



# MLA STYLE LITERATURE REVIEW EXAMPLE

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Before discussing the topics of contemporary trends in tourism, cultural tourism and cultural tourists, as well as the long-term guidelines and objectives of the development of cultural tourism, the following topics should be interpreted in the right interpretation of tourism and culture. Tourism by the definition of Hunziker W. and Krapf K. from 1942, and supplemented by the International Association of Scientific Tourist Experts (AIEST), is "a set of relationships and phenomena arising from the travel and residence of a visitor of a place if that residence is not based on permanent residence and if no such economic activity is connected with such a residence" (Novelli 5). With this definition, there are still many definitions that only confirm the complexity of the concept of tourism. Certainly tourism is a set of relationships and phenomena, and it is a set of relationships of social and economic character. William F. Theobald wrote about the history of tourism, saying that the word tourism originated from the Latin word 'tornare' and the Greek 'tornos', which roughly denote movement in the circle or around the central axis. All of this can be seen in the way that tourism is a cyclical phenomenon that, as a result, has a return to the starting point. That is precisely why the "tour" is a journey whose beginning and end are in the same place, and this is exactly what distinguishes tourists from migrants.

Tourism is significant, for some countries and the most important source of revenue. Tourism brings significant inflows into local economies in the form of payments for "goods and services" used by tourists. Tourism also creates new opportunities for employment in the service sector of the economy that relies on tourism. It is very difficult to determine the beginnings of tourism precisely, but definitely the developmental changes through which tourism traverses. Certainly the most visible change is the transition from mass tourism to tourism of special interests that started at the end of the last century.

Culture is presented as a term that has multiple meanings. For some it refers to respecting good literature, music, art and food. However, for anthropologists, culture is a whole series of scientific patterns of human behavior. English anthropologist Edward B. Taylor defines culture as the scope of knowledge, belief, art, morals, rights, customs, and all other abilities and habits that a person has acquired as a member of society. Culture is a tool for human survival, but it is a very variable phenomenon because it exists only in our minds. There are three basic types of culture. These are: traditional culture, elite culture and mass culture.

Traditional culture is a type of culture that is based on a long tradition and is thus largely homogeneous and unchangeable. Traditional culture is characterized by the respect of authority and mythical past and conservatism. The most important forms of traditional culture are customs and morals. Elite culture is an example of a culture based on artistic and cultural creativity intended for the selected ones. A commitment to such an elite culture is taken as the status symbol of a small number of intellectuals. Epithems describing the elite culture are authoritative, original, valuable, expensive, accessible to minorities, not only because of the price, but also because of the reasonableness itself. Mass culture emerged only with the industrial revolution in the 19th century. People come to town and bring their folk (village) culture out of their midst, but they cannot use it for their sake, until they understand the elite.

The main features of such a culture are: the desire to equalize different cultural levels, attracting mass audiences, internationalizing and cosmopolitan character of cultural values, enhancing the commercialization of cultural values and creativity, an increasingly pronounced reproductive character and an increasingly productive character of the culture of a mass society. The aforementioned types of cultures were a prerequisite for the development of culture-based tourism. The diversity of cultural material heritage in the form of museums, exhibitions, concerts, religious monuments to secular architecture and intangible heritage such as stories, poems, legends or dances constitute the basis of the tourist trends that we now recognize as cultural tourism.

Trend is a term we encounter in everyday life, because it is constantly talking about the latest trends and listening to it in the media, reading in newspapers or on web portals, but it also deals with the scientific and professional texts of all topics, even in tourism. Trends in tourism need to be explored because they provide information on trends in the tourism market in the offer, but also in demand. On the basis of this information, the offer can be adjusted to the requirements and conditions of the environment. Every change in society affects positively or negatively on the development of another phenomenon, or trends. Due to the interdisciplinary character of tourism and the specificity of the tourism market, and mostly due to the spatial separation of tourist demand from the tourist offer, tourism expresses a very high level of sensitivity to all types of changes, whether they are internal (internal) or external (from the outside environment), but also the ability relatively rapid adaptation to new situations, depending on the type of impact on tourism. These changes positively and negatively affect tourism. When we talk about the changes that affect tourism, as well as those that take place in tourism, attention should be paid to transformation that is visible and manifested through quantitative and even more qualitative changes. Changes can be defined as internal and / or external (external to the environment), which in turn affect the way in which the dynamics and intensity of changes in the field of trends in tourism are influenced. The dynamics of movement indicate quantitative trends that are defined as: growth, decline or stagnation in relation to previous, current or future states and / or trends. Continuously since the beginning of the development of modern mass tourism since the second half of the 20th century, in addition to numerous positive factors that influenced its growth, tourism was also exposed to various negative influences against which he proved to be extremely stable and with a further tendency of growth, although somewhat more moderate dynamics. Constant growth in the tourism sector at the global level has not been able to disturb the economic crisis, political disagreements or even natural disasters and dangerous contagious diseases that have occurred over the years, causing only minor fluctuations in tourism trends and growth dynamics.

Culture has a direct impact on tourism, and the impact of tourism on culture is increasingly intense and becomes one of the most important motives for travel. Activities in leisure and cultural consumption in contemporary society are extremely important. The number of tourist trips is constantly increasing, so in 2015 nearly 1.2 billion international travel was registered. The importance of tourism is mostly reflected in economic data, such as GDP, where tourism in the EU area is involved with 3.9%, employing 24 million citizens of the European Union.

Culture does not lag behind a lot, and participates with 2.6% of the EU GDP share ([www.eurostat.eu](http://www.eurostat.eu)). According to Hannam and Knox, these economic indicators both in the tourism sector and in the cultural sector are the result of broader socio-economic trends, i.e. already well-recorded changes in the demographic picture of society, better education, higher standard of living. Cultural tourism is very difficult to define because of different and flexible definitions of culture. Culture in the context of tourism can be defined as the totality of the material (the whole tourist infrastructure) and spiritual values (customs, lifestyle, tradition) that the community feels as its unique way of life. Something that is common in one culture and every day, in another culture it can be new and exotic. Cultural tourism, therefore, consists not only of passive consumption, but also of observing and visiting historical sites, museum collections, paintings or theatrical performances. Creative tourism is growing in the interest of tourists, and it involves active participation in cultural activities such as painting, photography, dancing, cooking, etc.

For this reason, cultural tourism is considered to be a tourism of special interests and is defined as a visit to persons outside their permanent place of residence, motivated in full or partial interest in the history, art, heritage or lifestyle of the locality of the region, groups or institutions. This definition of cultures also includes so-called tangible culture - museums, galleries, concerts, theaters, monuments and historical sites, as well as an intangible culture such as customs and traditions, which are placed under statutory immovable, movable and intangible cultural assets. However, given its diversity and complexity, cultural tourism may best be divided into several sub-sectors or typologies. Smith distinguishes so: heritage tourism, art tourism, creative tourism, urban cultural tourism, rural cultural tourism, and domo-tourism.

Heritage tourism is focused on material (buildings, monuments, handicrafts, archaeological sites, etc.) and intangible cultural and historical heritage (traditions, customs, memories, ideas, etc.). By developing the heritage industry, the concept of heritage is increasingly associated with the commercialization and commodification of the past. In order to make a destination more attractive to tourists, it tries to maintain its attractiveness through the commercialization of the past, offering tourists a picture of what they want to experience, because a tourist at the destination consumes the idea of destination rather than everyday life.

Art tourism is a sub-sector of cultural tourism and heritage tourism and is focused on visual and performing arts as well as on cultural festivals and events. An increasing number of travel agents sell weekend packages that include accommodation and tickets for theater performances in major cities, offering personalized itineraries which include staying behind the scenes or talking to actors.

Creative tourism consists of active participation in cultural tourism activities and creative work on an individual or collective basis. Artistic and creative activities such as photography, painting, pottery or dance are an integral part of the holidays. Urban cultural tourism is based on activities taking place in cities. It relates to heritage or art, and is particularly present in the reconstruction and regeneration of former industrial cities or city centers, which are transformed into places of new tourist attractions.

Rural cultural tourism develops in rural areas where the main tourist attraction is nature. The activities are focused on ecological and agricultural development, gastronomy or cultural landscapes known for its rich history.

Ethnic or indigenous tourism attracts those tourists who want to experience the original experience of visiting the local population in their settlements and who want to participate in their cultural traditions and traditions. Most of the cases are natural reserves, national parks, jungles, deserts or mountainous areas that are not accessible to an average tourist.

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