Title: «Educational tourism and its role in system of vocational education (with development of an educational tour to the Czech Republic)».

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Topical Importance. Today, the subject of educational tourism becomes very urgent. Every year travel with the educational purposes in side-altars and behind side-altars of the country become more popular. Educational travel give the chance to get and learn the world which is much more a habitual environment, from other culture to look at the education.

Popularity of the Czech Republic as object of tourism grows every year. The main plus of education in the Czech Republic is an opportunity to freely continue training in all European countries. Studying at universities of the Czech Republic it is possible not only to receive high-quality education, but also to broaden the horizons.

Targets of work: development of an educational tour to the Czech Republic.

Tasks:
1) to define etymology of the concept «educational tourism» and to consider dynamics of his development in regions of the world;
2) to consider welfare and educational resources of the Czech Republic for formation of an educational tour;
3) to make the general analysis of infrastructure of the region and to choose optimum infrastructure facilities for the organization of an educational tour;
4) to work a route and to make the project documentation of an educational tour to the Czech Republic;
5) to calculate the cost of an educational tour to the Czech Republic.

Theoretical value and practical applicability. The theoretical importance of work consists in a possibility of use of the obtained information for further studying of tourist and recreational, welfare and educational resources of the Czech Republic for the organization of educational tourism. The practical value of a research consists not only that the developed tour can be used in further work of tourist diggings, but also in practice of high school teaching, in particular when reading courses and special courses on technology and the organization of tourist’s agency and tour operator activity, when writing student's scientific works on similar subject.

Results. The etymology of the concept «educational tourism» and dynamics of his development in regions of the world is considered, the general analysis of welfare and educational resources of the Czech Republic, and also the analysis of infrastructure of the region for formation of an educational tour is carried out, cost of round is designed for 8 people (8 days / 7 nights), the income of the tourist enterprise is defined, documentation on a tour is made that in general grants the right to speak about creation of a finished tourist product which can become demanded among tourists.

Implementation advice. Materials and results of this research can be used when reading courses and special courses on technology and the organization of tourist's agency activity, technology and the organization of tour operator activity, when writing student's scientific works on similar subject.