

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

food tourism among producers of tourism services and destination management organizations within recent years. In terms of scholarly research, food tourism is also an expanding field, though critical studies are still needed concerning the conceptual and practice-oriented aspects of food tourism [1].

Gastronomic tourism is an emerging phenomenon that is developing like a new tourist product due to the fact that one third of the trip budget is spent on food consumption. Because of this, local cuisine is an important factor in terms of holiday quality. One of the most used definitions of «gastronomic tourism» is a journey, in regions rich in gastronomic resources, to generate recreational experiences or have entertainment purposes, which include: visits to primary or secondary producers of gastronomic products, gastronomical festivals, fairs, events, cooking demonstrations, food tastings or any activity related to food.

This journey of experiences is closely linked with a lifestyle that includes experimenting, learning from different cultures, accumulation of knowledge and lessons learned, by eating, about the qualities or attributes related to culinary tourism, and culinary specialties produced in the regions visited. The gourmet tourism experience is considered as such, if everything mentioned above is the main reason or motivation to travel, for visitors, to a specific destination [2].

Gastronomic tourism includes several subtypes if we look from the perspective of food or dishes, so we have offers for: food such as bacon, cheese, meat, fish, fruit, truffles and drinks such as wine, beer, brandy, sake or tea.

One of the biggest festivals in Europe is the Oktoberfest.

Held annually in Munich, Bavaria, Germany, it is a 16- to 18-day folk festival running from mid or late September to the first Sunday in October, with more than six million people from around the world attending the event every year. Locally, it is often called the Wiesn, after the colloquial name for the fairgrounds, Theresa's meadows. The Oktoberfest is an important part of Bavarian culture, having been held since the year 1810. Other cities across the world also hold Oktoberfest celebrations that are modeled after the original Munich event. Visitors also enjoy numerous attractions, such as amusement rides, side stalls, and games. There is also a wide variety of traditional foods available. The year 2010 marked the 200th anniversary of the Oktoberfest. For the anniversary, a horse race in historical costumes was held on the opening day. A so-called historische Wiesn took place, starting one day earlier than usual on the southern part of the festival grounds. A specially brewed beer, horse races, and a museum tent provided visitors with the atmosphere of how the event looked like two centuries ago [3].

In 2019, 6.4 million people visited Oktoberfest, and visitors were served 6.7 million liters of beer.

On the occasion of the 200th anniversary in 2010 a so-called Historisches Oktoberfest was designed on the site of the Central Agricultural Festival on the southern side of the Theresienwiese. It opened one day before the official Oktoberfest with the traditional keg tapping by the Lord Mayor [4].

The comprehensive five acres of fenced grounds presented historic rides, beer tents and other historical attractions such as a Steckerlfisch grilling, a chain swing and a cotton candy stand. Included in the price of admission, an animal tent and the racecourse could be visited next to the museum.

The animal tent included, among other things, a petting zoo, and was managed by the Hellabrunn Zoo and the Bavarian Farmers Association. The Munich Stadtmuseum took over the design of the museum tent. The Oktoberfest anniversary was accompanied by an artistic and cultural program, in which for example the Biermösl Blosn performed [4].

About 6 million visitors enjoy Oktoberfest every year and consume 500,000 fried chickens, and Oktoberfest employs 12,000 people.

Nothing could be further from the truth about what our industry is all about. Food Tourism includes the food carts and street vendors as much as the locals-only pubs, dramatic wineries, or one-of-a-kind restaurants. There is something for everyone in the food tourism industry.

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MUSEUM AS AN OBJECT OF LOCAL TOURISM ACTIVITIES

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In a world that is constantly changing, museums experience significant transformations in their content and activities. It is obvious that the museum activity acquires a greater socio-cultural significance: the role of museums in the preservation and interpretation of cultural heritage, in complex processes of social adaptation and cultural identification, in the educational for example, in the organization of leisure is immense.

Modern museums acquire a different meaning and structure, they become educational centers, hubs of communication, tourism, cultural information and creative innovation.

The past becomes an important factor in the development of human self-awareness. The value of the past lies in the fact that it is a prism of vision of the future [1].