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Cultural tourism as a model of cultural creative activity

To define cultural tourism as a universal model of culture by analyzing different culture interpretations. Certain approaches to culture definition have been analysed and specific characteristics of the phenomenon of cultural tourism have been pointed out that allow to understand it as a universal matrix of culture creative activity. Cultural tourism is understood to be cultural practice, involving great masses of population and different culture bearers. This practice is oriented at consumption of values of culture with their transformation by consumers themselves that results in new meanings creation. Cultural tourism as a universal model of culture is understandable for any subject of culture who is capable of transforming it. Cultural tourism is stated to be some space for new meanings formation which are often quite different to the ones dominating in culture. It becomes a universal model of culture due to its embracing the characteristics typical of the existing interpretations of culture. Practical meaning of the article lies in revelation of the characteristics of cultural tourism as a practice of mass culture which are necessary for comprehension of this phenomenon and culture on the whole as well as the role of a person as a culture bearer in the process of culture creation.

Keywords: *culture creative activity, cultural tourism, model, values, subject of culture, multicultural space.*

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