the car hire. The number of its subscribers reached 42 thousand». This system provides services in the United States, Mexico and Japan ³.

Globalization has provided new opportunities to countries that have gone the way of modernization or «focal modernization» and industrialization on a modern technological basis. So, according to experts, China has become the third largest in the world in terms of GDP, behind only the United States and Japan. This concerns the tourism sector (ehotels «Shangri-La», «Regal Hotels», «Mandarin Oriental» (Hong Kong). The formation of strategic alliances (consortia, joint ventures of strategic nature). Popularization and promotion of specific tourism brand in the international market of services is one with the task.

However, we should give thought UNESCO Director-General Koichiro Matsuura, who at the beginning of the XXI century noted that despite the fact that the process of globalization gives humanity a unique opportunity in the field of communication and a free exchange of ideas and

¹ Sadovenko, A., Maslovs'ka, L., Sereda, V., Tymochko, T. Stalyy rozvytok suspil'stva [Sustainable Society Development], s. 72.

² Salzman, M., Matahia, I. Lifestyles of the next millennium.

³ Kel'der, T. L., Shevchenko, Yu. O. Zovnishn'oekonomichna diyal'nist' v turyzmi [Foreign economic activity in tourism], s. 33

products, it also carries with it a serious threat to strengthening inequality, depersonalization of culture and lifestyle, loss of identity or, conversely, leads to a burst of identity and isolation from the outside world. In this context, we are turning to the cultural dimension of globalization¹. The well-known sociologist P. Berger, analyzing cultural diversity in the contemporary world in conjunction with the processes of global transformation of the individual countries of East and West, has allocated 4 «carrier» cultural globalization:

- 1) international business elite, named him after S. Huntington «Davos culture». The name comes from the Economic Forum of European Leaders, periodically held in Davos (Switzerland);
- 2) international intellectual elite, designated Berger as «club culture of intellectuals»; 3) Macworld (McWorld), which means mass culture;
- 4) any movement (ecological, political, civil, religious, etc.)².

Globalization statement establishing a new culture system that combines humanity as one community, establishing new images and values, transforming social and individual consciousness, which is associated with the creation of a new coordinate system, which combines local and global, that must be considered when analyzing this phenomenon as tourism, which causes the formation of a new type of personality – Cosmopolitan. For the latter, the category of «homes» changes, it becomes wider, from now on its home is the whole world, and tourist routes are no longer linked exclusively to its country and culture. Thus, Ukraine-EU visa-free dialogue, where laws and norms of behavior that are common to ordinary Ukrainians, are opening up new opportunities in the tourist sphere of the country, which is connected with the removal of the «cultural barrier»

According to researchers, in general-historical terms, we can state the gradual increase of integration tendencies, which indicates the contradictory tendencies of «transition to modernity». The image of the tourist (Z. Bauman), informs the discreteness of the sociocultural field, the mosaic of the world, embodying freedom (movement, information, communication, etc.), causing serious social and cultural consequences. We add that the emergence of new intercultural individuals, who no longer feel like carriers of only one particular culture. They exist in a new reality, which allows you to take an active part in cultural life «at a distance», which in turn emphasizes the supranational nature of our time. «Transition to modernity» is associated with the emergence of a new world, which requires new names and new theoretical substantiation. According to Z. Bauman, the new world finds itself as a «current modern»³.

The new cultural configuration that arises as a result of this results in general new values, where the role of integrative cultural factors becomes of a new quality. People «more and more live reality created (created) new culture, new cultural means of the illusory world, which sees the influence of global civilization, which dictates a new objectivity»⁴. Under the conditions of global technologies and global media communications, the conditions for the creation of global networks with the ability to move quickly and characterized by the prefixes «over» and «trans», is changing the shape of local cultures. The process of globalization confirms the formation of new forms of interaction, which emphasizes the transformation of the classical notion of culture.

Modern culture is connected with the specificity of social relations and relationships, so we are talking about the formation of space which, according to Yuri Shinkarenko, is to unite all without exception, subjects of socio-cultural forms that constitute public engagement⁵. Thanks to the «cultural tourism» will open new opportunities to bring people together, belonging to one or different crops, by identifying common interests and common interactions. As noted by the

¹ K obshchestvam znaniya. Vsemirnyy doklad YUNESKO [To knowledge societies. UNESCO World Report].

² Berger, Pitera L., Khantigtona, Semyuelya P. (Eds.). Kul'turnaya dinamika globalizatsii [Cultural Dynamics of Globalization]. *Mnogolikaya globalizatsiya: kul'turnoye raznoobraziye v sovremennom mire*.

³ Bauman, Z. Tekuchaya sovremennost' [Flowing modernity], s. 238.

⁴ Shalayev, V. P. Sostoyaniya i resursy filosofii nashogo vremeni: degradatsiya ili rozhdanyushchiy khaos (opyt sotsi-filos. analiza) [The states and resources of the philosophy of our time: degradation or the birth of chaos (experience of social-philosophy analysis)], s. 49.

⁵ Shynkarenko, Yu. Identychnist' i zhyttyevyy svit u konteksti suchasnykh tsyvilizatsiynykh zmin [Identity and the world of life in the context of modern civilizational changes], s. 77.

Ukrainian researcher A. Golozubov, «there is an urgent need for the formation of man as «citizen of the world», which needs to be mobile not only in their movements, but also in the ability to perceive other cultural values and norms, to respect the Other»¹. We are talking about a person who remains culturally diverse and varied, and realizing their personal, economic, humanitarian, communication needs, taking into account their on a planetary level, overcoming their own «zagubieni»².

According to researchers, with the intensification of the global information and communications enterprises of the people will be formed not on ethnic, class, state or country, and universality of interests, aptitudes and the like, therefore, to replace the nation-state organization of mankind comes network. Is there a global communication, formed by collecting a new topos, which contains cultural space, they had never interacted.

Therefore, when in philosophical and cultural discourse raises the question of the emergence of innovative phenomena as one of the manifestations of globalization tendencies, first of all, we are talking about «cultural tourism». Creates a fundamentally new reality that is characterized by the development of a unified system of global communication, intensification of activities of transnational companies and the emergence of a single information space, where the main focus is on the ability to navigate easier in the modern world. As noted by V. Shalaev, people in such circumstances will not feel themselves as bearers of traditional social institutions – ethnic group, nation, society, and language – that is, those institutions that have determined certain forms.

This situation demonstrates the multidimensionality of modern man: she feels his own unlimited possibilities, because the slow rhythm of life and a certain Patriarchal identical to her own oblivion, but at the same time feels the multiplicity and fragmentation of the world-Dimensionality changes multidimensionality, the modern man – a man of speed, its main features are high mobility and independence.

In this context, an interesting typology of tourists German researcher G. Ghana, proposed six major types of travelers (each group differs by the first letter of the corresponding name): S, F, W-1 and W-2, and In types: S-type («sun, sea»); the F-type («the man who travels long distances»); W-1 («prefers forest walks»); W-2-type – athlete; A-type («adventure»); B-type («education and viewing sites») ³. This typology is not unique, however, in our view, it clearly outlines the types of personalities, and is a criterion in other classifications. We are talking about the formation of the image of man-nomad (from nomad – nomad), who lives «here and now», without past and future, embodying cultural polycentrism in all its manifestations (16)⁴. Man of the present day is a person who has his own direction and autonomy, for which movement, the process becomes a dominant mode of existence.

In the beginning of XXI century tourism takes on a new meaning, which is a consequence of the formation of a single global not only economic but also informational and communicative space. There is a formation of the new cultural system, which focuses on awareness of the unity of the diverse world. System, which emphasizes the importance of human values, because tourism is an effective way of learning and developing their own values and values of other cultural systems. The rapid growth of tourism, the complexity of intercultural relations define the multifaceted nature of research of this problem.

Thus, in conditions of intensification of processes of globalization and informatization of the present day, special attention deserves the understanding of tourism as a socio-cultural practice, as one of the possibilities of realization and manifestation of the policy of cooperation. Therefore, in the field of tourism, the principles of multiculturalism, ethnocultural sensitivity, tolerance, empathy, understanding and respect for the manifestations of another culture, which allows you to

¹ Holozubov, O. V. Radist' i smikh u kul'turnykh praktykakh postmodernu: filosofsk'o-antropolohichni vymiry [Joy and laughter in cultural practices of postmodern: philosophical and anthropological dimensions], s. 2.

² Pakhomova, Yu. N., Pavlenko Yu. V. Tsyvlyzatsyonnaya struktura sovremennoho myra [The civilization structure of the modern world], s. 539.

³ Kiptenko, V. K. Sutnist' i zmist menedzhmentu turyzmu : pidruchnyk [Nature and content of tourism management].

⁴ Blyumenkrants M. V poiskakh imeni i litsa. Fenomenologiya sovremennogo landshafta [n search of name and person. Phenomenology of the modern landscape, s. 55

successfully communicate with representatives of any culture different from one's own, acquire the principles of multiculturalism.

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