HISTORICAL ASPECTS OF THE EVOLUTION OF TOURISM IN GERMANY

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The history of the evolution of tourism in Germany is linked to the development of industrial society, the advent of railways and shipping, which created new conditions for the transformation of spontaneous travel into organised tourism. Also, starting from the beginning of the 20th century, an early theory of Fremdenverkehr – a now obsolete term for tourism – emerged in the German-speaking world and concerned mainly business and economic issues; since 1960 it has been replaced by the ever-expanding field of tourism research. This gives many disciplines the opportunity to approach the topic of tourism, or at least its aspects, from their own academic perspective. Tourism research is therefore a complex of interdisciplinary academic approaches that can find different applications. However, the study of tourism does not exist as an integrated field of study. Instead, there are a multitude of empirical reports, case studies, approaches, theories and perspectives in individual disciplines, including economics, geography, psychology, architecture, ecology, sociology, political science and medicine. Thus, it is impossible today to study the historical stages of the emergence of travelers in a single country without a general description of the growth of the economy, agriculture and culture of the world. Today, tourism is one of the most powerful cultural practices that transforms culture and, as a life strategy, becomes a factor in the formation of human identification and ideal relaxation.

Interestingly, the book of books – the Bible – gives us, most likely, the first written record of leisure and its necessity: “And on the seventh day God ended his work which he had created, and he rested on the seventh day from all his work which he had created. And God blessed the seventh day and sanctified it; because on it he rested from all his work which God had created and made.” Thus, the history of Bible translation goes back to antiquity. One of the oldest and most famous translations is the Septuagint (LXX), a Greek translation of the Hebrew Scriptures, created around the 3rd century BC. One of the most famous translations was the Latin Vulgate of St. Jerome of the 4th century, which became the standard Bible for the Western Church. Interestingly, over time, more and more translations appeared, especially during the Protestant Reformation in the XVI th century, when Martin Luther's German Bible and William Tyndale's English Bible made the Holy Scriptures accessible to the common people. Today, at least parts of the Bible have been translated into over 3,000 languages, making it the most translated book in human history (Global Frontier Missions). Thus, the Bible, the Quran, the Torah, etc. are an inexhaustible source of our faith and morality in the 21st century. In addition, they are a historical source for the development of social science and especially many aspects of the evolution of travel and tourism in the world.

So, historically, travel was transformed in the middle of the XIX th century into tourism, which became a "phenomenon of the XX th century", and in the process of development and transformations of the XXI st century, it acquired virtual forms, which demonstrates the breakdown of stereotypes in the search for the experience of understanding and comprehending the world.

Thus, a person travels as long as he exists, and he exists as a person mainly because he travels, because a characteristic feature of Homo sapiens, as anthropologists claim, was the desire to move as an understanding of the interesting and new, and not an animal search for edible resources, which were still in abundance around.

But, evolution does not stand still, and modern society is constantly adapting to new challenges. Thus, in this interpretation, tourism as a factor of public diplomacy is associated with exchange at the level of public organizations, that is, the exchange of delegations from non-state institutions, when the participants in this international communication are not officials and do not represent the country's power structures. However, this clearly narrows the concept of "public diplomacy" as a mass democratic movement of humanity, in which every homo can potentially be involved. Diplomacy (from the Greek. diploma). In ancient Greece, this was the name given to double tablets with writings that were issued to envoys to other policies as documents confirming their authority viator (Latin - a person who travels, the term was used by the French philosopher Marcel Gabriel). He pointed out that, Homo viator is a philosophical metaphor that describes a person as a being in constant motion, search, and formation. It comes from the Christian tradition (Марсель, 1999). The concept of Homo viator is a cornerstone of Christian anthropology. Its origins go back to the biblical worldview, in which human existence on earth is understood as a dynamic process, an existential journey directed towards God as the absolute goal. This motif – from the expulsion of Adam and Eve from Eden to Abraham's journeys, the Exodus from Egypt and the parable of the Prodigal Son – forms a universal metaphor for human existence: the road as a form of existence in the world of the temporary, as an experience of transition from slavery to freedom, from exile to home. The starting point of this journey is the expulsion from Eden, which marked the loss of the original home and gave human existence the character of temporality and the search for what was lost. The history of salvation in the Old Testament is built on a series of defining migrations, where each stage reveals a new aspect of pilgrimage. The calling of Abraham (Gen. 12:1) is an act of radical separation from the past in order to move toward a promised future (Eliade, 2018, P. 3).

However, a tourist who carries out interpersonal communication acts as a representative of a particular people, a particular culture, including political culture. Acquaintance with a different culture, value paradigms of other societies necessarily entails a comparison of what is and what is observed. Thus, tourism makes it possible to combine rest with the process of learning about the life, culture, history, traditions of other peoples, which expands a person's worldview, develops intelligence, helps to better comprehend social and political realities, and this in turn contributes to the process of understanding, establishing friendly relations between peoples, transforming still "closed" societies into more open ones, which again encourages the

development of tourist exchange, internal cultural communicative dialogue is activated, that is, tourism in its “diplomatic hypostasis” performs an integrative function in the modern world, contributing to overcoming xenophobia, misunderstanding, and hostility between peoples.

Travel is a property of more developed humanity as a sign of civilization, when significant and conscious differences in culture and lifestyle become available, because orderly paved roads are an attribute and sign of the civilized state of humanity. Entertainment and educational travel existed earlier - in Egypt under the pharaohs. In the latter there is evidence of travel arising from a luxurious lifestyle and the search for entertainment, impressions and relaxation. Privileged groups of the population cultivated the first trips for pleasure.

and beyond its borders became a popular form of leisure. This was associated with learning, experiencing beauty (works of art, natural landscapes, etc.), getting acquainted with architecture, treatment, worshiping religious shrines, and participating in various intellectual and sports competitions.

Considering the life and creative path of the great German writer J. Goethe, one can pay attention to the famous travelogue book “Italian Journey”. Thus, in 1786-1788, the outstanding thinker and writer, while in Italy, found spiritual balance, new creative inspiration, and touched ancient art. He visited Italy when the country’s golden age was already in the past and many artifacts had been neglected. But, Italy J. Goethe perceived as a type of civilization, which is closer to nature, moreover - compared to the cultures of Germany and France - this "natural state" even somewhat lingered. In Italy, the folk type contains more spontaneity, strength and cruelty, strangeness and naivety, indifference to external comfort; there are many ritual superstitions in the religious sphere... It is not for nothing that the book mixes pictures of nature, cities and villages and human strangeness! (Шалагінов, 2022, P. 82)

Unlike ancient Greek times, the organization of one's own leisure by citizens of the Roman Empire did not clearly indicate their social status, but was perceived, most likely, precisely as a time for relaxation after a certain work. The formation of the hospitality industry in Germany took place under the influence of ancient Roman culture. In ancient Rome, there was a developed network of establishments that provided overnight accommodation and food for travelers. On ancient Roman roads, inns were located approximately every 30 km, where one could rest, harness and feed animals. In the Middle Ages, pilgrims traveled along the same routes, and on these roads, shelters for pilgrims at monasteries appeared at approximately the same intervals. Ancient Roman inns (tabernae) in the territory of modern Germany were located in cities and were catering establishments in which, if necessary, a guest could also get an overnight stay. The word taberna (and its derivatives) entered the German language and was used in various dialects in this sense. It is believed that the primary forms of hotel management in Germanic territories are associated with the custom of hospitality, which obliges to provide shelter and food to travelers. In the territories of some Germanic tribes there were establishments where they provided overnight accommodation and food for a fee (Устименко & Афанасьєва, 2005).

In the era of the Roman Empire, the first elements of the travel industry appeared - inns, both state and private. The development of Christianity and trade in the Middle Ages led to the emergence of travel with the aim of spreading religion and selling goods outside the place of their manufacture. In this regard, it was antiquity that gave the world a standard of an ideal place for recreation, which was reflected in works of art, and proposed a classic scheme for organizing recreation, the main components of which are escape from the city, solitude and contemplation of corners of "wild" nature. It is this approach, combined with active recreation, that has recently revived ecological tourism.

The life of an individual is actually a journey to death, so the journey is a metaphor for human existence (the etymology of the word "journey" means "to treasure the road"). The Spanish philosopher, publicist and public figure, the creator of ratiovitalism — H. Ortega-y-Gasset spoke about this in this way: "The road with the limit force reveals how fleeting our connections with the world are. We slide on its surface and the world flows around us instantaneously, everything in it is the momentary of ourselves" (Ортега-і-Гассет, 2025). Although trips are always associated with troubles and inconveniences (because a person mostly lives in the comfort of everyday life), they are able to soothe the inner human conscience: a sense of duty to oneself and others, reflections on the meaning of existence, obsessive states, etc. Then the trip becomes a form of escapism — an attempt to escape from burdensome everyday life with its programmed absurdity, from the real to the desired.

In the mythological consciousness, the path is not only a leading communication that connects the center (the organized cosmos) with the periphery (the chaos of the other world), or "my own-alien" space. During the journey, the cultural hero changes (manifests his latent qualities and abilities) thanks to overcoming obstacles, encounters on the way, magical tests, such as: he was a jester - he became a hero. He also attracts various manifestations of borderline chaos (which he acquired in the Thirty-Ninth Realm along with magical artifacts) to the cosmicized cultural order (where he transferred them - to his own home, becoming intelligent, rich, status, married). Therefore, any journey symbolizes the self-realization of a person as a cultural being. So, on this occasion, the Scythian sage Anaharsis testified his intention: "I came to the Hellenic land to learn local customs, I don't need gold, it is enough to return to Scythia, having become better than I was" (Мозговий & Мозговий, 2011). In this way, Anacharsis traveled through Greece for a long time, became Hellenized, became famous as a philosopher, and entered the list of the first seven sages honored in ancient Greece.

How to uncover the history of Germany, the culture of this country is rich and diverse. Legends of knights, gnomes, witches and mysterious castles have shaped the worldview of many generations, inspiring outstanding artists. From gloomy forests to majestic mountains, German folklore still lives in the authentic traditions of the country.

XII century. in Germany, the number of pilgrims is increasing, who gather in groups for safety. Individual hospitality is no longer able to cope with this flow, and the arrangement of shelters for pilgrims is taken over by monasteries. From the

general Latin name for such shelters (hospitium) comes a whole range of modern concepts, including "hospital" (German: Hospiz) and "hostel". Shelters at monasteries were designed to receive a large number of guests at the same time. The room where food was prepared for guests was used all year round, and the guests had to provide the monks with any help they could in the kitchen or other household chores in the monastery. Monks who were particularly hospitable and inclined to such activities were assigned to receive and accommodate guests (Устименко & Афанасьєв, 2005).

Later, such shelters began to separate rooms for wealthier guests and rooms for the poor. The rooms for overnight stays were shared, there were no separate rooms yet, and only men and women were accommodated separately.

Medieval accommodation facilities are characterized by great diversity, which corresponds to the great diversity of historical types of travel and is reflected in the historical terminology that exists in the German language. Many hotels, despite all the vicissitudes of history, have survived from the Middle Ages to the present day. Often their names reflect the cultural traditions and historical realities of the Middle Ages. One of the oldest German hotels (1231) in the town of Seelbach in the Black Forest region (Baden-Württemberg), notable as an architectural monument, is called "At the Lion" (Herberge "Zum Lowen"). The hotel is a monument of half-timbered (wooden frame) architecture, located under a longitudinal gable in the immediate vicinity of the ruins of the Hohengeroldseck Castle (Herberge zum Löwen).

A peculiar milestone in the development of the German hospitality industry and hotel industry is the period of the late XV th - early XVI th centuries. At this time, German cities flourished, trade relations between different regions of Germany and neighboring countries improved, the number of travelers increased, and hospitality gradually became a type of entrepreneurship. In the XVI th century hotels appeared that could accommodate many guests.

At the end of the XVI th century. the hotel business becomes a common phenomenon and plays a significant role in the lives of many people. Hotels of this time are not always primitive establishments of the Middle Ages, which scare away virtuous guests. However, the differences in the level of comfort and service between different types of accommodation facilities, designed for different categories of guests, are still very large.

Specialization of hotels, which are oriented towards different categories of guests, hotels appear near thermal springs, which can be distinguished into a separate category of accommodation facilities. The flow of visitors to such hotels increased, and near the springs they begin to build premises for water procedures and accommodation of patients (Мальцева, 2011).

Revolutionary events in Europe contributed to the migration of large groups of the population. Many high-ranking officials from other countries were forced to seek refuge in neighboring states, including Germany. Owners of inns that receive foreign guests were faced with the need to learn other languages, primarily French. In large restaurants, a large number of cooks, waiters and maitre d' from among the French emigrants appeared, who acted as the first translators. French customs at that time extended to many spheres of life, especially in those parts of Germany that were part of the Confederation of the Rhine. French influence affected both the choice of dishes

prepared in hotel restaurants and the names of hotels, which the French renamed in the French manner. Sometimes a neutral version was used, using the word "European", for example, "European Court" (German: Europaischer Hof). The regional character of the cuisine and the family-provincial style of service became a thing of the past. With the onset of a period of political stability, the development of tourism in the modern sense began. The concepts of "tourist" and "tourism" entered everyday life. Romantic trips to the medieval cities of Germany, located on the banks of the Rhine, Moselle, and Main, became very popular for foreigners. The popularity of these places has also been contributed by the mild climate and winemaking. This creates a demand for hotels located far from large cities, in mountain or forest areas, near natural or historical monuments that attract tourists. Unlike city hotels, here for some time the service practices characteristic of the pre-industrial era have been preserved.

During this period, the word "hotel" appears in circulation in Germany, borrowed from French. Hotels began to be called new, modern hotels with a large number of rooms, a high level of comfort, a wide range of additional services and, accordingly, a larger number of staff. One of the first examples of such "ultramodern" accommodation enterprises was the Badischer Hof hotel in Baden-Baden, built in 1807-1809.

In the second half of the XIX th century. new means of transport (steam locomotives and steamships) appear, which made travel much faster, more convenient and safer. World industrial exhibitions (the first of which took place in London in 1851) attract visitors from all over the world. The era of luxurious "grand hotels" begins, designed for long stays of the wealthy public. Such hotels used the latest technical achievements, offered the highest level of comfort and a full range of secular entertainment (gambling and dance halls, music salons, luxury shops, restaurants and cafes, libraries, etc.). At first they were built in resorts, and then in large cities. Hotels turned into centers of social and secular life: they hosted secular and diplomatic receptions, holidays, family celebrations, concerts, art exhibitions, press conferences, etc.

In Germany in the XIX th century hotel infrastructure developed behind the leading countries, although some luxurious alternatives to traditional hotels began to appear here too. Resort hotels (German: Kurhotels) with casinos and dance halls were built, which attracted a secular audience.

The hotel business in Germany received powerful impulses for development in 1871-1914. The economic boom, accompanied by the construction of new modern hotels, was most clearly manifested in the largest cities in Germany, primarily in Berlin.

During the Weimar Republic from 1919 to 1933, the German hotel business developed on the basis of a market economy. Despite the unfavorable political situation of Germany, which was defeated in the First World War, German hoteliers managed to maintain international contacts and conduct advertising activities, but the economic situation was extremely difficult. Private entrepreneurs did not have enough of their own funds to invest in the construction of new hotels. New hotels were built mainly at the expense of city budgets and very often did not pay off, since

the purchasing power of the population was low. In 1931, as shown by the analysis provided by the German Hotel Association (Reichsverband der deutschen Hotels), in 10 such hotels (in particular in Chemnitz, Duisburg, Mannheim, Bochum, etc.) the annual occupancy rate was on average 30%. The situation was especially difficult for hotels designed for seasonal tourist arrivals. They faced strong competition from the so-called recreation centers (German: Erholungsheime), cheap accommodation facilities of local tourist associations, which also had tax benefits. Commercial hotels were forced to reduce prices, and the government's economic reforms by the mid-1920s strengthened the Reichsmark, which reduced the competitiveness of German hotels on the international market.

The financial crisis that began in 1929 in the USA led to a sharp decrease in the number of foreign tourists, and the hotel business, despite government support, was teetering on the edge of survival in the following years. During this period, the first educational institution in Germany for the training and advanced training of personnel in the hotel business was founded (Hohere Hotelfachschule Heidelberg, 1925). This was an important step in the direction of the "dual system" of vocational education, which is still in effect in Germany (as in Austria). Students were to gain professional experience in the workplace, but at the same time spend a certain amount of time studying theoretical subjects in a vocational school (German: Fachschule). The vocational education system included not only service personnel, but also office workers. A requirement was introduced to supplement vocational education with work experience abroad. In those years, international labor exchange and gaining experience were strongly encouraged in the hotel business. All European hotel associations considered it necessary to provide versatile professional training, as well as improve the knowledge of foreign languages of the staff.

After the global financial crisis, tourism began to slowly recover. The noticeable revival of the tourist business in the period 1936-1937 is explained by the holding of the 1936 Berlin Olympic Games, which for a while helped attract foreign tourists to Germany. This was facilitated by preparations since 1935. The Nazis began to invite IOC officials, politicians, businessmen and other influential people from different countries to Berlin. They arranged royal receptions for them - showered them with gifts, put them in the most expensive hotels and fed them in the best restaurants. At the same time, they arranged excursions around Berlin along planned routes so that they saw only the construction of the magnificent Olympic facilities and "happy Germans" who had heard nothing about the oppression of the Jews.

For the Berlin Games, Nazi Olympic officials came up with a new PR stunt: to light a flame on Mount Olympus in Greece and carry the burning torch from there to the stadium in Berlin. The relay started on July 20, 1936. Here, the Nazis showed off their technological achievements - the flame was lit with the help of a specially designed concave mirror from the German company Zeiss. Then 3,400 runners carried the torch from Greece to Germany through Bulgaria, Yugoslavia, Hungary, Czechoslovakia and Austria. In addition to the advertising component, this idea also had a propaganda subtext. The relay was supposed to present Nazi Germany as the direct heir to the traditions of ancient civilizations. The pompous theatrical opening

ceremony was broadcast live on television for the first time (Як нацистська Олімпіада-1936 у Берліні задала тренди для ...).

In general, the situation in the hotel business under the Nazi regime did not improve. A ban on price increases was introduced for hotels, that is, a government decision was made to set a maximum allowable price for each category of hotel room. Because of the war, hotels worked at a loss.

Back in 1935, the Regulations of the German Ministry of Economics "On the types of accommodation facilities" (Bestimmungen ilber die Betriebsarten "Hotel, Gasthof und Fremdenheim") were approved, which defined the concepts of "hotel", "hotel" and "boarding house" with a description of the corresponding set of services, while taking into account regional features of cuisine and service.

With the outbreak of World War II, hundreds of hotels and resort sanatoriums were "mobilized" as military hospitals. At the end of the war and in the post-war years, the few accommodation facilities that survived the bombings and artillery shelling were used to accommodate evacuees, refugees and the so-called "expelled from the homeland" (German: Heimatvertriebene), i.e. Germans who had inhabited the territories that later became Poland, the Czech Republic and the Soviet Union before the war.

A significant part of the hotel stock was destroyed. For example, in the American zone, the degree of destruction was 16.3%, in the English zone - 18.2%. The actual losses of the hotel stock were even greater due to wear and tear, because during the war years there was no renovation and repair work.

The destruction in East Germany was much higher, since the fighting was particularly fierce on the Eastern Front. Private hotels and/or restaurants in the Soviet occupation zone, in which the GDR was established in 1949, gradually became the property of the so-called state trade enterprises and the state catering system.

The restoration of the hotel business in the American and British zones was very active. Under the management of the American and British military authorities, the export-import agency JEIA (Joint-Export-Import-Agency) was created, which was primarily supposed to meet the primary needs of the population. Such needs included the provision of housing and, accordingly, the transfer of hotel rooms to accommodation enterprises for direct use. In 1949, at the time of the currency reform, 120 hotels were restored or built with the support of JEIA.

The first post-war decade was characterized by the fact that 90% of hotels were occupied by West German citizens. With the advent of the era of mass tourism, the situation is changing: more and more Germans are going on vacation to foreign countries, and the entry of West Germany into the leading economies of Europe and the world has contributed to the growth of business tourism. This leads to the internationalization of the tourism business. The hotel business of Germany is becoming part of the global business, and Germany itself is becoming an increasingly attractive country for international tourism.

The latest stage in the development of the German hospitality industry began after the unification of West and East Germany into a single country in October 1990. The hospitality industry, which includes the restaurant and hotel business, plays an important role in the economy and social sphere as a factor in employment.

According to research by the Cologne Institute of German Economics (Institut der Deutschen Wirtschaft//IW Kolri), commissioned by the German Hotel and Restaurant Association (DEHOGA Bundesverband), 1.9 million people were employed in this sector as of 2022 (DEHOGA Bundesverband). The German Hotel and Restaurant Association (DEHOGA Bundesverband) is the industry association for the hotel and restaurant industry in Germany. It was founded in 1949. It currently has 65,000 members and represents the interests of the hospitality industry in politics, the media and the public. It also acts as a partner in collective bargaining on the employer's side and conducts marketing campaigns, such as the classification of hotels (Deutscher Hotel- und Gaststättenverband).

Germany is the leading economic power in Europe, which is the cradle of tourism development in the world. Therefore, the countries of the European Union play an important role in international tourism. Each of the countries attracts tourists from all over the world with its unique cultural and historical monuments. Cultural and historical factors also contributed to the transformation of Europe into a leading tourist region. It is Europe that has made a huge contribution to world civilization. Nowhere in the world is there such a high saturation with various historical and architectural monuments of different eras - the Neolithic, the Ancient World, the Renaissance, the Age of Great Geographical Discoveries, Industrial Revolutions and Revolutions. Europe is the main tourist region of the world

The past of tourism in Germany has its roots in visiting cities and landscapes for the purposes of education and recreation. So, one of the countries that plays a key role in world tourism is Germany. It is the most powerful supplier of tourists to the global market. German citizens traditionally lead the world in the number of foreign trips and spending on vacation, which supports tourism industries around the world.

The emergence of tourism in Germany and the history of travel and vacations in the German space is of considerable interest in the modern scientific community (Tourismus und Tourismusgeschichte von Rüdiger Hachtmann https://docupedia.de/zg/hachtmann_tourismusgeschichte_v1_de_2010).

Although the interest in proto-tourism, that is, in phenomena similar to tourism that preceded modern tourism in the narrow sense, still generates rich scientific research, the interest of German historians in modern tourism remained limited for a long time. In addition, it is worth noting that most of the works on the history of travel and recreation are visually attractive and well illustrated. They aim to more or less qualitatively entertain the reader — but without any deeper ambitions. As a rule, they do not go beyond the historical literature of local history aimed at a wider audience "on the spot", often with the implicit intention of attracting tourists. The collection on the history and culture of hotels, published by Herbert May and Andrea Schulz, is also inviting to "review". This book, however, is quite weighty in a figurative sense, as it covers interesting aspects in thirty beautifully illustrated articles. For example, the hotel as a scene of demonstrative masculinity or as a pioneer of early rural cinema, and also – and this is no less important – as a center of petty bourgeois summer recreation from the last third of the 19th century. (May & Schilz, 2004) At least a first step has also been taken in the form of a collection of richly illustrated articles on the eventful history of hiking tourism that arose in

Germany, which has so far been overlooked by historical research. (Reulecke & Stambolis, 2009). Other compendiums focus on specific tourism areas, such as seaside resort tourism, which are then examined in an international context.

For students and scholars of the birth of tourism in the Federal Republic of Germany, K. Pagenstecher's 2003 study West German Tourism: Approaches to Visual History: Vacation Brochures, Guidebooks, Photo Albums 1950–1990 (Studies in Modern History) is a landmark in historical research both conceptually and empirically. (Pagenstecher, 2012).

The breakthrough into mass tourism was one of the central elements of West German history: holiday travel became an integral part of life for large sections of the population and shaped the spirit of the "economic miracle". Colourful images of beaches, mountains and churches are still ubiquitous in holiday brochures and photo albums, guidebooks and tourist posters. Nevertheless, post-war tourism has so far received little attention from historians; in particular, we know very little about the perceptions of travellers. This study on the history of mentalities examines holiday travel by West Germans from the 1950s to the 1980s. It examines the guiding principles and mechanisms for constructing the tourist gaze in its historical evolution. The theoretical starting point is H. Magnus Enzensberger's essay on tourism, supplemented by more recent approaches, in particular D. Urry's "The Tourist Gaze". To analyze the patterns of tourist perception, K. Pagenstecher develops innovative methods of “visual history” and tests them on holiday photographs and other visual sources. The most important sources are tourist brochures, guidebooks and private photo albums. After outlining the foundations and trends of post-war tourism, the tourist media and individual types of tourism are analyzed, which concludes with a biographical thematic study. Consistent trends are observed in the different media – advertising, guidebooks and private photographs – and the types of travel – alpine, city and beach tourism: the consumption of visual symbols played an increasingly important role in tourism. The West German tourist view increasingly focused on social experience as a guiding principle; it became more standardized and was more strongly influenced by the industrialized tourism industry. At the same time, this work offers a synthesis of previous approaches. This study is about how Germans spent their holidays in the first fifty years of the Bonn Republic and seeks reliable data on the development of tourist behaviour by gender, age, social class, etc. What makes this work particularly interesting is that K. Pagenstecher uses different approaches and then combines them into a theory of average coverage on the basis of empirical data. Not least, he emphasizes the continuing importance of Enzensberger's theory of tourism (Enzensberger, 1958, PP. 701-720; 1969, PP. 179-205).

Further, at the center of his scientific work, K. Pagenstecher puts forward a theorem on the tourist consumption of symbols, which - thanks in particular to W. Geer, who made it fruitful for research in the field of tourism - in turn goes back to P. Bourdieu's concept of accumulation and exchange of capital, as well as to visual history. K. Pagenstecher put forward the thesis that the "romantic gaze" of the first tourists has given way to the "collective gaze" of modern tourists, who put sociability, pleasure and entertainment to the fore. To substantiate this, he puts the content of images at the center of his research, and on two levels. On the one hand, he

analyzes photo albums with pictures that record the "gaze" that tourists themselves wanted to preserve as a central element of memories. On the other hand, he deals with photographs and illustrations that end up in guidebooks and advertising brochures of tour operators and, according to Pagenstecher, control the "visual consumption" of tourists. Pagenstecher does point out that the photographs in guidebooks and advertising brochures do not only orientate to specific travel and vacation destinations. Images of bright sights, as well as – more or less identical – beaches and sunsets, also visualize an emotional world. Through advertising, the "power of images" really influences the everyday life of broad segments of the population. It subconsciously transforms vacationing as such, regardless of specific destinations, into a self-evident norm that increasingly also includes lower-income segments of the population.

The history of tourism is a broad field for research. It is not only memorial tourism that has so far been considered only in exceptional cases. Even more pronounced are the gaps in research in the field of the history of commercial tour operators. They have hardly been the subject of research until now, although the history of enterprises in the Federal Republic has been booming for two or three decades.

The history of tourism in East Germany from 1945 to 1989 faces completely different problems. It risks falling into the trap of a simplistic concept of totalitarianism and dictatorship, which views the history of the GDR not as a history of society, but only as a history of power, in which the SEP pulled the strings everywhere - and, moreover, as a history of power that inevitably led to collapse.

A particularly serious problem is that tourism, as an object of "science", is economically linked to very specific interests and is oriented towards "marketability".

Therefore, the development of tourism in Europe is facilitated by economic and political stability in the region, a high level of cooperation between countries, including in the field of tourism. The signing of the Schengen Agreement, the introduction of the single currency of the countries of the European Community – the Euro, and joint tourism projects of the states for the development and preservation of recreational resources are of great importance.

The main tourist attractions in the region of Western Europe are: the Alps (winter sports in Switzerland and France); sea resorts of the coast of France; recreation areas in the Ardennes (Belgium, Luxembourg) and the Pyrenees (France), the Rhine and Moselle valleys; lakes in Germany; numerous sources of healing waters (Germany, France, Switzerland); cultural centers of world importance, which are home to the most famous museums (British, National Gallery and Tate Gallery in Great Britain), art galleries (Rembrandt House in Amsterdam), concert halls (Shakespeare and Covent Garden in England); royal palaces, castles, historical and architectural monuments; relics of the Reformation in Germany, libraries and universities (British Library, Oxford and Cambridge Universities in Great Britain); landscape parks. In Germany, traditional trade fairs have been held in Hanover, Frankfurt am Main, and Leipzig for many decades.

In 1937, the Committee of Experts on Statistics of the League of Nations defined for the first time the term "tourist - a person who moves (moves), temporarily stays in a certain (certain) place, does not work and has no income."

The solution to the problem of social communication is facilitated by the sociology of tourism, which carries out a kind of monitoring of the state of social relations affected by tourism. The state of affairs in this area has been on the UN agenda since 1946

The Economic and Social Council (ECOSOC) was established within the UN in 1946-1976. During this period, an important event took place - the UN Conference on International Tourism and Travel (Italy, Rome, August 21 - September 5, 1963). The resolution of this conference became the first document in the history of tourism, where the first definition of world tourism was given: "Tourism is one of the main and desirable aspects of human activity, which deserves approval and encouragement from all peoples and governments; tourism has great social, educational and cultural significance, it plays a significant role in the development of goodwill and mutual relations between countries and the preservation of peace" (Федорченко, 2001, PP. 15-16). The Rome Conference recommended that governments exclude within the tourism sector any campaign of defamation or discrimination based on religious, racial or political considerations.

In 1969, the First Intergovernmental Conference on Tourism was held in Sofia (Bulgaria), which adopted a resolution "On the Establishment of an Intergovernmental Tourism Organization" on the basis of a UN resolution (December 5, 1969). Since 1973, this organization has been called the World Tourism Organization (WTO), although the official date of its creation is 02.01.1975 - the entry into force of statutory documents. Since then, the WTO has been developing a regulatory framework for tourism and tourist activity for decades. Preparing for the third millennium, the WTO developed and on October 1, 1999 adopted (at the XIII General Assembly) in Santiago (Chile) the Global Code of Ethics for Tourism, which, based on previous documents, declares new thinking that reflects changes in the human community at the turn of the millennium, in accordance with the understanding of the new rules of existence of humanity in an interdependent world. This universal document establishes three leading provisions that: - tourism is a sphere that uses the cultural heritage of humanity and contributes to its enrichment; - tourism is an activity that is beneficial to host countries and communities; - tourism is this is a factor of sustainable development (Федорченко, 2001, PP. 22–23).

Accentuated interest in theoretical reflection on tourism has been observed since the 1930s (the works of Nebel, Foster, Farber, Reason propose an understanding of the psychological motives of travel, contain considerations about the ideological and historical nature of leisure). In the 1970s and 1990s, specialized research centers for tourism began to operate, and a number of professional publications were published: "Journal of Travel Research", "Annals of Tourism Research", "The Journal of Tourism Studies". The issues of tourism, including its humanistic aspect (which is of particular importance), are actively developed in the works of the anthropological association "Sociology of International Tourism". The International Academy of Tourism (Monaco) has been established and pays increased

attention to the issues of the conceptual apparatus of tourism, tourist vocabulary and phraseology, unification and translation of tourist terms and texts. Various aspects of theoretical reflection on tourism are presented in the Eastern European space primarily in the publications of the Institute of Tourism (Warsaw) (Пазенок & Федоченко, 2001, PP. 24-43).

In 1963, the UN Rome Conference on Tourism and International Travel introduced the category of the concept "temporary visitor - any individual visiting another territory/country for any reason (except for professional activity that is remunerated)". Temporary visitor covers the category of excursionists, tourists, provided that they are outside the permanent residence for at least 24 hours. for the purpose of rest, vacation, treatment, education, religion, sports, for business purposes, on a business trip and for participation in conferences.

In the 21st century, there is no separate ministry for tourism in Germany. The entire tourism industry in Germany is subject to the Ministry of Economics. One of the most positive aspects of German policy aimed at improving the tourism industry is the special subsidies allocated by the Bundestag for the development of international tourism. In the country itself, there are the following main organizations dealing with tourism issues:

Der Bundesverband der Deutschen Tourismuswirtschaft – BTW. The Federal Association of the German Tourism Industry is the umbrella organization of the German tourism industry, which has representatives in parliament. The purpose of the BTW is to convey to politicians and the public how strong the industry is. For this, a level playing field is essential, i.e. similar conditions of competition for domestic and international players, for representatives of the Old and New Economy. In addition, it is important to create a sensible balance between the necessary foundations for a viable and sustainable economy on the one hand, and climate and consumer protection on the other. The tourism industry is an extremely heterogeneous but strong industry, which provides almost 3 million jobs and contributes around 4.4% to gross added value. This is on par with industries such as the automotive industry or mechanical engineering. The approximately 40 largest companies and associations from all sectors of the German tourism industry form the solid foundation of the BTW. The spectrum ranges from the air, road and rail transport sectors, hotels and restaurants, travel agencies and convention centers, all the way to tourism marketing. Of course, including private tourism as well as the business travel sector (Bundesverband der Deutschen Tourismuswirtschaft (BTW).

Deutscher Reiseverband – DRV. The German Travel Association represents the German tourism industry. The DRV has considerable economic power behind it: over 90% of the turnover of the German tourism industry and the tour operator market is generated by members of this industry association. Several thousand member companies make the association a strong community that combines diverse interests. The core elements of the community's work are a range of diverse seminars in the tourism industry, which are extremely popular in the industry. The DRV is a member of the European Travel Agents and Tour Operators Associations – ECTAA. ECTAA represents the national travel agent and tour operator associations of 15 European Union member states (Die Reisewirtschaft – DRV. Official Website. URL).

Deutsche Tourismusverband e.V. – DTV. The German Tourism Association is the only federally organized tourism association of municipal, regional and national tourism organizations and is financed exclusively by membership fees. The association was founded in 1902 as the "Association of German Transport Associations" (Deutsche Tourismusverband e.V. – DTV).

Deutsche Zentrale für Tourismus e.V. – DZT. The German National Tourist Board is a national marketing organization that works on behalf of the Federal Government of Germany to promote Germany's tourism opportunities within the country and abroad. The DZT is a non-profit organization with headquarters in Frankfurt am Main, which was founded in 1948 by the German Tourist Association. Operating under the leadership of the Federal Ministry of Economics and Technology, the DZT is financed as an advertising organization by state support through private contributions. Since 1999, the DZT has also been responsible for supra-regional marketing within Germany. Among other things, on behalf of the Ministries of Economics and the Local Marketing Organizations of all 16 federal states, it promotes the German Railways (Deutsche Bahn), the airline Lufthansa, as well as other large tourism organizations and associations that offer holidays within the country. The main objectives of the GNTB are: to increase the flow of tourists to Germany, as well as to disseminate information about the diversity and attractiveness of the offers that Germany has to offer to travelers. The above objectives are implemented by the GNTB and its partners both in relation to private tourism (holidays/vacations) and in relation to business tourism (exhibitions, congresses, corporate trips) (**Duitse Nationale Dienst voor Toerisme**).

Allianz Selbständiger Reiseunternehmen **–** Bundesverband e. V. – ASR. The Alliance of Independent Travel Companies represents the interests of travel agencies and tour operators from medium-sized companies. Its activities are supported by sponsorship contributions, which also belong to the tourism industry. ASR Bundesverband e.V. was founded in 1976. In 1983, the name was supplemented by the "professional association for medium-sized travel companies". From 1986 to 2007, the following definition was used: "federal association of medium-sized travel companies". On November 4, 2007, it was the "Alliance of Independent Travel Companies - Bundesverband e.V.". The goal of the alliance is to represent the interests of independent small and medium-sized businesses in the tourism industry (Allianz Selbständiger Reiseunternehmen – Bundesverband e. V. – ASR. Official Website. URL).

In addition to the above-mentioned ministries, there are special committees. They are engaged in resolving disputes between tourism organizations and tourists, make initial expert conclusions on the quality of prices and regulation of tourism services, identify problems in the development of the tourism industry and strategic ways to solve them. Thus, in Germany, a national tourism policy is being developed for the entire tourism market. It is focused on the preservation and development of all tourist regions of the country, the creation of tourism infrastructure and is aimed at ensuring the effective development of the tourism industry at the macro and micro levels. State organizations at the regional level are engaged in developing their own tourism support programs in a particular region. They monitor the preservation of

cultural monuments, the environmental situation in this area, promote the development of tourism infrastructure, and provide local residents with jobs. In the country, the main organization that unites travel agencies and tour operators is the German Association of Travel Agencies. The Deutscher Hotellerie-und Gastronomieverband e.V. (hereinafter referred to as DEHOGA) is responsible for creating an effective management system for tourism enterprises in the hotel and restaurant business at the federal level in the country. Among the main tasks of the association is to monitor professional, socio-political and tax tasks for tourism organizations. The interests of tourism enterprises are represented through the association both in parliament and in the government. Therefore, tourism organizations are represented in the country at three levels: federal, regional and municipal levels. This organization was founded in 1949. The headquarters of the federal association is located in Berlin. DEHOGA's task is to represent the interests of the hotel and restaurant industry and present claims to politicians. Sustainable development and environmental protection are playing an increasingly important role in this regard, as shown in the article. The contact persons are the 16 state associations based in each federal state (DEHOGA – industry association for the hotel and hospitality industry).

To represent the interests of the hospitality industry and the hotel business, DEHOGA offers, for example, competent legal and business advice. Even start-ups receive comprehensive advice. The tasks of the German industry association are extremely diverse. These include, for example, the demand for higher wages, more flexible working hours and a reduction in broadcasting fees. For example, the German Hotel and Restaurant Association has promoted the continuation of surcharges on public holidays, Sundays and at night. Tips are not yet taxed, and the federal association was also able to prevent the re-introduction of the initial GEMA tariff reform. Germany has an advantageous geotourism location. The country is washed by the Baltic and North Seas in the north. The neighborhood with highly developed countries (Denmark, the Netherlands, Belgium, Luxembourg, France, Switzerland, Austria, Poland and the Czech Republic) determines the geography of foreign and inbound tourism flows between Germany and its neighbors. The country has a powerful natural and historical and cultural potential for tourism development. As is known, Germany is one of the main countries for holding international exhibitions. The interests of the industry have been represented by the Association of the German Trade Fair Industry (AUMA) since 1907. The association includes exhibition organizers, industry associations and companies involved in stand construction and logistics. The committee also promotes the presentation of German companies abroad. Its main task is to strengthen the position of German exhibitions at home and abroad. AUMA also coordinates the participation of the German economy in foreign exhibitions, in particular in almost 230 annual export exhibitions, which are financially supported by the Federal Government. Trade fair organizers, united in AUMA, hold more than 200 of their own exhibitions annually in the most important foreign growth regions (AUMA – Association of the German Trade Fair Industry). If we consider the centers of business tourism in Southern Germany, the cities of Munich, Nuremberg and Stuttgart deserve special attention.

Bavaria is the largest federal state in Germany by area. It has significant economic potential. The economy of this federal state is being improved due to the following industries: mechanical engineering and automotive engineering (BMW, Audi, Knorr-Bremse), aerospace and information sector (Siemens, Infineon Technologies, Microsoft), media and publishing (ProSiebenSat1, Kabel Deutschland, Burda publishing house), as well as the military industry.

Munich is the administrative center of the federal state of Bavaria and is a major industrial, financial and cultural center of Germany. That is why, in terms of studying business tourism in Germany, special attention should be paid to "Messe München International" / "Messe München". For more than five decades, "Messe München" has been connecting people around the world. It is one of the world's largest trade fair companies and the operator of the Munich Exhibition Grounds, the International Congress Center and the Munich Event Center, etc.

The states of Berlin and Bavaria have a high level of tourism development. These regions are famous tourist destinations in Germany. They have a rich cultural heritage, rich natural resources and attractive landscapes. Berlin is the largest tourist destination not only in Germany, but also in Europe. Due to its relatively small area, Berlin has a high density of tourism and a concentration of accommodation facilities, which has led to a high level of tourism development. The city has a rich history associated with the formation of Germany as a nation. The most famous historical and cultural monuments of the city are: Brandenburg Gate, ruins of the Berlin Wall, Reichstag, Charlottenburg Castle, Alexanderplatz, Museum Island, etc. Bavaria is the leader in the number of tourists (34.2 million arrivals in 2022) and accommodation facilities (11.2 thousand in 2022). The region has a strong recreational potential, attracting tourists with numerous rivers and lakes, national parks, forests, mountain ranges of the Alps. Here is the highest peak in Germany - Zugspitze (2962 m). Bavaria is famous for its historical monuments, such as castles, palaces, museums, etc. Popular tourist routes have been laid in Bavaria (Romantic Road, Castle Road or German Alpine Road, etc.), many cultural and thematic festivals are held (Oktoberfest, Christmas Market in Nuremberg, etc.).

In Berlin and Bavaria, the most developed types of tourism are cultural, ecological, ski (Bavarian resorts - Garmisch-Partenkirchen, Bad Reichenhall, Zugspitze Arena, Oberstdorf, Reit im Winkl), wine and gastronomy. The largest tourist centers in Bavaria are Munich, Nuremberg, Bamberg, Regensburg, Füssen. A higher than average level of tourism development is characteristic of Mecklenburg-Vorpommern, Hamburg, Schleswig-Holstein and Baden-Württemberg. These lands are characterized by a large number of overnight stays of tourists, accommodation facilities (Baden-Württemberg) and their territorial concentration (Hamburg, Schleswig-Holstein, Baden-Württemberg), high tourism density (Mecklenburg-Vorpommern and Schleswig-Holstein). Each of these regions has its own unique characteristics and tourism potential. Mecklenburg-Vorpommern is located in the north of Germany and is famous for its resorts on the Baltic Sea (1900 km of coastline), in particular the islands of Rügen and Usedom. There are more than 2000 castles, parks and estates in the region. The most famous castle is Schwerin Castle.

Hamburg is the largest port in Germany and one of the largest ports in the world. The city successfully combines nature and city life. Half of the city is occupied by recreational areas, nature reserves and forests. In addition, the port, canals and the Alster River give the Hanseatic city a unique maritime atmosphere.

Schleswig-Holstein is located in the north of Germany and has access to the North and Baltic Seas, which determines the tourist specialization and attractiveness of the region. Schleswig-Holstein has a large number of islands and beaches, which contributes to the development of water tourism.

Baden-Württemberg is located in the southwest of Germany and has many historic cities, such as Stuttgart and Heidelberg. The most famous tourist destinations in the region are Lake Constance, the Black Forest, and the resort of Baden-Baden. The region is interesting for its authenticity and colorfulness.

In the regions of this group, the main types of tourism are ecological, beach, cultural, health and wellness (the resorts of Baden-Baden, Bad Waldsee, Bad Mergentheim, Bad Doberan and Bad Kleinen), gastronomic, and wine (the state of Baden-Württemberg). The largest tourist centers are Rostock, Schwerin, Stralsund, the islands of Rügen and Usedom in Mecklenburg-Western Pomerania; Hamburg - the state of Hamburg; Kiel, Lübeck, Schleswig - the state of Schleswig-Holstein; Stuttgart, Freiburg, Baden, Württemberg - in Baden-Württemberg.

The western states of Germany – Lower Saxony and North Rhine-Westphalia – have an average level of tourism development. These states are characterized by high rates of tourist arrivals, number and capacity of accommodation establishments. However, these regions have low rates of territorial concentration of tourist activity (density and intensity of tourism), which is due to the large area of their territories.

Lower Saxony is the only federal state in Germany that combines sea and mountains (Harz), and together with the North Sea coast and the East Frisian Islands, it has one of the most beautiful sea coasts in Germany. North Rhine-Westphalia has a strong cultural potential. There are five UNESCO World Heritage Sites in the region. The region is known for its carnivals and fairs.

In Lower Saxony and North Rhine-Westphalia, ecological, water, health and wellness, cultural and gastronomic tourism is actively developing. The main tourist centers of these states include: Hanover, Braunschweig, Wolfsburg, Cuxhaven - in Lower Saxony; Cologne, Düsseldorf, Münster, Bonn, Dortmund - in North Rhine-Westphalia.

The level of tourism development is lower than the average for Germany in such states as Hesse, Rhineland-Palatinate, Bremen, Saxony and Brandenburg. These regions are characterized by low tourism development. Hesse has many cultural and historical monuments, in particular, the Frankfurt Zoo, the thermal waters of Wiesbaden, the Hessian Spessart, wine regions (Rheingau, Bergstrasse), castles and palaces, etc. Numerous festivals, fairs, concerts and sports competitions are held here. Rhineland-Palatinate attracts tourists with its wine regions (Moselle, Palatinate, Rheinhessen) and medieval castles, as well as panoramic views of the Rhine. The state of Bremen is known for its historical monuments, as well as folklore and music festivals, fairs. Saxony has a rich history, because the Saxon cultural landscape is

over 1000 years old. There are over 500 museums in Saxon resort regions and cities. Brandenburg is famous for its picturesque lakes and nature parks.

In these regions, cultural, wine (Hesse, Rhineland-Palatinate), gastronomic, ecological and active tourism are actively developing. The tourist centers of the regions are Frankfurt am Main, Wiesbaden-Baden, Kassel - in Hesse; Trier, Koblenz, Mainz - in Rhineland-Palatinate; Dresden, Leipzig, Meissen - in Saxony; Potsdam, Frankfurt am Oder, Brandenburg an der Havel, Spremberg - in Brandenburg.

The states of Thuringia, Saxony-Anhalt and Saar have the lowest level of tourism development in Germany. They are characterized by small tourist flows (up to 4 million), low tourism density and concentration of accommodation facilities. Thuringia is a famous resort region, where 19 resorts are located (Bad Langensalza, Bad Salzungen, etc.). Saxony-Anhalt is considered the core of German history, where a large number of historical and cultural monuments are concentrated in a small area. Saarland is one of the smallest states in Germany with picturesque landscapes, a dense network of tourist trails, and delicious cuisine. The most developed types of tourism in these regions are hiking, water, ecological, cultural, gastronomic, and wine (Saarland). The tourist centers of the regions are Erfurt, Weimar, Jena, Bad Langensalza - in Thuringia; Magdeburg, Wittenberg, Quedlinburg, Mansfeld - in Saxony-Anhalt; Saarbrücken, Merzig, Neunkirchen, Homburg - in Saarland.

An analysis of the territorial features of tourism development in the federal states of Germany showed that states with a high level of economic development have somewhat higher tourism development indicators. It is obvious that economic and tourism development are interdependent and interconnected processes. To confirm this dependence, the correlation coefficient between the indicators of the integral index of tourism development and the GDP of the regions of Germany was calculated. It was found that there is a significant correlation between these indicators - 0.63 ($tst=3.05$; $p<0.05=0.009$).

Revealing the evolution of tourism in Germany, it is impossible to ignore the rich cuisine of this country. Germany is a country where each region has its own culinary traditions, and German cuisine is a real gastronomic journey. It combines simplicity and heartiness, ancient recipes and modern trends, reflecting the history, culture of Germany and geographical features. Tourists often discover for themselves that German dishes are not only sausages and sauerkraut, but also a variety of desserts, drinks and local flavors that form a holistic gastronomic experience. However, Germans are very fond of various sandwiches, of course, with sausages, and prefer them for the first meal of each day. Also, the culinary ethnology of Germany is one of the most “hearty”. It is worth highlighting sausages and their varieties, because they play a significant factor in gastronomic tourism in Germany. There are about 1,500 of their most popular types (Гастрономічний туризм Німеччини. URL). According to this indicator, Germany is not only the regional leader. Speaking about regions, it is worth clarifying that the varieties of the most popular German sausages come from Bavaria. It is worth clarifying that the mention of one of the first sausage recipes in Germany dates back to 1313 and this documentary mention is also in the Bavarian region. The main ingredients of German national cuisine are pork and potatoes. A variety of sausages and sausages is

characteristic, in the production of which regional features can be traced. Bratwurst - pepper sausage; widespread throughout Germany; Bregenwurst - sausage containing brains; widespread mainly in Lower Saxony; Blutwurst - blood sausage; Frankfurter - Frankfurt sausage, often used for cooking hot dogs; Thuringer - Thuringian sausage: long, thin, spicy; widespread in Thuringia (Saxony); Weiss wurst - veal sausage; widespread in southern Germany. Common second courses of German cuisine are: Schnitzel - pork or veal schnitzel; Eisbein - fried pork leg; Rotwurst - black pudding; Rostbratl - grilled meat. The traditional side dish is potatoes in various forms: mashed potatoes, fried potatoes, grated and then fried potatoes, French fries, potato croquettes.

One of the most interesting festivals in Germany is the Onion Festival. It is held annually in Weimar, on Friday, October 11. The first dated mention of this festival is recorded in 1653. According to statistics, the festival attracts more than half a million tourists annually. It must be said that the festival was one of Goethe's favorites. It is not for nothing that the festival encourages tourists to visit the UNESCO world monuments in Weimar, which are associated with Goethe and Schiller.

The national drink is beer. Beer is especially popular in Bavaria. Munich hosts the famous Oktoberfest festival. Its history began in 1810 in honor of the wedding of Crown Prince Ludwig of Bavaria and Theresa of Saxony. The first festival was a celebration of this wedding, which included spectacular horse races, which took place on October 17 on the festival meadow, named after the bride.

Since then, Oktoberfest has become not only an important cultural event, but also a symbol of Bavarian tradition. It lasts for two weeks every year, starting in September, and attracts millions of visitors from all over the world. Festival participants have the opportunity to enjoy the atmosphere in 14 large and 15 small tents, where you can taste traditional Bavarian food and drinks. In addition, the festival features about two hundred attractions and entertainment shows.

A special event is the traditional costume parade, which takes place on the first Sunday of the festival. This event involves more than 150 groups in national costumes, demonstrating the richness of Bavarian culture.

Since 2010, for those who want to immerse themselves in history, the "Oide Wiesn" has been created - a part of the festival where you can see old attractions and feel the atmosphere of past eras. Oktoberfest brings together almost a million people who consume almost 8 million liters of beer. The capital of Bavaria, Munich, is one of the most popular tourist destinations in Germany and is filled with castles, palaces, monuments and magnificent architecture. Oktoberfest is the most famous of all traditional German festivals. Munich's Oktoberfest is not only a beer festival, but also a real journey through time, combining tradition, culture and fun (Oktoberfest https://www.historisches-lexikon-bayerns.de/Lexikon/Oktoberfest)

Germany has a well-developed wine tourism. This country produces an average of 9 million gallons of wine per year. The famous white wine, with a delicate and delicate taste, is produced from Riesling grapes (most of the grapes belong to this variety). In Germany, 88% of the grapes grown belong to white varieties, and only 12% are red or pink. Of the most common grape varieties, it is worth noting: Müller-

Thurgau (26% of the entire vineyard area), Riesling (20%), Sylvaner (8%). Also grown are: Koerner, Scheurebe, Bacchus, Ruhlender, Morio-Muscat, Faber, Huxelrebe, Gutedel, Ortega and Elbling.

The pride and glory in terms of the development of wine tourism in Germany are three main wine regions. In two of them, the famous wine routes pass: "Deutsche Weinstrasse in the Palatinate"; "Saxon Wine Route". The German Wine Road stretches for 85 km and passes through Rhineland-Palatinate. It starts in Bockenheim in southwestern Germany. This wine region has a mild Mediterranean climate, where figs, lemons and even kiwis are grown. In spring, thousands of almond trees bloom here. The route passes through medieval castles and the ruins of Roman wine cellars and taverns. The most famous is Reichsburg Trifels Castle, where the jewels of the German emperors were stored for centuries and where the English king Richard the Lionheart was once held captive. The wine road passes through Bad Dürkheim, a spa town that is home to the world's largest wine barrel, which holds 44 million gallons of wine. It is now a multi-level restaurant. In September, the world's largest wine festival, the Wurstmarkt, is held here. You can also visit the oldest vineyard in Europe, the Rhodter Rosengarten, with 400-year-old vines that are still in use. Here you can buy and drink a bottle of Gewürztraminer, just like the Romans did. The "Saxon Wine Route" is also known. It runs along the Elbe River valley. Saxon winemaking traditions date back over 850 years. The Saxon Wine Route begins near Pirna, a small, beautiful town with turrets, churches and, of course, vineyards. Pirna is also famous for its coffee and is considered a paradise for lovers of history, nature and gastronomy. The Saxon Wine Route then leads to Pillnitz, the summer residence of Augustus the Strong. Then – to three more palaces located on the right bank of the Elbe in Dresden. In the direction of Meissen, the vineyard terraces begin: they adorn the slopes of Radebeul and Koswig and stretch to the picturesque wine-growing villages located around the town of Disbar-Seusslitz. And, of course, tourists are everywhere waiting for hearty regional cuisine, seasoned with interesting stories from the locals (6 чудових регіонів для дегустації вин у Німеччині)

It is also worth noting that Germany is one of the leaders in the field of medical and health tourism not only in Europe, but also in the world. Medical and health tourism plays a significant role in the German economy. The country has a long tradition of health improvement and the use of natural healing resources, such as mineral waters and therapeutic mud. Germany is distinguished by its developed sanatorium and resort infrastructure, has high quality standards in the field of medical care and health services, which are attractive to tourists. German balneological traditions date back to Roman times. In 1793, Duke Friedrich Franz I founded the first sea resort in Germany west of Rostock. First, the Kurhaus medical complex was built, and later - hotels and other public facilities. The oldest spa towns in Germany include Baden-Baden, Bad Ems and Bad Kissingen, which in 2021 were included in the UNESCO World Heritage List together with eight other European spa towns under the title (Три курорти Німеччини включили до Світової спадщини ЮНЕСКО https://www.dw.com/uk/try-kurortnykh-mista-nimechchyny-vkliuchyly-do-svitovoi-spadshchyny-yunesko/a-58625785).

Thus, Germany has a strong tourism resource potential, which is based on a developed infrastructure, a variety of climatic conditions and a wealth of natural and cultural attractions. Germany boasts a well-developed transport and tourism infrastructure, including an extensive network of roads, railways and airports, which facilitates tourist travel. In addition, hotels in Germany often have high-quality and state-of-the-art amenities, which improves the overall experience of guests. Germany's central geographical location in Europe makes it a convenient destination for international tourists and a key transit point for traveling around Europe.

However, it faces challenges such as high operating costs, seasonal fluctuations in demand and labor shortages. Implementing digital transformation, implementing sustainable development principles and modern approaches to tourism development can create significant growth opportunities. However, the industry must overcome many threats, including economic instability, health crises and increasing competition from alternative accommodation options and digital platforms.

The country offers comfortable travel conditions for both young and older generations, as evidenced by the high activity of pensioners in domestic tourism. Germany is an example of the effective use of rich tourism resource potential in conditions of economic stability and high organization. Its natural landscapes, cultural and historical heritage, socio-economic infrastructure create a favorable environment for the development of various forms of tourism - from mass to niche. Regional differentiation contributes to uniform tourism development and preservation of the uniqueness of local identities. In the future, the German tourism sector has all the prerequisites not only to preserve, but also to strengthen its positions in the global tourism market.

The country is characterized by a high level of sanatorium and resort infrastructure, high quality medical care and health services. Germany has a wide diversification of resorts, each of which specializes in the treatment of certain diseases, which provides a high variety of offers for different segments of visitors.

Tourism in the Federal Republic of Germany is highly developed and stable, and is adaptable to the new challenges of globalization. Thanks to an efficient and operational transport infrastructure, a standardized system of tourist services, and through its predominant investment in culture and recreation, the Federal Republic of Germany has become one of the world's tourism leaders with impeccable performance.

Germany's tourism policy is a balanced model that combines innovation, environmental friendliness, social responsibility, and economic efficiency, which can serve as an example for other countries in the process of developing or improving their own tourism strategy.

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ABSTRACTS

Section 1. Historical aspects, evolution, and modern transformations of key destinations

***Vadym Orekhovskyi*. Tourism in the Ancient World: Features of Development in Ancient Greece and Rome**. The aim of the study is a comprehensive analysis of the development of travel and early forms of tourism in Ancient Greece and the Roman Empire. It reveals the main conditions of travel in the ancient world: the condition of roads, means of transport, the features of sea travel, as well as the risks associated with robbery and piracy. Considerable attention is paid to the social aspects of travel, in particular the institutios of hospitality and the formation of the first elements of tourism infrastructure. The author examines in detail different types of travel: religious, sports, health, educational, trade. It is shown that such travel was an important component of the cultural, economic and religious life of ancient societies. The emergence of elements of tourist culture - souvenirs, graffiti, guide services and the emergence of specialized travel routes - is highlighted. In general, the study demonstrates that in the ancient world there were already numerous features inherent in modern tourism.

***Vasylchuk Volodymyr*. Historical aspects of the evolution of tourism in Germany.** The section explores the genesis, evolution, and current state of the tourism sector and the hotel industry in Germany in the context of world civilization development and globalization processes. The transition from spontaneous travel to organized tourism under the influence of industrialization and the expansion of railway and shipping transport is examined. The evolution of theoretical approaches to tourism studies (ranging from early German-language concepts of Fremdenverkehr to modern interdisciplinary research) is analyzed. Special attention is paid to the philosophical and anthropological aspects of travel through the concept of Homo viator, as well as the role of sacred texts and pilgrimage in the historical development of journeys.
The stages of the formation of the hospitality industry are highlighted—from ancient and medieval roadside taverns and monastic shelters to luxury grand hotels and modern hotel chains. The regional specifics of tourism development in the federal states of Germany are investigated, focusing on the role of the exhibition business, gastronomic and wine tourism (features of German winemaking and traditional festivals such as Oktoberfest), as well as health, wellness, and sanatorium-resort potential. A statistical and economic analysis of the relationship between regional GDP and tourism development indicators is carried out. The activities of leading

industry associations and the state policy supporting and regulating the tourism sector at the present stage are characterized.

***Tsypko Victoria*. Cruise Tourism in the Context of Global Transformations and Challenges: The UAE Experience**. This section of the monograph highlights the theoretical and methodological foundations and current development trends of cruise tourism as a highly dynamic element of the global hospitality industry. The evolution of water journeys, the specifics of cruise product classification, as well as key organizational, legal, and marketing aspects of marine and river tourism operations are examined. Special attention is focused on analyzing the infrastructure potential, route geography, and consumer behavior patterns on a global scale.

Using the United Arab Emirates as a case study, the prospects of transforming the region into a leading global cruise hub are comprehensively analyzed. The role of key port terminals (Dubai, Abu Dhabi, and Sharjah) and the Cruise Arabia regional alliance in developing multimodal logistics and the «Fly-Cruise» system is determined. The socio-economic impact of the industry, the influence of seasonality, and environmental safety challenges are assessed, alongside outlining strategic directions for the sustainable development of cruise tourism taking into account modern trends in decarbonization and digitalization.

***Borysova Oksana.* Sightseeing Objects in the Area Studies of France**. The monograph examines the theoretical and practical aspects of studying France's excursion sites within the context of country studies and the development of excursion tourism. Particular attention is devoted to the historical-cultural, sacred, and memorial dimensions of the country’s tourism space, which allows for revealing the multifaceted nature of its national heritage, the specifics of cultural memory formation, and the significance of material and immaterial values in preserving historical identity. Within the framework of the research, necropolis excursion sites are considered as sources of historical information and components of the cultural landscape, along with France's sacred natural and cultural heritage as an important resource for educational tourism.

A special place is occupied by the study of memorial locations associated with the life and activities of prominent representatives of Ukraine, which contributes to deepening the understanding of Ukrainian-French cultural interrelations and actualizes the potential of such sites in the development of thematic excursion routes aimed at fostering international cultural dialogue.

Section 2. Economic impact, specialized types, and regional specificities

Shcherbakova Nadiia. **The Impact of International and Domestic Tourism on the US Economy**. This work examines the impact of international and domestic tourism on the economy of the United States of America. It analyses trends in tourist flows, expenditure, value added and employment, and identifies the role of tourism in the development of transport infrastructure, the hotel and restaurant sector, the retail trade and the entertainment industry. The paper examines the characteristics of the recovery of tourism following the COVID-19 pandemic, current trends in international and domestic tourism demand, as well as the main challenges and prospects for the development of the US tourism industry. It substantiates the cross-sectoral nature of tourism and its significance for economic growth, job creation and regional development.

Lavrynovych Olena. **Theoretical Foundations and Dimensions of Inclusive Tourism Implementation: The Spanish Experience**. The study provides a comprehensive theoretical and methodological examination of inclusive tourism as an integral component of the contemporary socially oriented development of the tourism sector. It analyzes the evolution of conceptual foundations of accessibility in tourism—ranging from socio-compensatory models and the «tourism for all» concept to modern universal approaches and the barrier-free paradigm, which is of particular relevance to Ukraine in the context of postwar recovery. The multifunctional nature of inclusive tourism is revealed, combining recreational, rehabilitation, and sociocultural functions, while ensuring the integration of universal design principles across all stages of tourism product creation. The core dimensions of inclusive tourism implementation—state-regulatory, infrastructural, organizational-managerial, sociocultural, and personal—are identified and characterized, forming a holistic analytical model for ensuring an accessible and barrier-free environment. Based on the generalization of international experience (specifically Spanish practices) and domestic realities, the study substantiates pathways for developing an inclusive tourism ecosystem that harmonizes public policy, digital technologies, transport infrastructure, and professional ethics to guarantee equal opportunities, mobility, and respect for human dignity.

Gedin Maksim. **Features of the Development of Cultural and Educational Tourism in China and Ukraine**. This paper examines the distinctive nature and uniqueness of the development of cultural and educational tourism in China and Ukraine. It analyses its key destinations and main trends, which characterise the significance and essence of this category. It has been established that, in addition to

its informational nature, this type of tourism is also cognitive, educational and elitist in character, promoting and explaining cultural ideas aimed at satisfying consumer needs through the use of tourism products. It has been established that both countries possess exceptionally rich resources; however, their tourism potential, infrastructure and management strategies differ significantly. The key factors for the successful development of cultural and educational tourism in China have been analysed, in particular government policy, strategic planning, infrastructure projects and the active digitalisation of the cultural sector. A comparative analysis has been carried out between the Chinese experience and the opportunities for Ukraine, where historical, cultural and religious tourism holds significant potential. The prospects for implementing China's best practices to develop Ukrainian cultural and educational tourism have been identified. Historical parallels and opportunities for the development of religious tourism in China and Ukraine have been established, using the example of the potential for organising pilgrimage tours within the framework of Buddhism, Taoism and the educational and cultural practices of Confucianism.

Ivasyshyna Nataliia. **Current State and Prospects for Tourism Development in Brazil**. The study examines the current state and development prospects of tourism in Brazil in the context of international tourism and the global services market. It considers the economic, social, and integration functions of international tourism and identifies the key factors influencing its development, including economic conditions, infrastructure, political stability, and security. Particular attention is paid to Brazil's significant tourism potential, based on its natural resources, cultural heritage, and opportunities for developing various types of tourism, including beach, ecotourism, cultural, educational, and event tourism. The study identifies the main challenges facing Brazil's tourism industry, such as security concerns, uneven infrastructure development, socioeconomic disparities, and environmental issues. A comparative analysis of Brazil, Mexico, and Spain highlights Brazil's relative disadvantages in tourism infrastructure and the scale of international tourist flows, while also demonstrating its considerable potential for future growth. The results of PEST and SWOT analyses confirm that effective government policies and investment support can contribute to strengthening Brazil's position in the global tourism market. The study concludes that international tourism is an important driver of economic development and that Brazil has favourable conditions for further tourism industry expansion.

Section 3. Innovation, sustainable development, and historical and cultural potential of markets

***Bondarenko Vladislava*. Innovative Mechanisms for the Development of Canada's Hotel Business in the Context of Digitalization, Sustainable Tourism, and Transformation of Consumer Demand**. This research examines the mechanisms and strategic approaches underpinning the innovative development of Canada's hotel industry amid the ongoing digital transformation of the economy, the advancement of sustainable tourism, and the evolution of consumer demand. It provides a comprehensive analysis of the principal determinants of structural and operational change within the sector, including technological progress, shifting tourist preferences, the recovery of the tourism industry following the global pandemic, and the distinctive regional and natural tourism assets of Canada. Particular emphasis is placed on the implementation and integration of digital technologies into hotel management and service delivery, encompassing online reservation platforms, property management systems, artificial intelligence, process automation, and personalized guest services. Furthermore, the research examines the growing role of environmental responsibility, efficient resource utilization, and sustainable business practices in enhancing the operational effectiveness and competitive position of Canadian hotels.

The research establishes strategic priorities for the modernization of the hotel industry through the systematic integration of digital innovation, sustainability principles, customer-oriented management approaches, and human capital development. It identifies the principal opportunities and constraints associated with technological transformation, including capital investment requirements, cybersecurity threats, data protection challenges, workforce competencies, and organizational adaptation. The proposed conceptual framework underscores the importance of aligning technological innovation, environmental sustainability, and service quality to strengthen the long-term resilience, adaptability, and competitiveness of Canada's hotel sector. The theoretical and practical implications of the research may be relevant to scholars, academic professionals, students, tourism and hospitality practitioners, and policymakers engaged in advancing sustainable and innovation-oriented development within the hospitality industry.

***Ivanchuk Svitlana*. The Uniqueness of Active Tourism in Australia**. The development of active tourism in Australia is examined in the context of the country's unique natural and recreational resources, tourism infrastructure, and current trends in the global tourism industry. It explores theoretical approaches to defining active and adventure tourism and their relationship with the sustainable

development of tourist destinations, the protection of natural heritage, and the preservation of cultural values. The book characterizes Australia's key resources for active recreation, including ocean coastlines, coral reefs, mountain ranges, desert landscapes, tropical rainforests, national parks, and protected natural areas. Particular attention is paid to such tourism activities as trekking, hiking, surfing, diving, cycling, camping, kayaking, rock climbing, and adventure travel.
The book highlights the socioeconomic significance of active tourism for regional development in Australia, support for local communities and small and medium-sized tourism businesses, and enhancement of the country's international tourism appeal. It examines current challenges facing this sector, including tourist safety, the conservation of vulnerable ecosystems, the management of tourist flows, adaptation of infrastructure to climate change, and compliance with environmental responsibility principles. The importance of an integrated approach to tourism product development is substantiated, emphasizing the combination of natural resources, physical activity, cultural experiences, quality services, and the responsible use of tourist destinations. The book may be of interest to researchers, educators, students, tourism professionals, and anyone interested in the development of active tourism and the sustainable management of tourist destinations.

***Podpisnov Denys*. Military-historical heritage as a factor in the development of international tourism in Poland and the Baltic states**. This chapter examines military-historical heritage as a driver of international tourism development in Poland and the Baltic states. Drawing on the concept of dissonant heritage (Tunbridge & Ashworth), it uses systemic, comparative and structural-functional approaches to identify the shared mechanisms and the regional differences in how a militarised past is turned into a tourism product. The Polish model is multilayered. It combines the adaptive reuse and museumisation of fortifications and castles (Malbork, Zamość, Toruń, Modlin, Przemyśl), the conversion of former Soviet garrison towns (Bornesulinowo), the development of dispersed battlefield landscapes (the Battle of Łódź), the modernisation of interpretive museums (the Warsaw Rising Museum), and the ethically regulated memorialisation of Nazi camps (Auschwitz-Birkenau, Majdanek, Sobibór). The Baltic model is built mainly on twentieth-century "difficult" heritage: occupations, the Cold War and the restoration of independence. It rests on the "brown" and "green" heritage of the former Soviet coastal zone and on cross-border cooperation through the Military Heritage project. The revitalisation cases of Lennusadam in Tallinn, Karosta in Latvia and the Cold War Museum near Plungė in Lithuania show different ways of balancing commercialisation with memorial ethics. The author concludes that military heritage becomes a competitive international tourism resource only with effective institutional management, diversified funding

(including EU funds), modern interpretation, adequate infrastructure and the involvement of local communities. In both regions, military-historical tourism has moved beyond a niche segment. It now serves as a multifunctional instrument of regional development, cultural diplomacy, historical education and territorial branding.

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