

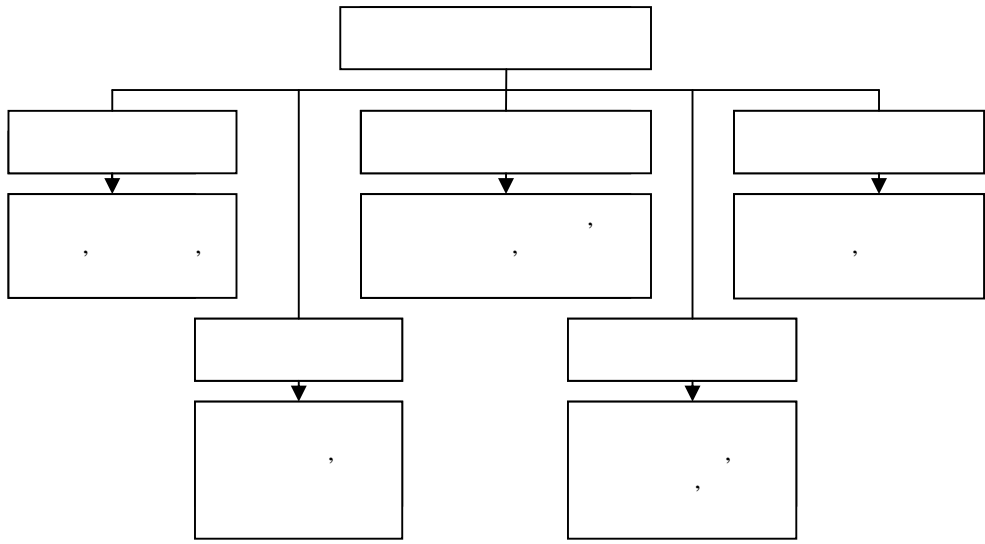
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CAUSATIVE-CONSECUTIVE EFFECTS IN TOURISM

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The article considers approaches to definition and classification of tourist motivation, factors that have direct and implied influence on it, as well as its specific properties. Author investigates possibility of motivation management and its forthputting in tourist demand formation and intendance of tourist flows for the purpose of recreational resources sustainable utilization and efficient development of tourist market.

Key words: tourist activity, motivation, needs, motive, factor, informational environment, image, communication.

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