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H. Yu. Omelchenko, Candidate of Economic Sciences, Senior Lecturer
Kharkiv Petro Vasylenko National Technical University of Agriculture
Kharkiv, Ukraine

**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.

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

tourist needs in learning about nature and contributing to the preservation of ecological systems while respecting the interests of local people.

In the system of environmental management, all environmental aspects are interconnected, which can be demonstrated by the example of the impact of one of the principles of waste management (repair) on resource conservation. In this aspect, in addition to technical maintenance of equipment, there is again a need to involve customers in environmental activities. For example, Grecotel customers are asked to notify the hotel immediately if they notice a leak, electrical problem, etc. In many hotels around the world, including Accor Hotels, the frequency of change of towels and bed linen is determined by the customer, which reduces the consumption of detergents, water, electricity and reduce the associated financial costs. Resource savings and, as a result, financial savings are also possible by installing less energy-intensive equipment or by optimizing the operation of existing ones.

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Such results have become possible thanks in part to the close cooperation of companies providing services in the field of eco-tourism with the university. On the one hand, this cooperation helps hotels to solve their environmental problems, and on the other hand, one of the most important principles on which the environmental management system is based is fulfilled - cooperation with external stakeholders.

In addition, involving students to perform certain types of work has many advantages:

- training of specialists who may continue to work at the hotel;
- development of new, more efficient technologies;
- lower wages compared to graduates.

This cooperation is a pilot project to implement an environmental management system in the hotel industry.

This project has the following goals:

- reduce the impact on the environment;
- to make the hotel industry more competitive and profitable;
- to develop methodical materials for simplification of introduction of system of ecological management in ecological tourism.

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T.E.Usova, Senior Lecturer

Kharkiv National University named after V.N. Karazin

Kharkiv, Ukraine

VOLLEYBALL TRAINING FOR APPLICANTS FOR HIGHER EDUCATION IN NON-CORE INSTITUTIONS

The Department of Physical Education and Sports of the Kharkiv National University named after VN Karazinav, within the framework of the classes of the discipline “Physical Education”, along with the traditional general physical training, offers students a number of specialized courses: playing sports, martial arts, athleticism, fitness, aerobics, athletics.

The definition of a sport that a student consciously performs is the beginning of a meaningful choice of forms of motor activity that satisfy individual physical and psychological needs. Such a system of free choice of specialization in physical education classes provides students with the opportunity to learn the skills of their chosen sport in the process of learning and continue to study it at the amateur level.

At the same time, an in-depth study of the chosen type requires not only the formation of physical skills and abilities, but also the corresponding theoretical training, which should include the necessary amount of knowledge in physiology, psychology, history and theoretical foundations of this sport.