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ACADEMIC MOBILITY AS A FACTOR IN THE DEVELOPMENT OF EDUCATIONAL TRAVEL IN UKRAINE

Purpose of the study was to analyze the content of the conceptual and terminological system of the multifaceted phenomenon, which is educational travel. To achieve the research goal, a significant array of statistical and analytical information has been developed, which characterizes the structural and dynamic processes in the field of higher education in Ukraine.

The research methodology involved the use of official statistical sources and analytical surveys of public organizations working in the field of educational reforms. General scientific research methods have optimized the process of comparing individual components of educational travel.

Results. The main structural and dynamic processes that take place in the educational sector of Ukraine are established. With the stabilization of the number of higher education institutions and the number of applicants for higher education, the volumes of educational migration of both Ukrainian citizens abroad and foreign citizens to Ukraine are increasing. There is a transformation of the geographical structure of the countries of origin of foreign citizens, and the

countries of residence of students - citizens of Ukraine.

Scientific novelty. A new concept of the term "academic mobility" is proposed. The potential of educational trips related to the possibility of realization of the right to academic mobility by applicants for higher education and employees of higher education institutions has been carried out. A comparative description of the components of educational travel is given.

The practical significance lies in the possibility of use by tourism organizers and administrations of higher education institutions of the recommendations formulated in the article. We emphasize that tourism organizers are obliged to take advantage of the opportunities that arise for the development and transformation of the tourism market in Ukraine.

Key words: academic mobility, educational tourism, educational trip.

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