

Mostly middle-aged people who prefer active rest and are often limited in time. According to many experts, consumers of this type will be the main clients of sanatorium resorts and guarantee the prosperity of health tourism of the XXI century. The second reason for reorientation is that resorts are gradually losing traditional support, including financial, municipalities and the state. To reach new segments of the consumer market and attract additional customers, health resorts have to diversify their product [3].

Keeping the healing function, the resorts diversify the program of patients stay in cultural and sport activities, offer a wide range of services for recovery, more flexible approach to determining the duration of treatment and rehabilitation. Thalassotherapy has become very popular in seaside hotels lately as well as other medical and cosmetological activities. In this regard, the need to conduct a large-scale study of the recreation market and treatment, development and implementation of standards of resort services.

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THE ROLE OF MUSEUM SPHERE IN TOURISM

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In the European field the cultural sphere does not only use the socio-cultural fold in people's lives, but is also a real factor, a socio-economic development that can be found as one of those, competitive in the global world.

We divide culture into the complex of economic and political problems. Museums are multifunctional social information institutions designed to preserve cultural, historical and natural values, to accumulate and disseminate knowledge through the study and demonstration of unique monuments of material culture [1].

The International Council of Museums (ICOM), the International Council on Monuments and Landmarks (ICOMOS), the Pan-European Federation of Cultural Heritage (Europa Nostra) are coordinating efforts of the countries to use museums, historical and cultural sites in tourism in Europe and in the world as a whole. They promote socio-cultural and economic development of countries and regions, develop intercultural dialogue.

The ICOM Moral Code of Museums states that the primary purpose of museum facilities is to provide services to the public.

Foreign museums are finding their place in a diverse cultural space. Museums are becoming important units of education and training, as they provide access to the national cultural heritage for people of different backgrounds and ages. The importance of this role is based on the ability of museums to provide the public with an interactive, substantive and ideological platform for a deeper understanding of their ethnic identity, nation and the world in general [2].

In the museum sphere of the developed countries museum researches emphasize the importance of interactivity as a mean of development of a museum institution, to define different ways of interaction of museums, in particular to create a network covering museums of different levels and types: national and local. In a modern tourism environment defined by everlasting and accelerated technological progress, successful institutions are the ones that are able to accustom their processes and activities to change [3]. Technological modernization allows exhibitions to become more engaging and execute their functions better while also using their resources more efficiently. The influence of new technologies on museums is immense and can be researched from a number of viewpoints. With the help of technology, museums are able to take care of their collections better, provide exceptional experiences for their guests and use online communication channels to fulfill their needs.

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GASTRO TOURISM AND MODERN TRAVEL DEVELOPMENT: OKTOBERFEST

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Food festival is a festival that uses food, often food processing as its core theme. These festivals have always been a mean of uniting communities through celebrations of harvests and giving thanks for a plentiful growing season.

Food and tourism are, and have always been, closely integrated. However, the experiential potential that food entails has stimulated a growing interest in