

Institute of Socio-Economic Regional Studies

**POSTMODERN TRANSFORMATIONS OF
RURAL TOURISM DEVELOPMENT**

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Keywords

- ▶ **Postmodern society;**
- ▶ **Rural tourism;**
- ▶ **Postmodern tourism;**
- ▶ **Postmodern tourism concept;**
- ▶ **Postmodern tourism development**

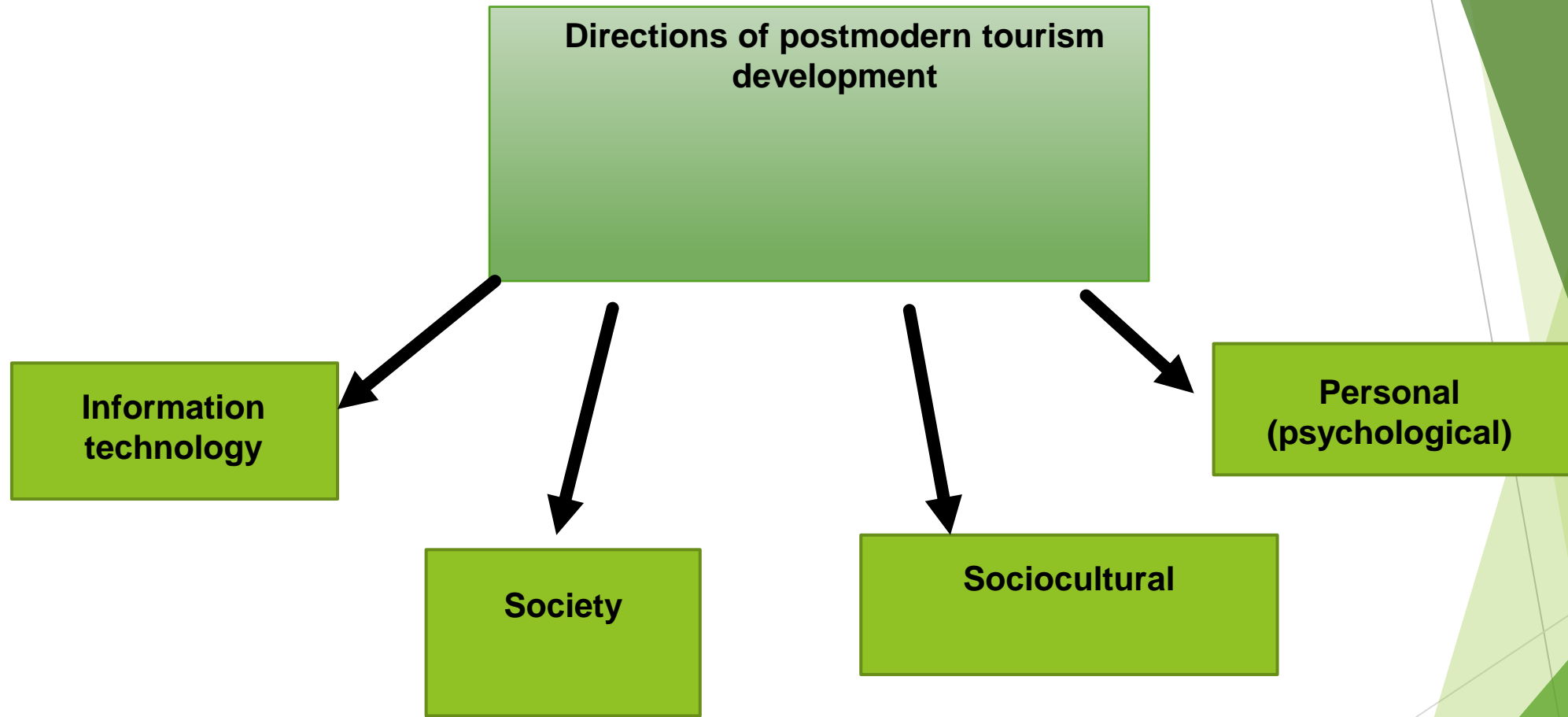


Fig.1. The main aspects of postmodern influence

Table 1. Types of social relations and their features in the context of tourism

Archaic society (pre-modern)	Modernism	Postmodernism
Individual tourist consumption (pilgrimage, summer accommodation in estates)	Transition to mass consumption of a tourist product	Transition to individual tours based on modern information technologies
Liberalism of tourist travel	Strengthening of state control over the subjects of tourist activity, manufacturability and predictability of the tourist product	Freedom and mobility of tourist consumption, subordination to global mechanisms
Decentralization, lack of standards of tourist consumption	Standardization and concentration of tourist activity	Decentralization and individualization, but with pronounced global standardization

Table 1. Types of social relations and their features in the context of tourism

<p>The integrity of human existence in society, but its miserable existence</p>	<p>Forming a society of consumption, imposing needs that make people their slaves, increasing alienation</p>	<p>Total alienation, reduction of social contacts, fragmentation of human existence, transition of tourist consumption to non-material, emotional level</p>
<p>The majority of the population is marginalized in tourism, they form a low social stratum, the "bottom" has no chance to escape from it.</p>	<p>Formation of a welfare society, the opportunity to take advantage of tourist offers to the lower classes due to the relatively cheap supply and mass tourist consumption</p>	<p>Significant socio-economic polarization of members of society, democratization, the emergence of a mass marginal layer, precarization, total dependence on external living conditions</p>

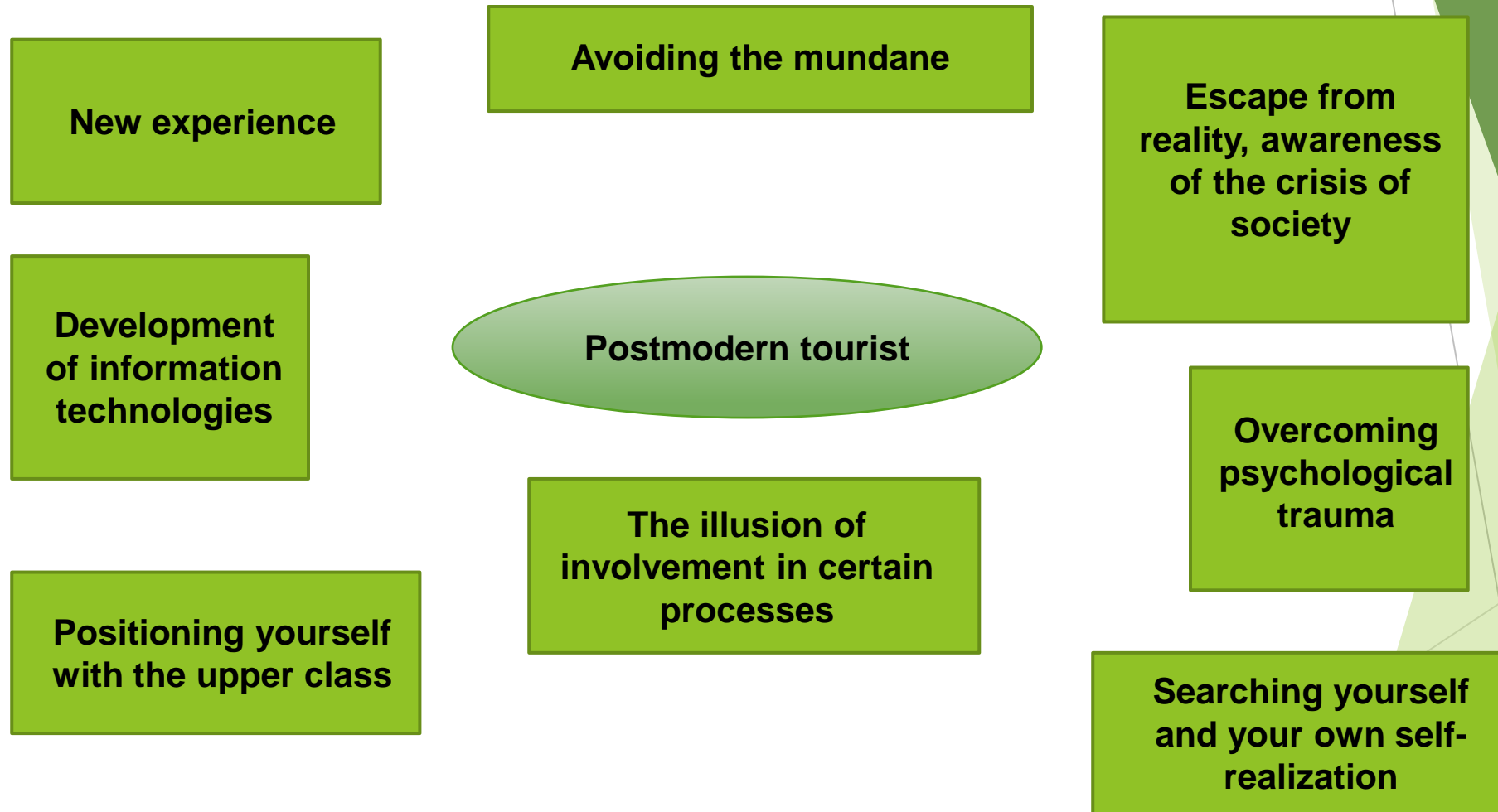


Fig.2. Factors of formation of postmodern tourist. Source: author's development

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▶ Thank you!