

DEVELOPMENT OF TOURIST AND EXCURSION ACTIVITY  
ON THE EXAMPLE OF NATURE PARK BEREMYTSKE:  
EDUCATIONAL ASPECT

*Alyona Kolesnyk,  
Bachelor student of the Department of Tourism  
Olexander Romanenko  
Cand. ped. Sciences, Associate Professor of Tourism  
Faculty of Natural and Geographical Education and Ecology  
NATIONAL PEDAGOGICAL DRAGOMANOV UNIVERSITY  
Kyiv Ukraine*

*Formulation of the problem.* The content of education becomes the property of the individual only in the process of his own active activity, which takes place on the basis of certain principles, must be rationally organized, manifested in certain organizational forms. The form of the learning process is a way, the nature of interaction between teacher and students, tour operator and tourist, as well as students /tourists with each other, with learning material that directly affects learning productivity as well as methods and tools most prone to change, variation , improvement by a teacher /tourism specialist. In accordance with the agreement on cooperation between the Department of Tourism NPU. MP Drahomanov and Nature Park Beremytske is implementing a joint research project «Revival and development of Pridesnya in terms of implementing an educational strategy for tourism development» which is working on teachers, students, staff and stakeholders. It is during the excursion on the territory of NP Beremytske that students/tourists can open up both to the teacher / guide and to students/tourists and get to know their homeland better and gain useful knowledge.

The purpose of the study is to analyze the organizational form of training tours in the Nature Park Beremytske Chernihiv region.

Analysis of recent research and publications. Many teachers studied the form of organization of education, so Mykola Pavlovych Krachylo, who was born in the village of Karasynivka, now Kozelets district of Chernihiv region, Ukrainian geographer, doctor of geographical sciences, professor, by the way graduated from Kozelets district high school, noted that schoolchildren. Travel and excursions broaden the horizons .. [1]. Georgy Blagoevich Munin and Vasyl Fedorovich Kifyak described the classification of excursion activities [2, 3]. Olga Oleksandrivna Lyubitseva, about excursions – «the main consumer market is the market of mass demand, where the motivation" rest + excursions «prevails»...».

Well-known geologists and mineralogists K.M. Feofilaktov, P. Ya. Armashevsky, P.A. Tutkovsky, botanist IF Schmalhausen, zoologist V.M. Artobolevsky, historian and archeologist were active organizers of natural, historical-

archaeological and other educational excursions. V.B. Antonovich, archaeologists V.V. Khvoyka, M.F. Bilyashivsky and many others.

According to the pedagogical literature, there are different views on the essence, effectiveness of various forms of organization of the learning process. In the modern literature there is no description of one of the most effective methods of organizational form of learning. There is a search for new forms of education, the traditional ones are analyzed in order to raise the educational level of tourists, travelers, students, schoolchildren of nearby settlements, and excursions are focused on local nature, flora, fauna, history. This determines the relevance of the chosen topic.

Presenting main material. «Let's respect nature and the environment», parents, kindergarten teachers, schoolteachers, and university teachers tell us from an early age, until we teach our children ourselves, passing this information in a vicious circle. The question arises «Why? Why is there such a pattern? » And we immediately find the answer, «Because the environment is my home. My children, grandchildren and great-grandchildren will grow up here».

Of course, we must take care of nature, respect its inhabitants, animals, not destroy their home. It is for the reproduction of complete ecosystems, protection of animals, plants and created nature parks and protected areas. One of them - Nature Park Beremytske is a real «oasis» for its surrounding inhabitants, because here animals and plants are treated with special care. NP Beremytske - a place to escape from noisy cities, weekdays; it is a place of union of man with nature, rest among the aesthetics of Mother Nature.

In our opinion, the main problem of slowing down the process of development of tourist and excursion activities in this area is that the program of educational activities is insufficiently implemented, namely the involvement of schoolchildren, their parents, district educational centers in the park, travelers, local community, development of author's excursions routes [5].

External expression of the coordinated activity of a teacher and a student, a tourism specialist and a visitor traveling in the prescribed manner and mode, should be embodied in the forms of education, educational projects, master classes, educational festivals, competitions of national and international scale. Specific forms of education, each of which has its own structure, include: lesson, lesson, webinar, workshop, seminar and optional classes, training / production, sightseeing /thematic excursions, tourist and local history work, interview, consultation, homework /assignment pupils/ parents, students/travelers, tourists /foreigners. Classification of forms of organization of training is carried out on various grounds: didactic purposes, number of visitors, place of training, duration of training sessions, colloquia, etc. The main form is a tour, the structure of which covers a sequence of stages. A systematic approach to tour planning requires following a certain algorithm of actions.

The form of the organization of training - external expression of the coordinated activity of the teacher and pupils, the guide/excursionists which is carried out in the established order and in a certain mode.

General forms of organization of training include classroom/classroom, extracurricular/extracurricular, distance/online platform, each of which uses frontal, group and individual forms of organization of the study tour. The criterion of such division is not the number of pupils/students, tourists/foreigners, but the nature of connections between them in the process of excursion - cognitive activity.

Classify the forms of training according to different criteria:

- by the number of pupils/students, tourists/foreigners participating in the activity: collective, group, pair, individual;

- by place of study: school, university (lessons, seminar work in workshops, laboratories, on the school site, in the park) and extracurricular / extracurricular (homework / assignments, sightseeing/thematic excursions, virtual, etc.);

- by duration of study: classic lesson (45 min.), lesson / pair (90 min.), distance /Internet in ZOOM 2x40 min .;

- for didactic purposes: forms of theoretical training (lecture, elective, circle, conference), forms of combined training (lesson, seminar, homework /task, consultation), forms of practical training (workshops, work in workshops, laboratories, in the park, on school grounds, etc.).

All organizational forms of learning are closely interconnected: some are aimed at the successful acquisition of knowledge by students (lesson/lesson, sightseeing/thematic tour, distance /online, «without leaving home»), others provide creative application of this knowledge in practice (workshops, internships, production tours).

The choice of forms of organization of education depends on the main tasks of education and upbringing, the peculiarities of the content of the subject, the specific objectives of the lesson, the educational opportunities of students, ways to guide the teacher/teacher cognitive activity.

Information about the pedagogical possibilities of excursions has not only theoretical but also practical significance, as it will help the teacher to correctly determine their place in the system of other forms of teaching during the planning of the pedagogical process in their subject/discipline.

The pedagogical possibilities of excursions, as well as other occupations, are defined by final results. It is known that the end result of any action is always broader than the content of the goals for which it was aimed. In it, in addition to its main component, which corresponds to the purpose of the action (its direct product), there is always an additional (side), which developed by itself without the conscious intention of the performer. Thus, a direct component of the result of observation in the process of touring the object of knowledge is the relevant knowledge, and additional, indirect - the development of skills to observe, analyze processes and phenomena in nature, the course of relevant intellectual emotions, aesthetically perceived reality. Discussing the results of observations obtained during the tour, students, tourists/foreigners not only deepen and enrich their knowledge (direct product), but also learn to properly comment on what they see and hear, develop the ability to properly defend their thoughts, communication activities in general (side product). In addition, each performed action in the form of the main and by-product

enriches pupils/students, tourists/foreigners intellectually, educates and develops them.

**Conclusions.** Pedagogical principles of teaching and education on the example of tourist and excursion activities of the Nature Park «Beremytske» are the foundation of excursions. The presence of the basic elements of pedagogy during the excursions allows to define it as an organizational form of education. The professional skill of the guide, and we are talking about an experienced, friendly, friendly team of specialists NP «Beremytske» can be recognized as one of the types of pedagogical skills, and the guide is defined as a teacher whose activity is the main task of teaching and educating visitors/tourists, youth/tourists, the formation of personality, its knowledge and beliefs. An important part of the pedagogical skills of the guide is the pedagogical technique.

Participation in excursion work contributes to the emergence and development of cognitive interests, the need to constantly improve their intellectual level, lifelong learning, which is very important in terms of solving problems facing both modern school and higher education institution. As part of informational and educational activities, representatives of the Nature Park Beremytske conduct extracurricular /extracurricular free excursions for local schoolchildren and students. Guides help organized groups of visitors to see wild animals in the wild. Also an interesting area of development of tourist and excursion activities is inviting schoolchildren / students from EU countries, exchange of excursion tours, holding master classes, youth festivals, which will provide additional income for further implementation of the idea/action of rewilding (restoration of nature), further planting and settlement territories with those species of plants, animals, birds, insects that form a closed biological cycle of the ancient Chernihiv Polissya and the further development of tourist and excursion activities.

#### *References*

1. Local lore and tourism. Krachilo M.P., Textbook. manual - K. : «Higher School» - 1994. - 580 p.
2. Munin, George Blagoevich. Sights of Western Ukraine [Text] = The famous sights of Western Ukraine /Munin, Georgy Blagoevich, Roglev Hristo Yosypovych, Gatsa Oleksiy Oleksandrovych. - K.: 2008. - 176 c.: illust.
3. Kifyak V.F. Organization of tourist activity in Ukraine Textbook. - Chernivtsi: Books-XXI, 2003. - 300 p.
4. Lyubitseva O.O. Geospatial organization of the tourist process. Abstract of the dissertation for the degree of Doctor of Geographical Sciences. K.: 2003 - 23 p.
5. Dvoretzky E.E. Excursion and local lore activities in the Nature Park Beremitskoe /bachelor's thesis /NPU named after M.P. Drahomanov, Faculty of Natural and Geographical Education and Ecology, Department of Tourism. K. : 2020. - 65 c .. C.49.