

## PHILOSOPHY

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### **Ecotourism and its existential purpose**

The functional nature of ecotourism is considered in the context of modern realities of an existential purpose for humans. In modern society, eco-tourism is becoming one of the directions of tourism practices, which is gradually spreading among people engaged in active recreation, including among representatives of Russian society. It is important that among the numerous functions of ecotourism (social, economic, sociocultural), many researchers focus on the existential significance that allows a person to go beyond the limits of his everyday life and self-identify himself, having experienced his existence in a qualitatively different picture of the world. In this regard, the author refers to the provisions of existential-phenomenological philosophy, which makes it possible to create a holistic image of ecotourism in its functional purpose. At the same time, within the framework of the study, the boundaries of the problematic are determined, which needs further conceptual and substantive analysis from the standpoint of socio-philosophical reflection.

**Key words:** ecotourism, functions of ecotourism, existence, nature, youth, tourist services, tourist practices, ecotourism.

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