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ECOTOURISM ON THE SACRED NATURAL PLACES

□ *Goal. The purpose of this article is the theoretical justification for the possibility of developing ecotourism in the natural sacred places of the world.*

Methods. In this regard, the main tasks of the scientific work on the subject are: the coverage of forms and approaches to the use of associative cultural landscapes, which combine a high level of landscape diversity and cultural characteristics of indigenous peoples, for the needs of tourism.

Results. The article gives examples of the development of eco-tourism within sacred natural sites, among which the New Zealand national park "Tongariro", which annually visits about a million tourists; The Kenyan Sacred Forests of Kaya, and the American National Monument, the "Devil's Towers", which has attracted climbers from all over the world for a long time.

Scientific novelty. Revealed opportunities and shows the ways in which the access of ecotourists to sacred natural places is realized in the world.

Practical significance. Ecotourism shows a great potential. Subject to the requirements of tourists regarding respect for the value system of indigenous and locals, ecotourism can evolve in the territories of sacred natural places.

Key words: ecotourism, associative cultural landscapes, sacred natural place, national parks.

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