

TOURISM AS A FORM HUMAN OF SELF-REALIZATION*Запорізька державна інженерна академія, кафедра філософії та суспільних наук*

Nowadays tourism has become an integral part of every country in the world, because it is one of the most dynamic and profitable among all sectors of the world economy, contributes to the strengthening and spread of economic, social and cultural ties. In the modern world tourism is seen as a socio-economic phenomenon that exerts a direct and indirect influence on the development of information society and of all related infrastructure and members of the population. Tourism is a way of becoming a person and a general way of identifying the essential forces of a person. It is thanks to tourism as a phenomenon that a person realizes himself as a "person" and communicates with the unreal, subjective, global, and as a result of what he comes into contact with global culture. The main field of tourism functions realization is the spiritual world of a person who, in the process of tourist meetings, plays the events, meetings, conversations, actions of other people in his mind. Only in the process of tourist activities a person can experiment with himself, with all possible and impossible variants of his subjective behavior. As a sensory experience, tourism is an instrument of free choice of the individual. In the process of tourism activity, a person connects the past and the present and "loses" his life in the present, talking with the past and predicting the future. The process of self-improvement, the affirmation of a person as a person is realized with, which makes it possible to feel the attractiveness of tourist life and its existence in tourism. Important for the process of tourism is the state of spiritual activity, actualization of various forms of tourism, satisfaction from communication in the cross-cultural process of interaction between cultures and civilizations. As a self-projection of the development of the individual, tourist activity creates conditions for the inclusion of the individual in the complex intertwining of tourist services, social ties that require the design of a model of their life activity, which emphasizes the free self-realization of the individual in each specific situation. Tourism should be regarded as the most important condition for its natural development of human history, the comprehension of the universal and particular as the fundamental dimensions of human existence. In the conditions of cross-cultural communication, human communication occurs with the use of information technologies and information resources, which expands the possibilities of a person in his self-realization as an individual, in which the cultural function of tourism is actively manifested. Tourism is used as a variety and multivariance of the possibilities of free choice of the individual and knowledge of the social processes of mastering another world and its being, mentality and culture, the history and way of life of peoples, the history of culture and economy, which requires the adaptation of man to the conditions of another being and mentality. Tourism is seen as a process that reveals the structures of interaction between people, realizing themselves in archetypes and the culture of personal behavior as forms of creative search for "oneself in another", contributing to the cultivation of qualities and connections that were absent in the past. Tourism is a modern fundamental instrument of communication between people in the conditions of the information society and cultural globalization, interactions between society and man, nature and man, the history of another people and a man who, as it were, gets used to the "other world" and other life and tries to understand his inner world And himself. Tourism in the information society and cultural globalization should become a commodity of "first necessity", an urgent need of the person himself at a certain level of income and the level of the societal society. Individual countries are trying to create a branch of the economy - the tourism industry, which is of great importance for profit in the information society and cultural globalization.

