

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
КАФЕДРА ІНОЗЕМНИХ МОВ
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР**

**МАТЕРІАЛИ
VIII МІЖВУЗІВСЬКОЇ НАУКОВО-ПРАКТИЧНОЇ
КОНФЕРЕНЦІЇ
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО ЦЕНТРУ
КАФЕДРИ ІНОЗЕМНИХ МОВ**

“TO LIVE IN A SAFER WORLD”

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STATE AND PROBLEMS OF GREEN TOURISM MANAGERS' TRAINING IN SUMY REGION

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Nowadays Ukraine and Sumy region, in particular, have extremely high potential in the development of green or «rural» tourism. However, despite this fact, the Sumy area is not a «place of pilgrimage» for international tourists. Our manors are the most popular only among national guests. One of the reasons of such situation is insufficient vocational training of owners and managers, working in Ukraine's hospitality industry. That is why training of highly qualified specialists, who can compete both in national and international tourism service market, is one of the most important aspects of the formation and development of green tourism in Ukraine.

American school is considered to be the most interesting for us, it combines both progressive educational systems of the old world and upgrading them on the basis of broad innovation.

Lots of interesting and useful information can be learned from the educational experience of the universities in Turkey, a country located in close geographical proximity to Ukraine. It has positive experience in the successful development of tourism in the problem of appropriate tourism infrastructure formation as well as the advertising campaign.

Green tourism marketing survey shows that the idea of rural tourism is ideal for business activities in rural areas, which in its turn will contribute into employment. It does not require a significant investments, numerous staff and modern infrastructure. Using the potential of human and natural resources will make it possible to monitor the development of green tourism by local residents. After all, they know better their own values, needs and available resources.

Taking into consideration the problems and factors affecting the development of green tourism in Sumy region, the following subjects should be stressed at the tourists' educational

establishments: psychology, ethics, foreign languages, marketing, pedagogy, public relations management, history, local history, etc. We should correlate theory and practice in tourism industry.

To make green tourism sphere function successfully, both legislative support and the appropriate legal framework (laws on tourism and relevant to the modern development of this sphere regulations) should be adopted.

Those Universities, which have licenses in tourism education, should organize short and long-term green tourism managers' training courses. It would be reasonable to involve the students from the Sumy universities to marketing research of green tourism in the Sumy region and to develop effective advertising of Sumy green tourism in order to attract foreign tourists etc.

Thus, we can conclude that the training of qualified specialists and competitive managers in the sphere of green tourism at Sumy educational establishments is a reality. It contributes not only in the development of this field, but also to the overall economy of the region as a whole.

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