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THE COURSE "RURAL TOURISM" AS A MEANS OF PATRIOTIC EDUCATION OF STUDENTS

Many students do not hide their desire to leave the country for study or work. The reality offers many perspectives for the implementation of such plans. There is an outflow of promising human resources abroad, from villages to big cities, young people do not feel responsibility for the "small homeland". Efforts in the field of patriotic education of students represent an opportunity to improve the situation at the moment. Universities along with schools have always performed a state-forming function. If there is a decrease in patriotic attitude towards the country, this means that the time has come for a crisis. Today it becomes relevant fostering in students a patriotic attitude towards their hometown, village and preparation them to fulfill their civic duty in relation to their homeland. If the university successfully fulfills educational tasks, then the state has the opportunity to become more stable and economically stable.

It acquires a personal meaning for every young person who has developed a patriotic attitude towards his "small homeland". Many students from rural areas stay in cities and their connection with their native places is gradually weakening and becoming discrete. Therefore, relevant becomes the upbringing and maintenance of a sense of respect for history, culture, nature of the native edges. The content of individual university courses can be supported by regional components and thus contribute to the consolidation of a sense of pride in the native land, the development of interest in independent study of materials about their native land, to communicate with compatriots. In this the article discusses the pedagogical potential of the training course "Rural tourism". The use of the local history method in mastering this course leads students to the study of human resources, natural resources and historical values of the "small homeland", helps to strengthen and the development of a patriotic attitude towards their native land.

Rural tourism is popular due to the increasing interest to untouched nature, rural landscapes, if managed wisely, it brings considerable income, is a source of additional jobs in the countryside and contributes to retention villagers from relocation to cities. Recently in the countries of the European Union there is a new trend towards more meaningful and rewarding types of travel, "landscape, lore, leisure" is becoming popular. Many use the opportunity to explore their native land and its cultural and historical heritage.

Rural tourism is offered as a training course in many universities. A lot of students from rural areas are studying at our university. Many of them, after graduating from the university, their future plans are in no way connected with village. Moreover, having received an education, many go abroad and gradually remain there for good.

There are enough reasons for this, but at the same time the question arises about the developing indifferent attitude to the native land, and about the attention paid in higher educational institutions to the development of students' sense of responsibility and patriotism. This trend is typical for many new countries, when student youth for a long time goes out of his state in search of a better life.

A patriotic attitude towards the native land during the development of the course "Rural tourism" can be successfully developed if you apply the research method of local history. Students study their native land, get to know its cultural and historical values. They are cooking presentations, develop local tourist routes and conduct educational excursions around the hometown, village. Interviewed students from several groups of the university admit that they value their native land, that it is it. Especially close and understandable. The success of the patriotic education of students is determined their attitude to their own country, to the land on which they grew up: desire or unwillingness to live and work not only for the sake of their own interests, but also for the development of their native land and the country as a whole.

The content of the course "Rural tourism" assumes elements of knowledge on the culture, history and natural resources of the regions. Its purpose is to communicate to students the knowledge of meaning the branch of rural tourism, its development, promoting the study of the historical, cultural and natural values of the country and the native land in particular. The authors of the course assume that this course may interest students and further engage in research activities independently, to study the cultural and historical heritage of the native land.

"Rural tourism" is taught in many universities of the countries of the European Union, the volume and content are not identical, but the following components of the training course "Rural tourism" can be distinguished as the main ones:

- geographical component (natural resources of the region);
- historical and cultural component (history of the region, economic activities of people, buildings that appeared as a result of the transformation of natural environment, features of everyday activities in the region; materials about regional culture and specific historical figures who are revered in specific area, etc.).
- ethnocultural component (traditions, customs of different regions of the region).
- fundamentals of entrepreneurship in rural tourism.

Identified two main directions of the training course "Rural tourism":

1. study of entrepreneurship in rural tourism;
2. study of the cultural heritage of rural regions.

As a result of interviews and questioning of second-year students of the university, it was found that in the process of mastering the course "Rural tourism" there is a change in the attitude towards the native land. Cognitive, emotional and behavioral components have noticeable dynamics. The results show that students acquire additional knowledge as a result of classroom and independent work.

About their native land, learn about cultural and historical monuments and natural sites. They begin to be more proud of their native village, city and its sights. The attitude towards activities for the benefit of the native land is somewhat different. So far, only a few students thought about the future of their "small homeland", no one planned what there will be life in the native land after 5-10 years. Only individual students will live and work in their native village, city, the rest are not going to return at

the moment. One of the reasons is the fact that specific plans for the future are being drawn up towards completion training at a higher educational institution.

The training course "Rural tourism" is an opportunity to foster love for the land on which the student was born and raised, the formation of a sense of responsibility for the country and a patriotic attitude towards her. It is necessary to strive to ensure that the student is aware of part of the history of his native land and felt himself to be its subject. "Small homeland" is in first of all, the cultural and historical heritage and the totality of people who carry out certain cultural and historical activities. It is important that the local cultural and historical values presented in the Rural Tourism course are the result of personal experience and understanding of the historical and cultural reality of the native region.

The method of local lore in the course "Rural tourism" makes it possible to realize the wealth of a small homeland and its place in the world cultural space. Local history, culture and nature much more specifically affects the life world of students and contributes to change their relationship to their native land. Study of cultural and historical heritage on samples close environment presents great opportunities from the point of view of the psychology of learning, using the emotional experience of the student. Having studied the culture, history and nature of the native region, students in the future will be able to more actively participate in the life of their village, city. The principle of local lore teaching is also an effective means of forming civic consciousness of students.

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**ECO-TOURISM: THE PROBLEM
OF COOPERATION BETWEEN THE UNIVERSITY
AND A COMPANY THAT PROVIDES TOURISM SERVICES**

Ecotourism - travel to relatively undistorted or unpolluted areas with unique natural objects. Ecotourism is natural tourism, which includes the study of the natural environment and serves to improve the situation in this environment. Ecotourism is based on caring for the environment. The organization of a trip with a limited number of participants to natural areas with possible visits to places of cultural interest comes to the fore in order to implement various projects for the protection and rational use of natural resources.

There is a whole range of signs of ecological tourism:

- any trip during which the tourist explores the environment;
- a journey in which nature is the main value;
- revenues from ecotourism go to financial support for environmental protection;
- Ecotourists personally participate in activities that preserve or restore wildlife resources.

Signs of ecotourism are based on the definitions of ecotourism, which in turn are divided into active and passive. An example of active definition of ecotourism is the definition developed by the International Society for Survival: "Eco-tourism encourages the supremacy of local interests in the tourist development of the territory, protects local flora and fauna and provides locals with economic incentives to preserve the environment." Among the passive definitions is the following: "Eco-tourism coordinates, helps and stimulates the use of cultural and natural tourist resources of the region (region) for the local population and future tourists."

Summarizing the features and definitions of ecotourism, we can identify three main components of ecotourism:

- 1) "knowledge of nature", ie travel, involves the presence of elements of the study of nature, the acquisition of new skills and knowledge by tourists;
- 2) "preservation of ecosystems" means not only the appropriate behavior of the group on the route, but also the participation of tourists, tour operators in programs, measures to protect the environment;
- 3) "respect for the interests of local residents" involves not only compliance with local laws and customs, but also the contribution of tourism to the socio-economic development of tourist destinations.

In the absence of at least one of these components, there is no reason to talk about ecotourism. Summarizing the above, the definition of eco-tourism can be as follows: eco-tourism is a special type of tourist activity based on tourist demand related to