

Educational Tourism. Comprehensive Analysis of Educational System in Ukraine and Abroad.

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Introduction. Good tourism development starts with education. It starts with understanding what is important to local communities, to the tourism industry, and to governments, and how to balance these values to make long-term sustainable decisions. For many in the world of education, the months of May and June represent the end of the academic year and the start of tourism's high season.

Materials and methods. For the research work it was used method of comprehensive analysis. As materials we used advertisement of foreign universities.

Results and discussion. Educational tourism is one of the fastest growing areas of the travel and tourism and one that is too often overlooked by tourism professionals and marketers is "educational tourism." For example, many meetings and conventions have either an educational component to them or serve their members by being educational instruments. Often educational tourism is called by other names, such as career enhancement, job development or self-actualization experiences. Educational tourism then comes in a wide variety of formats, yet despite the differences all forms of educational tourism have a number of points in common. Among these are, the idea that travel is as much about self-improvement as it is about relaxation, that learning can be fun, and that learning is for people of all ages. Here are just some of the opportunities for your location to attract educational tourism income. Educational tourism offers another major advantage. It does not need to be weather dependent, a community does not need special geography and usually most of the needed infrastructure is already in place In order to take advantage of these educational tourism products consider. Study abroad experiences. Most major universities around the world promote some form of foreign travel for their students. Study abroad experiences provide students with anything from 6-week intensive study sessions to a full year of cultural and linguistic immersion. Educational program for Tourism specialty looks very similar as abroad. For example for M.Sc. Degree programme includes such seminars: Sustainable Development, Management, Research Methods, Food service Operations etc. But what are the differences between education abroad and in Ukraine? Ukraine has no practical place in educational plan. For example, during 1st semester students of Swiss university have from 4-6 months of paid industry training.

Conclusions. Educational tourism can help our economy involve more incomes. Educational tourism then comes in a great variety of formats, places seeking to enhance their educational tourism product however have to first consider who their market is and what they have to teach others that are special or unique. Educational tourism is a way to use better our facilities.