
ATTRACTING STUDENT'S INTEREST IN SPORTS TOURISM

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ABSTRACT: - This article presents ideas and approaches for attracting student interest in sports tourism. These include organizing sports tourism events, holding lectures and seminars, organizing competitions and events, providing information resources, including sports tourism in educational programs and conducting excursions and trips. The author emphasizes the importance of creating an attractive and stimulating environment so that students can appreciate the benefits and enjoyment of sports tourism.

KEY WORDS: - Sports tourism, students, organization of events, lectures, seminars, competitions, information resources, educational programs, excursions, trips, attractive environment, stimulating environment.

INTRODUCTION

Attracting student interest in sports tourism can be achieved using various methods and approaches. Here are some ideas that may help:

1. Organization of sports tourism events: hiking, cycling, skiing or snowboarding, swimming and other active recreation. This will allow students to experience the benefits of sports tourism and appreciate its potential for health and entertainment.
2. Conducting lectures and seminars: inviting experts in the field of sports tourism to give lectures and seminars on its advantages, capabilities and features. This will help students gain a deeper understanding of the topic and pique their interest.
3. Organization of competitions and events: holding competitions, games and other events related to sports tourism. For example, you could organize a travel photography competition where students can share their experiences and inspire others.
4. Providing information resources: creating a specialized website or blog where students can find useful information about sports tourism, such as the best places to go, safety and equipment tips, success stories, etc.
5. Incorporating sports tourism into curricula: Incorporating sports tourism into curricula in tourism, physical education, or other related disciplines. This will help students see its academic and professional value.
6. Conducting excursions and trips: organizing trips and excursions for students to interesting places where they can try sports tourism in practice. For example, this could be a trip to a national park or a trip to a ski resort.

It is important to create an attractive and stimulating environment where students can understand the benefits and enjoyment of sports tourism. This can be achieved through active involvement, educational programs and practical opportunities for experience in this field.

Thus, the identified pedagogical features are important factors influencing the development of socio-cultural activity of students through sports tourism. The leisure time of student youth differs from the free time of other age categories in its specific spiritual and physical needs. Student youth are attracted to everything new and unknown. When choosing leisure activities, young people are guided by the prestige, popularity, fashionability, as well as the recreational and emotional components of the proposed sports tourism activities. Particular attention should be paid to the accessibility of programs, since the cost of cultural and leisure services is important for this contingent. Cultural and leisure institutions need to implement specially designed programs based on the principles of simplicity of organization, mass participation, freedom of choice and change of leisure activities, as well as the inclusion of uninvolved groups of student youth in active activities. Further improvement of the organization of social and cultural forms of leisure activity will contribute to the inclusion of student youth in sports and recreational tourism activities that stimulate creative self-realization and comprehensive personal development.

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