

## PHILOSOPHY

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### **Ecological patterns of development of ethnocultural tourism**

The patterns of formation of ecological culture by means of ethnocultural tourism are presented. In accordance with modern trends, ecotourism practices can be in demand in locations that do not have a developed infrastructure to attract tourists from the mass segment of the tourism industry. At the same time, ethnocultural tourism in the vast majority of cases contains obvious environmental components, which make it possible to consider them as drivers for the development of this sphere of human interactions. Between eco-tourism and ethno-cultural tourism, there is a significant commonality, which is mainly in the worldview that is traditional for many peoples, perceiving the surrounding nature as their own home. As a result of the study, the contours of the integration of environmental practices into the system of ethnocultural tourism were outlined, the potential of which is largely based on traditional cultures of respect for the environment.

**Key words:** ethnocultural tourism, ecology, patterns.

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