

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].

Museums allow people to visit the ancient past, see the present of humanity, its achievements and even look into the future. The most important feature of museums is that they preserve collections, study and exhibit the primary source or originals, that is, monuments that are directly related to the development of nature, the life of human society. The peculiarity of museums is that they work on very diverse primary sources – use geological, paleontological, zoological, anthropological and other natural science collections, monuments of material culture (tools, handicraft, weapons, household items, etc.), monuments of spiritual heritage (paintings, drawings, sculptures, decorative art items etc.), as well as handwritten and printed documents and books. The types and forms of primary sources are extremely diverse, their number is huge. The specificity of museums is also manifested in the fact that in their activities research and educational functions are closely combined. Collecting primary sources, thus creating a source base for scientific research and conducting their own research, museums are simultaneously engaged in a wide popularization activity [2].

Museums and cultural heritage sites are powerful assets for local development. They can inspire creativity, boost cultural diversity, help regenerate local economies, attract visitors and bring revenues. There is also increasing evidence that they can contribute to social cohesion, civic engagement, health and well-being. For several decades now, cities and regions have been drawing on these assets to put in place heritage-led actions as part of their wider economic development strategies. National, city and regional governments, the museum community, and other stakeholders are increasingly interested in these issues. Museums, cultural organizations and heritage sites have traditionally been among the most popular visitor attractions for both domestic and international tourists. Especially in countries like Greece, culture and heritage play a key role in cultural tourism as at some point they touch every visitor's trip.

As cultural tourism is being developed into an experience industry, there is an opportunity for museums to further engage the tourism market and increase their audiences and revenue, while at the same time strengthening their role as unique storytellers of the history, culture and contemporary life of societies. And this is true for both large and small museums, as cultural tourists increasingly search for niche inspiration and localized cultural experiences [2].

New ways to demonstrate the impact of culture and museums on local development are being sought in order to effectively channel public and private funding. The debate is shifting from only demonstrating the tax revenues, visitor spending and jobs associated with a museum's economic activity to also capturing broader social and economic impacts.

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