

EDUCATIONAL TOURISM AS A POTENTIAL FOR THE DEVELOPMENT OF THE REGION

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Abstract

The article shows the specifics of building an educational tourism system as a potential for the development of the Tyumen region's education system and improving the investment climate. The main results of the implementation of the regional projects in three areas of educational tourism: educational tours, the "Culture of Life" project, projects in the field of socialization and education.

Some educational routes are described, the specifics of conducting "the lessons outside the walls of school" and "the lessons at the different companies", the creation of corporate classes from leading industrial partners of the Tyumen region, a new look at the implementation of the technologies lessons, attracting and consolidating young people in rural areas in the agro-industrial sector of the economy and other projects.

Keywords: educational tourism, investment climate, regional project, lessons outside the school, lessons at work, corporate classes, the potential for the development of domestic tourism.

Introduction

Educational tourism in the Tyumen region began to develop in 2017. From the beginning, these were ordinary excursion programs for schoolchildren with an educational component. It turned out that such a process contains significant potential not only for increasing the education of schoolchildren, but also for the development of the region as a whole. In this regard, there has been an expansion of approaches to the implementation of educational tourism, in order to attract not only young people to explore the region, but also discovered



opportunities to expand work with the adult population, attracting flows of tourists from neighboring regions, regions, and then foreign guests [1].

Let's consider several possibilities for implementing educational tourism, using the example of projects implemented in the Tyumen region in recent years.

The first direction is educational tours. Such tours help high school students decide on their choice of profession and gain first knowledge and experience. The routes are developed in three directions and allow participants to immerse themselves in professions in energy, petrochemicals, agriculture, and also provide their first experience in entrepreneurship.

Such trips involve visiting enterprises, master classes and meetings with business representatives. An opportunity is created to immerse yourself in modern professions on the "City of Discovery" routes. Ecology and sustainable development" with a visit to Tobolsk and the ZapSibNeftekhim enterprise and the "City of Discovery. Energy". High school students note that such routes are needed for those who are interested in entrepreneurship or want to get acquainted with the history of the city and gain valuable knowledge. Businessmen, government officials and scientists meet with children, share their business secrets, and teach them how to correctly generate business ideas. It's safe to say that the past year was a year of "lessons in production." Connections have been established between school teachers, production foremen, and representatives of the business community.

Interdisciplinary classes and the implementation of applied educational projects based on specific industries in the region made it possible to approach at a higher level the formation of universal educational competencies, professional self-determination and involvement in work in children. It was especially important for the development of the Tyumen region that enterprises in the real sector of the economy became involved in the educational process and found benefits for themselves. They saw the potential of such interaction for forming a personnel reserve for their enterprises and training specialists for their production from school. Thus, in Tyumen, Tobolsk and some municipalities, corporate classes have been created: "Rosneft-class", "SIBUR Classes ", etc.

The second major direction for schoolchildren is the implementation of the regional project "Culture of Life". This project involves going beyond the traditional lessons, which are cramped for a modern teenager, into the multidimensional space of interactive exhibitions, museums, theaters, and multimedia libraries, which helped to ignite a keen interest in knowledge and creativity in children, as well as complement the potential of our teachers.

"Lessons in production" are conducted in several formats:

- Classes in general educational disciplines on the basis of leading enterprises in the region.
- Professional tests (conducting school classes at the career guidance center, college workshops, etc.).
- "Aerogeneration " (a regional project that provides for a new format of career guidance work aimed at securing youth in rural areas) [2, 3].
- Model of network modular training in the subject area "Technology" based on Quantorium.
- Mastering new competencies and skills in shaping a career trajectory at the Academy of Professions of the Future of Tyumen State University.



“Lessons outside the school walls” are held outside the school walls, both for children and teachers. According to a predetermined schedule, teachers from schools in all municipalities of the Tyumen region conduct their lessons on the territory of museums, libraries and modern educational centers in the city of Tyumen - the regional center.

Teaching staff also appreciated the opportunity and try to hold their teaching councils outside the walls of their educational organizations at least once a year. August regional and municipal pedagogical forums are traditionally held at city venues and interesting locations in the city. Through this approach to organizing the training of teaching and management personnel, even traditionally static teams received a new impetus for development and found interesting formats of work in a new environment.

A new round of development of educational tourism made it possible to motivate not only teaching staff in the region, but also to attract teaching and management teams from other cities. So, as part of educational tourism to exchange experiences, the routes of the Tyumen region were visited by colleagues from Yekaterinburg, Moscow, Kurgan, Chelyabinsk, Sverdlovsk regions, other regions, delegations from other countries: Kazakhstan, Singapore.

No less promising and fruitful for the development of educational tourism is a noticeable expansion of the system of network educational cooperation. Within the framework of such a partnership, it becomes clear that it is not always necessary to invent something new ourselves in the education system, in teaching at schools and universities; there are already tested solutions and platforms that work in the educational environment for the same interest in knowledge. Partners bring completely different working technologies and a different business culture to our traditional life . Of course, from us they also get the opportunity to take a fresh look at both the process of developing the regional education system and at attracting investors for the development of the region and the city.

The topic of socialization and education remains always relevant, which has become the third direction in the development of educational tourism. Interesting, and most importantly, productive, social practices were found that made it possible to strengthen the potential of educational tourism in the region and attract tourists from other federal districts of Russia. This area includes events such as:

- Information and educational project “We are the descendants of heroes!” (180 thousand people from 450 educational institutions took part).
- Project for the development of media education “ Mediastrana ” (more than 600 people from 56 educational institutions took part).
- Action-competition “Discover the city of a fellow countryman” (10 thousand people from 450 educational institutions took part).

Such interdepartmental projects today are much more effective than traditional classroom hours, they create positive social activity, harmonious and emotionally comfortable relationships between adults and children, and attract schoolchildren and teachers from different regions of Russia to the Tyumen region.

Thus, the implementation of the educational tourism areas described above made it possible to increase the development potential of the Tyumen region as a center of attraction for domestic tourism, attract partners to the region and improve the investment climate. The inclusion of



teaching staff in a variety of online educational activities, virtual master classes, trainings, methodological sessions, lectures, professional tests, exchange of experience, identification and dissemination of best practices, educational quests, educational tourism for youth and teachers, mentoring brings into our lives completely different working technologies, a different business culture, allow us to take a fresh look at the very process of development of the regional education system.

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