

TOURIST SYSTEM: THE GENESIS AND PRIORITIES OF THE DEVELOPMENT

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The article is devoted to the substantiation of the development priorities of tourist systems on the basis of analysis of the evolution of their development.

Considered the approaches to the periodization of tourism. An attention is focused on the characteristics of tourist systems in the late XX – early XIX century. Determined the influence of postmodernism on tourist systems. Described the current state of tourist systems. Determined the orientation of the main priorities of tourist systems development.

Based on the review of the past and modern tourist systems, the following key priorities for their further development are identified: 1) the continuation of the implementation of ideas of sustainable development; 2) creativity in different spheres, actions, reflections; 3) dominance of digital technologies and their further improvement; 4) deepening globalization; 6) desire for

authenticity; 7) cooperation and implementation of the idea of a reflexive approach to tourism; 8) network cooperation in the management of tourism systems (public-private-public); 9) dissemination of “informal component” (provision of tourist services organized in the form of freelance, tourism of civic organizations, amateur tourism) and processes of “sharing economy”; 10) “blurring”, the destruction of borders and other obstacles to travel and, accordingly, attracting more and more people into these processes; 11) search for the personal identity through tourism; 12) understanding of the dynamics and speed of processes.

It is concluded that taking into account evolutionary tendencies will contribute to a deeper understanding of the current state and better opportunities for the development of effective managerial decisions for tourists systems.