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CULTURAL TOURISM AS MODERN MEANS OF EDUCATION

Prominent scholars G. Smith and C. Cooper stated that the globalization impacted the sphere of tourism greatly in general but influenced the educational tourism, in particular [6]. Other researchers outline two tendencies – tourism for the purpose to learn the culture of the host country and academic tourism in the context of educational tourism [4].

Nowadays, those trends are added by the other forms of educational tourism such as child-youth (linguistic, historical, biological, geographical, ecological and others) and the development of different forms of additional education for adults (business tourism, family tourism and etc).

Basing on the tendencies, we shall follow the definition given by E. Lunin who identifies “educational tourism” as “a trip for the period from 24 hours till 6 months to get education (general, special, additional), to raise level of proficiency attending courses and practicing training, not gaining incomes in the country (place) of temporary staying” [2]. For the first time it was defined by I. Zorin and V. Kvartalnov in “Tourism Encyclopedia” and was quite ambiguous: “...tourist trips, excursions with the view of education, intellectual curiosity satisfaction, and other cognitive interests [1]. Foreign scholars identify “educational tourism” as “activities of staying for the night visitors and tourists for whom education and training is main or secondary aim of the trip” [7]. Although there are some other definitions such as “tourist programs for students and schoolchildren to learn cultural heritage of Greece” [3], “exchange programs for students” [8], “acquaintance with lifestyle, main occupations and produced products” [7].

Thus, it should be stated that modern educational tourism can be determined as an integral product including tourism itself and educational component in the context of educational infrastructure.

As such, tourism has an educational component as it involves intercultural exchange and understanding between people of different races, religions, cultures. Educational motivation of tourism includes: participation in summer schools, winter schools, courses on culture, traditional festivals, local celebrations, different events such as craft festivals and exhibitions. It is an opportunity meeting people from different countries, different cultures, and exposure and promotes their traditions. On this occasion, representatives of city hall lectures, architects, historians, scholars on topics of interest to students. Foreigners attend classes and workshops through which teaches folk dances, crafts (pottery, carved wood, painted icons, etc.)

Beneficiaries during the studies are taught to apply the principles, norms and values of professional ethics within the company where they will be employed to develop its relational stock in a positive way and to continuous training in order to ensure a viable career in tourism field. Tourism education can be both traditional and online education market because there are institutions offering educational programs and traditional on-line. Practicing some forms of tourism: cultural tourism, religious tourism, meetings, etc., are all ways of educating individuals. Thus, a definition of cultural tourism emphasizes just that tourists learn about the history and cultural heritage of others or way of life, about their thinking. The "learning" element is the central feature of cultural tourism. "Cultural" reasons of tourism include also search "novelty" and "education". The learning reason permits making differences between accidental tourists visiting tourist sites and tourists with specific cultural reasons that may be considered "culturally motivated tourists." As such, cultural tourism is not just a way to educate the masses (tourists and residents), but also a way to growth and promote the image of places and localities. Involving local people and the business community has become so crucial, and stimulating educational initiatives and cultural networks.

These days there have been identified three major trends in the educational tourism development: rapid growth of the students' segment in tourism; entering the educational tourism to the stage of maturity; hybridization of educational and leisure tourist services [5].

Educational tourism has emerged from the need to know several languages, familiarity with different cultures, cultural borrowing. This form of tourism aims of improving education, to improve the educational experience by offering scholarships abroad, offers tourist packages that include camps, excursions and language courses for all levels and specialization. The desire to assimilate the concepts, techniques, technologies, strategies and implementing them in their environment of origin and development of new technologies has generated not only the development of tourism education and tourism but creative. There are different programs offered by European universities and colleges, based on daily language practices organized in the form of participation in shows, theaters, cultural visits and activities They also offer education for Spanish, French, Italian, German, Russian, Portuguese and Chinese, but also to develop skills in other fields: fashion, riding, extreme sports, wine industry, tennis, arts (dance, drama, music, etc.).

Thus, the role of educational tourism is that the places, people and events in fields such as literature, history, culture, religion, based on complete theoretical school through practical applications and welding education fulfilling the child and adult. Therefore, some entities acting in tourism with state institutions have developed educational tourism projects, encouraging teachers to make practical applications to museums, memorial houses, but also to visit various natural resources.

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