

lives. This process teaches us to live in this world in such a way that we don't collect more karmic reactions. If we learn the art activity, then our activities will not bring more bond- age but liberation. Let us not forget: we are born for more!

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THE MAJOR FACTORS FOR MOTIVATION IN MODERN TOURISM

Technology has changed drastically our way of life within the past few decades, and what was impossible yesterday is possible and easy now. Modern transport enables people to reach all, without exception, tourist destinations. The Internet allows everyone to plan a trip, choose a hotel, a better price and the place they want to visit. And still people can virtually see the place of the desired trip, lay out the future route and be sure that the trip will be successful [1].

Many people like to travel, but there are people who may have doubts whether they need to "throw" money for a trip and who are afraid to abandon their daily routine and typical pastime [2].

The following arguments provided in this research work will help to make sure that travel is worthwhile.

1. Ability to discover the beauty of the surrounding world. Different places of the earth are different because of climate, animal and plant world. Therefore, the journey will help you see the whole multifaceted world.

2. *The ability to experience emotions that can not be experienced through the Internet.* For example, you can watch the broadcast of “Orel i Reshka”, but it is impossible to get the same feelings through the screen as in real life.

3. *People open the world in a new way for themselves.* Person who travels comes out of the comfort zone, becomes courageous, self-confident, organized.

4. *Travels give a sense of freedom.* You may not realize how much you need to break off from your routine. Travel helps to distract ourselves from the problems of everyday life, refresh the mind, gain strengths. Due to this a person returns to his everyday life with new enthusiasm: whether it is studies, work, or family life [1].

5. *Enriching the knowledge of history.* By visiting the architectural monuments and historic sites, people can investigate the past themselves.

6. *Expanding the circle of friends.* Travellers can find friends around the world, and then find out about their culture, beliefs and customs of their nation.

7. *Supporting a good physical form.* During the trip, people are engaged in various sports such as rock climbing, hiking in the mountains, cycling, swimming, or the simple walking for a long distances, which is good for one’s health, both physical and emotional.

8. *New perspectives in life.* It is possible that the trip will facilitate the transition to a zone where a person can realize himself: study, work, investigation.

9. *Pleasant memories.* Looking at the mass of the photos taken, people will be pleased to recall the journey and re-experience bright emotions.

10. *Building and strengthening relationships.* The shared experience of travel brings people together. A family getaway, a romantic trip, or long weekend with the girls or guys can strengthen important bonds.

Tourist motivation comprises factors that make people wish to travel. People want to have personal fulfilment. Most responders also thought that travel is like a rest and relaxation from routine. However, it did not represent changing their way of lives, people just continue to do the similar things but in a distinct surroundings and physical context. Travel can provide for self-exploration, excitement or social interaction. These are the reasons why people travel around the world.

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OBSERVATION AS A HUMAN RESEARCH METHOD

A footage of a detective film in which the protagonist of a mature age wearing a dark coat, observes at a distance a suspicious person, maybe he wears a moustache, a lightbristle and he certainly has a weapon. Such an associative series of word "observation" is produced by most people, because of a large number of crime films. In fact, not only detectives, police officers and similar are using an observation method [3]. Humans are poor observers: they omit, overemphasize, and distort various aspects of what they have seen. Observational methods in psychology have been devised to control or to eliminate this problem.

First of all, observation is the knowledge of something new. Try to go for a walk, sit on nearest bench and just watch on people, their emotions, interactions with each other, the world around you at all, you'll see a lot of new details which you don't notice before. Scientists use this method in scientific researches, psychologists - in the knowledge of human behavior, sociologists - in the analysis of social trends.

The term "observational research" is used to refer to several different types of non-experimental studies in which behavior is systematically observed and recorded [5].

In psychology there are a large number of methods of psychological research: observation, surveys, tests, experiments, modeling. One of the