

## **Summary of the master's dissertation**

**Subject matter of the dissertation:** «The specifics of the organization of international educational tourism (on the example of a student exchange program with a French University Paul Sabatier of Tarbes)».

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**Topicality of the research:** With the high level of interest from the international community to the educational sphere of tourism are still unexplored, many aspects in the field of education of tourist services. The works devoted to this subject, are more descriptive, while there is a need to analyze the current state of educational tourism and the formation of new approaches to market segmentation, as well as the introduction of marketing technologies promote the product that would meet modern conditions.

It is also poorly understood system of student exchange between the universities and the information relating to this issue are often not available to the public and can only get it in the school, which is engaged in programs of this type.

These factors give rise to a need for research in this area.

**Objective:** To study the market of tourist services and educational history of the development of educational tourism, to develop practical recommendations on the basis of the analysis.

**Tasks:** Study the basic characteristics and principles of the organization of educational tourism;

- Identify the main problems and prospects of development of educational tourism in our country and at the international level;

- Define methods for quality development and promotion of programs for the international educational tourism.

**Theoretical and practical significance of the research:** Contained in the final qualifying work and findings are considering an idea of educational tourism and forms of its realization, and offered its recommendations aimed at improving the education of tourist products. The proposals and recommendations of the development of the author may be of practical value and can be used in enterprises of tourism, in the educational process of higher education institutions in the development of educational tours.

**Results of the research:** Educational tourism is a specific form of tourist services, the purpose of which is to provide education, new skills and knowledge abroad. This area has a profound potential and contributes significantly to international cultural and scientific exchange, the internationalization of student and teaching staff, cooperation of universities and educational organizations around the world.

**Recommendations:** Aspects that should be given more attention in the development of the educational program of the tour are:

- Transfer;
- Accommodation provided by the university;
- Extension of the educational program of the student duration of the course in order to increase its effectiveness.