

## **Features of the Professional and Motivating Training Content Design for Students Majoring in “Tourism”**

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### **Abstract**

© 2015, Canadian Center of Science and Education. The urgency of the problem is based on the fact that professional motivating training of students majoring in "Tourism" should be primarily aimed at the formation of their orientation to the professional activity in the field of tourism. A key element of this training is its content, aimed at maintaining the interests of students and the predisposition to their chosen profession. The paper presents the content design features of professional and motivating training of students majoring in "Tourism" in the region with well-developed folk arts and crafts on the theoretical, regulatory, educational, personal levels and on the level of tourist activity. The article submission may be useful for teachers in selecting and structuring the content of professional and motivating training of students majoring in "Tourism".

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### **Keywords**

"Tourism" specialty, Content design features, Professional and motivating training, Regional features, Students, The selection and structuring of content