



THE SPECIFICITY OF THE DEVELOPMENT OF CULTURAL TOURISM

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Abstract:

This paper delineates the importance and specificity of the development of cultural tourism. Accordingly, the paper presents the characteristics of tourist product in cultural tourism. The World Tourist Organization (WTO) predicts that the cultural tourism market will continue to be one of the dominant segments in the future. The paper includes the following thematic areas: tendencies in the development of cultural tourism, the specificity of a tourist cultural preference, main profiles of cultural tourist, the specificity of touristic projects in the cultural heritage segment. Special part of the paper is dedicated to public diplomacy: Culture and tourism as significant parts of public diplomacy. Every tourist product is heterogeneous in the field of cultural heritage and tradition.

Keywords:

culture, tourism, tendencies, profiling, diplomacy