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## **POSTMODERN TRANSFORMATIONS OF RURAL TOURISM DEVELOPMENT**

**Summary.** The article investigates modern scientific approaches to the problem of postmodern transformations of rural tourism development, identifies general challenges and problems. It is established that Ukraine does not fully use the new opportunities of the global economy to increase competitiveness and ensure economic growth of rural communities. The general tendencies of postmodern changes of public consciousness of consumers of a tourist product are defined. The main directions of postmodern influences on tourist consumption are considered, which include: information-technological, social, socio-cultural, personal (psychological). The characteristics of the evolution of types of social relations in the context of tourism development are given. The presence of similar features between archaic society (pre-modern) and postmodern society has been established. The factors influencing the formation of a postmodern tourist are given. Discussion aspects of positive and negative consequences of postmodern influences in tourism are determined.

**Keywords:** *Postmodern society, rural tourism, postmodern tourism, postmodern tourism concept, postmodern tourism development*

**INTRODUCTION.** The theme of postmodern transformations of rural tourism development provokes a number of scientific discussions and sometimes leads to radically opposite conclusions on the assessment of postmodernism and leads to a broad philosophical discourse on whether postmodernism is our future. This question acquires a special sound in the study of tourism development of semi-peripheral countries from the standpoint of the global economy.

Modern challenges of postmodern society, economic and information technology development of rural areas of Ukraine, indicate that our country does not fully use the new opportunities of the global economy to increase competitiveness and ensure economic growth.

Given the current public demands for the reorientation of tourist preferences from the mass segment to the individualized, from the material plane to the growth of the intangible component, rural communities in Ukraine can get a chance to develop their own, an important direction of which we see the development of rural green tourism, providing technical and emotional support for the tourist product offered by a particular destination.

**RESULTS.** The basis of the existing sociological discourse in postmodern tourism is the definition of its two vectors: simulation (fake) and other search. The first direction is related to hyperrealistic analysis, simulations. The second direction is related to the search for the real, the deep, the search for oneself, one's roots, defines the attractiveness of natural and rural areas as postmodern expressions.

In our opinion, the first direction is quite successfully implemented in the modern concept of tourism development and has every chance to reach a wide mass consumer.

The phenomenon of postmodern influences in tourism can be considered from several aspects: (Fig. 1).

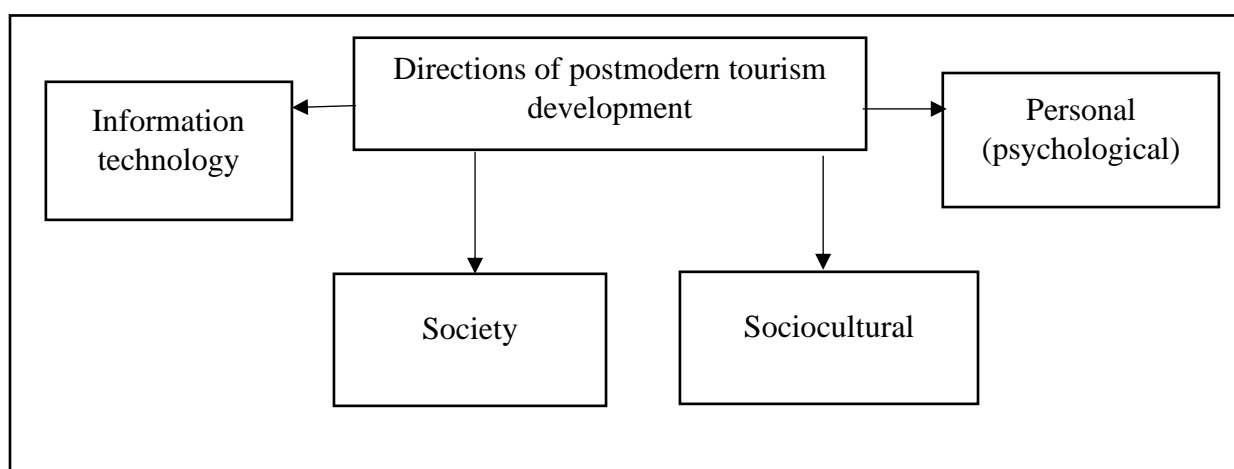


Fig.1. The main aspects of postmodern influence

1. Information and technology. It led to the emergence of a new type of human consciousness, which is integrated into the information society, has the appropriate technological competencies, is a collective person, accompanies its activities by expanding the network of virtual dating, creates groups for communication, is both creator, carrier and consumer of information. However, modern scientific debates focus on whether such a virtual entity can be considered a person. In our opinion, the level of availability of information technologies in a certain tourist destination is important in the issue of postmodern transformations of tourism development. World statistics show that at the beginning of 2021 in Northern Europe, 96 percent of the population has access to the Internet, in Western Europe - 93%. Overall, the global average Internet penetration rate is about 60 percent. The largest number of Internet users is in China and India (Joseph Johnson, 2021).

Statistics show that as of 2019 in rural areas of Ukraine this figure does not reach the world average and is 56% (State Statistics Service of Ukraine, 2020), which significantly constrains the development of tourism in the context of attracting mass postmodern tourists. However, it can create preconditions for those consumers who are in search of the meaning of life, looking for beautiful landscapes, recreation from the urban globalized environment, want harmony and merging with nature.

2. Society. Postmodern philosophy determines the prospects for the development of society not only from the standpoint of consumption of symbols and images, but also from the standpoint of imitation and simulation of cultural goods, which are defined as hyperreality. This led to the formation of a society of spectacles, the ultimate product of which is the image. To complete the study of postmodern tourism society, consider the characteristics of the evolution of types of social relations in the context of tourism development, which are shown in table 2.

**Table 2. 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
The integrity of human existence in society, but its miserable existence	Forming a society of consumption, imposing needs that make people their slaves, increasing alienation	Total alienation, reduction of social contacts, fragmentation of human existence, transition of tourist consumption to non-material, emotional level
The majority of the population is marginalized in tourism, they form a low social stratum, the "bottom" has no chance to escape from it.	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	Significant socio-economic polarization of members of society, democratization, the emergence of a mass marginal layer, precarization, total dependence on external living conditions

*Source: compiled by the author*

Such a division is quite conditional, because at different historical stages of social development there are overlapping events, their repetition at certain intervals, shifting the focus, and so on.

However, the above information indicates the presence of similar features between archaic society (pre-modern) and postmodern society. Common features are their focus on the individual consumer, liberalization, the absence of strict guidelines (while subordinating to global mechanisms in postmodernism). Related are also the problem of man and the definition of his place in tourist consumption: the pity of human existence while maintaining its integrity in the first case and reducing social contacts and increasing the fragmentation of life in the second. The big problem is the increasing tourist marginalization of the population.

3. Sociocultural. According to the recommendations of the European Parliament and the Council (EU), the cultural component is included in the eight main civic competences. Undoubtedly, cultural competence has a significant impact on tourism. Its high level of development, extensive knowledge of local, national

and world cultural heritage, understanding of cultural and linguistic aspects, skills of identification and awareness of social and economic opportunities in tourism leads to a decrease in the formation and spread of tourism poverty, which we associate not only with material aspects, but also a number of intangible factors. (Pecheniuk A. , 2019).

4. Personal (psychological). Postmodernism is a new cultural and historical situation, order, self-awareness, thinking, worldview. He reorients the personality from the material and spiritual to the sensory experience of cognition. Postmodern influences have formed a new personality - the post-tourist. This is a modern type of consumer who has considerable experience of tourist travel, but is satisfied with imitation of reality, staging artifacts, simulation, fully aware that this is a game that he enjoys and in which he is involved. The main stimulus for consumption is emotions, experiences and memories (Figure 2).

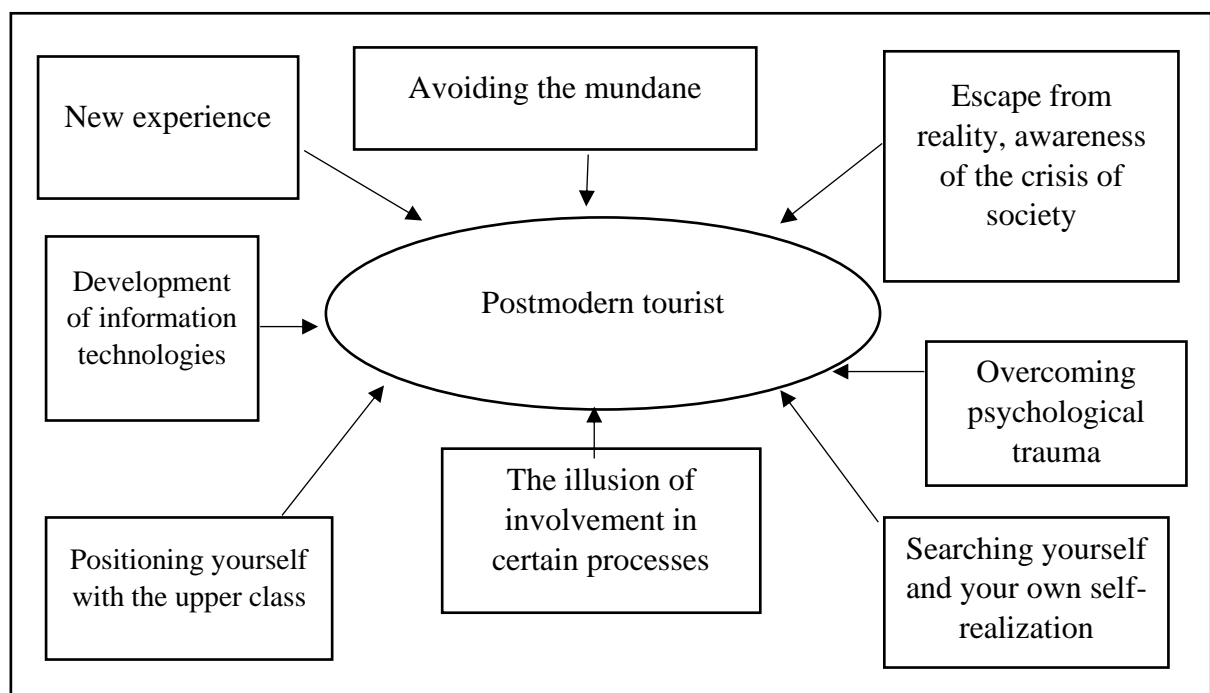


Fig.2. Factors of formation of postmodern tourist. *Source: author's development*

In this context, it is worth noting the growing interest of postmodern tourists in mysticism, "dark" tourism, which is associated with the spiritual and cultural sphere and meets the information and psychological needs. Postmodern transformations

create certain opportunities for tourist destinations. Taking into account the tourism concept of the dream industry in the rural community development strategy can be defined as hyperreality with the appropriate content. These can be a variety of creative objects or events - simulators that are concentrated under a particular brand and are a tourist attraction in which tourists become participants in a particular event, experiencing the appropriate emotions, feelings and experiences. It is worth noting that the quarantine restrictions and advances in online and onsite technologies have led to the development of virtual tours and excursions.

In this sense, the main purpose of a tourist trip will not be just a physical visit to the destination, but the satisfaction of their own sensory component and emotional relaxation.

That is why in postmodern society it is important to bring out and advertise in the tourism market the very idea of travel, which will contain a number of properties: emotions and play, a sense of freedom and joy of life, gaining new experiences and impressions.

The negative consequences of postmodern tourist influences include: destruction of national identity and culture, natural environment, depopulation of rural areas, formation of artificial reality to expect tourists, significant mythologizing of sacred places, hypertrophy of the effect of presence, perception of local cultural features as a way to earn, its preserving, absolutization and hyperbolization, accompanied by a sense of play and falsehood, the illusion of understanding between cultures, reducing the public space of rural communities, the orderliness of real life and the world, the spread of nomadism.

**Conclusion.** Postmodernist transformations significantly affect tourism development and tourism activities, which requires a change in the general concept of tourism. A significant leap in the development of information technology has led to a significant virtualization of tourism consumption and postmodern consumer of tourism product. This necessitates the transition of tourism to another level, which will cover the direction of virtual social life. At the same time, today the debatable issues are to determine the positive and negative benefits of postmodern tourism

transformations, which can be considered both from the standpoint of mass postmodern tourism consumer and from the standpoint of personal development.

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