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Socio-humanistic tourist values in the context of utilitarianism utility forms

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The relevant problems of utilitarianism linked to the conditions of this phenomena utility forms realization connected to the socio-humanistic tourism values, providing reliable industry development are considered; the mechanisms of theory reliable development in tourism realization are determined as a condition providing the saving of recreational potential and increase of tourist industry efficacy level at a base of resource-saving technologies; the link between the form of utilitarianism utility and socio-humanistic tourism values, directed to the achievement of humanism in modern society by tourism means is determined.

Keywords: *utilitarianism, utility forms, axiological potential, tourism, socio-humanistic values, reliable development, utilitarian values*

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