

## DEVELOPMENT OF EDUCATIONAL TOURISM IN PRESEN

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Formulation of the problem. The formation of a strategy for the development of educational tourism in Pridesen is an urgent task, which primarily arises at the regional level. The picturesque land of Polissya Pridesnya, the land of fertile lands, hard-working and talented people, the land that has an ancient history. It stretches freely among forests and meadows, rivers and lakes in the heart of Chernihiv region. The capacity and systemic nature of the issues of strategic development of educational tourism encourage the identification of individual components of the strategy. The general strategy that sets the conditions, vectors and priorities of development is the Strategy of Sustainable Development of the country. The purpose of the strategy is to introduce European living standards in Ukraine and the country's entry into leading positions in the world [1].

The purpose of the study is to identify components of the strategy for the development of educational tourism in the Gulf.

Analysis of research and publications. Educational tourism, as a separate type of tourism, deserves considerable attention, as it has not only a long history, but also fairly stable development indicators and good prospects for the future. Educational tourism was considered in the works of M.B. Birzhakova, T.G. Sokol, V.K. Fedorchenko, O.O. Lyubitseva, V.V. Obozny, I.G. Smirnov and others.

The twentieth century brings mass to educational tourism. EU policy in the field of education, namely encouraging the study of EU languages, exchanges of students and teachers, mutual recognition of diplomas and terms of study, promoting cooperation between educational institutions, development of distance learning, and subsequently creating a single European educational space (convergence and harmonization of European education systems within the Bologna process) and the possibility of free visa-free travel within the Schengen area led to the expansion of the range and geography of tours in which recreation was combined with the educational program [2].

The lands of Chernihiv region are a source of creative inspiration for a whole constellation of outstanding representatives of culture and scientific elite. The famous navigator Yu. Lysyansky was born here, Maria Zankovetska began her theatrical career, the outstanding film director O. Dovzhenko was born and spent her childhood. Historian and writer O. Bodyansky, sculptor I. Martos, writers V. Zabyla, I.

Kocherha, P. Tychyna, Oleksa Desniak, composers H. Veryovka, L. Revutsky, the great Ukrainian artist T. lived, worked or simply visited here. Shevchenko, Ukrainian philosopher and poet G. Skovoroda, writers L. Glibov, M. Kotsyubynsky, Marko Vovchok, V. Samylenko, M. Verbytsky. Different periods of life of space rocket designer S. Korolyov, academician O. Bogomolets, Russian historian M. Derzhavin, writer M. Gogol, poet E. Hrebinka are connected with the Chernihiv region. O. Pushkin, O. Griboyedov, L. Tolstoy, M. Gorky, M. Glinka, P. Tchaikovsky visited here.

Modern outstanding figures of culture and science: Adamenko Mykola Petrovich (December 20, 1931, Zagreb, Sosnytsia district, Chernihiv region) - Ukrainian poet, philologist. Member of the SPU (1988). Laureate of regional awards named after B. Hrinchenko and named after M. Kotsyubynsky. He was awarded the Order of Courage (2005). Balabko Oleksandr Vasyliovych (April 24, 1955, Liskonohy village, Novhorod-Siverskyi district) is a Ukrainian publicist, prose writer, poet-singer, and journalist. Member of NSPU, NSZHU, Association of Pop Artists. Editor-in-Chief of the newspaper Vecherniy Kyiv (2001-2006). Winner of the NSJU Golden Pen Award (1986), the National Prize named after Ivan Franko (2006), the regional award named after Mykhailo Kotsyubynsky (2015), Kyiv Art Prize (2018). A series of works about outstanding Ukrainians. Kashka Vladimir Vasilyevich July 14, 1954, p. Oak Grove, Pryluky District, Chernihiv Region - d. October 8, 2006) - Ukrainian writer. Winner of the Blagovist Literary Prize (2005), the Mykhailo Kotsyubynsky Prize (2006), the Mykola Gogol International Triumph Literary Prize, and the Hryhoriy Skovoroda Garden of Divine Songs Prize (2006). Kolesnyk Viktor Fedorovych (August 9, 1950, Ozeryany village, Varvynsky district, Chernihiv region) is a Ukrainian historian and teacher. Dean of the Faculty of History of the Taras Shevchenko National University of Kyiv (2007-2014). Doctor of Historical Sciences, Professor, Corresponding Member of the National Academy of Sciences of Ukraine (2009). Member of the scientific-methodical commission on history at the Ministry of Science and Education of Ukraine. Honored Worker of Education of Ukraine. Lopata Vasyl Ivanovych (1941, Nova Basan) is a Ukrainian artist and writer. Laureate of the Taras Shevchenko National Prize, People's Artist of Ukraine, laureate of the National Prize of Ukraine named after Taras Shevchenko, author of the modern Ukrainian hryvnia. Mykhaylenko Valentyna Mykytivna (1953, Korop) is a Ukrainian writer, local historian, author of a number of books, and a member of the NSPU. Winner of two festivals of the regional press «Golden Bell of Pridesnya» and awarded the prize of the sixth All-Ukrainian competition of novels, screenplays and plays «Coronation of the word». Recognized as the winner of the regional competition «Woman of the Year – 2003». Moskalets Kost Viliyovych (February 23, 1963, Matiivka) - poet, novelist, translator, literary critic, musician. Member of the National Union of Writers of Ukraine and the Association of Ukrainian Writers [3].

Presenting main material. The purpose of any Nature Park is the preservation, reproduction and effective use of natural complexes and objects that have special environmental, health, historical and cultural, scientific, educational and aesthetic value.

Educational tourism should be classified as follows: trips involving education in world-famous training centers (Oxford, Cambridge, Sorbonne), which last several years, but are divided into semesters; «Language tours», which involve learning a foreign language in an appropriate language environment. Basically, this tour lasts from 1 to 6 months, tourists study in language schools, and live with families to be able to communicate with native speakers of a particular language; internship involves training in relevant programs to obtain the appropriate qualifications; training in master classes, the purpose of which is to share experiences and get a new one professionally important information; specialized sightseeing tours on various routes related to visiting beauty centers, winemaking, ethnographic art, etc.

According to the forms of educational tourism can include: field camps; tourist trips, complex projects, research projects, classes in museums, multi-day excursions, correspondence excursions, short-term language courses, visits to nature parks, etc.

The purpose of educational tourism is to obtain education or its supplementation in well-known educational centers of the world, the formation of young people capable of active and effective life in a multinational multicultural environment. Especially relevant today, during the pandemic are educational tours to nature parks. Tours aimed at shaping the worldview, thinking and behavior of young people in all the diversity of their relationships with the environment, which are carried out in order to gain knowledge to support nature conservation, such as Pridesenna among various segments of the population, both locals and guests, are also extremely an important element of nature protection. Carrying out nature conservation and educational activities allows to effectively influence the worldview of young people, using informational and emotional influence. Employees of the Nature Park develop and conduct master classes, trainings, educational activities, actions, performances of environmental agitation brigades, conferences, competitions. Thus, on December 24, 2019, students and teachers of the Department of Tourism FPGOE named after MP Drahomanov together with representatives of NP Beremytske organized and held a conference in the Park on the topic: NP Beremytske: prospects, opportunities, development, 09 October 2020 Field cultural and educational lesson with students on the territory of NP Beremitskoe dedicated to the World Tourism Day report at the Department of Tourism.

*Conclusions.* Educational tourism is a trip to obtain a certain education and based on this definition, the field of educational tourism covers all types of training and education that are carried out outside the place of residence. On February 23, 2021 by the joint efforts of the Department of Tourism Research Laboratory of Tourism and Local History, FPGOE NPU named after MP Dragomanov plans to hold an International scientific-practical conference on: Directions and prospects of NP Beremitske with the invitation of scientists, specialists, practitioners and theorists, students, graduate students of free economic zones, employees of research institutions of nature parks and educational institutions, students of the Academy of Sciences and their leaders, foreigners engaged in research in pedagogical, geographical, economic, biological, medical, chemical, agricultural, veterinary sciences, take part in an online conference. This event will provide an opportunity to

communicate with experts from different regions, countries to exchange views, programs, projects on the status of problematic issues and opportunities for its solution, by combining efforts, cooperation, using the experience of leading companies, organizations, practitioners, in cooperation with local governments, government agencies, sponsors, patrons, etc. forms of activity within the legislation of Ukraine. And also to identify those components of the strategy, the implementation of which is considered the most realistic, which, provided they are addressed immediately, will potentially improve the dynamics of key indicators of educational tourism in Pridesen and new outstanding cultural and scientific figures will appear.

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### РОЗВИТОК АПІТУРИЗМУ НА ТЕРИТОРІЇ ПАРКУ ПРИРОДИ «БЕРЕМИЦЬКЕ»

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Одним з найбільш значущих і поширених в світі природних лікувальних і профілактичних засобів є продукти бджільництва. Їх лікувальні властивості відомі з глибокої давнини. Сьогодні ми успадкували ці знання попередніх поколінь і оформили їх у вигляді цілого напрямку у відпочинку та лікуванні - апітуризмі (від лат. Апіс - бджола), що інтенсивно розвивається в промислово розвинених країнах.