

Tourism as Socially Welcomed Means of Reality Widening

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Abstract: It is only in human nature to seek to change the world around, “beautify” it and to play the part in it that would be more significant than the one he currently plays. This explains human’s desire for widening, at least, if not creating the reality that has already been existing. There are plenty of ways to do it. For example, youth holds the garland of virtual tourism, since back in the days hippies enjoyed “mind travels”, which were associated with doing drugs as a way of altering and widening of consciousness, as well as with mysticism, religion and self-discovery. This method of widening of reality is surely not socially acceptable. Tourism as the means of reality widening is not only socially welcomed, but is also a very profitable phenomenon. In the context of social activity, for many people tourism implies conspicuous and demonstrative behavior, often bordering on deviation. This explains why they drink, having hardly got to the airport or in the airplane, demonstrate their caddish behavior towards airline personnel and service staff of hotels and restaurants [1].

Key words: Reality Widening • Deviant Behavior • Tourism • Society

INTRODUCTION

For most of the people tourism is an engrossing type of recreation, which allows getting away from it all, to prefer new activities and new lifestyle to homeliness, to restore working capacities and get new impressions. It is stated in the 11th volume of the work “Fundamental sociology” written by V.I. Dobren’kova and A.I. Kravchenko: “By the beginning of the third millennium international tourism accounts for 8% of total volume of world export and for 30-35% of world service trade. Total costs spent on domestic and international tourism figure up to 12% of the world’s gross national product. In several years, in the estimation of experts, touristic business will make up all but principal item of national income of many countries, including highly developed ones, even giving the go-bye to currency earnings from export of gun, oil and gas”.

MATERIALS AND METHODS

In the course of work there were used methods of dialectical logic, principles of ascension from historical roots to logical statements, methods of generalization, analogue and comparative analysis.

RESULTS

By no means people always behave negligently in places they are traditionally familiar with-at home, at work, while communicating with friends and neighbors. However, when individual is on vacation, he is not that person everyone knows, he’s a *different* one. He enjoys demonstrating his idleness and extravagance. He exists in reality, where he doesn’t need to go to work, obey manager’s instructions, pay his utility bills, go shopping, cook the meal, wash the dishes etc. When he’s on vacation, the outer world serves to him instead. It is he

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who *must* be served, who *must* be run after; it is him who gives directions to service staff. Recently marked phenomenon called chorism is a dramatic proof to this. An example of chorism is when foreign tourists corrupt women from local tribes in Third World countries, turning them into their paid concubines [2].

Naturally, not all the people behave like that. It has nothing to do with courteous people who behave decently wherever they may have rest. It has nothing to do with pilgrimage tours, ecologic tourism, rural tourism, “green” tourism.

Many tourists who go on vacation say that they are going to “cut lose”. Literally it means they are cutting themselves off their usual, ordinary reality, as well as off rules of conduct. They exist in reality they created themselves-reality, in which they are prosperous, significant and deserve to be served. For many people it is equivalent to “be respected”.

Surely, it is not a common practice for all the tourists. Their presence in new places and new circumstances widens their individual social reality, phenomena and processes that exist in society and new people, new places and new events will stay as its elements for ever.

CONCLUSION

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