

A great popularity among the lovers of water tourism was attributed to canoe trips coverage of Melchior Wankowicz which were published in 1936, titled "Na tropie Smetka". The number of canoes in 1934 made the Polish Canoeing Association elaborate the regulations which complemented the statute of the association. It also provided a number of requirements concerning the equipment and law and water habits.

The social as well as technological development had influence on tourism consciousness in Poland. The examples of its usage in recreation by Polish famous people, for example by the president of Poland Ignacy Moscicki, had a great impact on popularizing canoe tourism. The president participated in tourism namely, canoe and ski tourism. He demonstrated his approval of physical recreation.

The journey that was documented in "Sport Wodny" in 1936 was a canoe rally of Piotr Gesior and Antoni Serwa from Rzeszow to Gdynia. The route began in Rzeszow on the Wislok river, then San and the Vistula to Gdynia. The canoeists covered the distance merely in 9 days.

The development of tourism movement in Poland and West Belarus was interrupted by the outbreak of World War II.

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FORMATION OF HEALTHY LIFESTYLE KNOWLEDGE

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The problem of health is inseparable from the other problems of mankind. It varies with the progress of public culture. It is current in all periods of human life - from birth to death. The question of health and environmental protection is important both for the individual and for society. Formation of healthy lifestyles among young people at the present stage is relevant, because depending on how successfully it is possible to generate and secure the skills of a healthy lifestyle in the persons' minds at a young age, it will prevent or promote disclosure of personal potential in a subsequent real life.

Health is a person's state of complete physical, mental, moral and social well-being; it is an ability to adapt to constantly changing environment and the natural growing old.

During the last decade teachers and doctors' interest in the problem of a healthy lifestyle increased. The kind of goals, that a man realizes and his behavior depend on his lifestyle.

We carried out an opinion poll in order to determine students' attitudes towards healthy lifestyles, their knowledge of a balanced diet and conditioning procedures. The survey involved 160 students at Civil Engineering Faculty of Polotsk State University. The results of the survey are shown in Table.

Table – Opinion Poll Results

Questions		Agreed with the statement (%)
1. Healthy lifestyle is	a complex concept	58
	a departure from bad habits	8
	a balanced diet	7
	motoractivity	24
	formation PPFK	3
2. What are your views on a HLS?	It is necessary to keep to a healthy lifestyle	48
	I want to keep to HLS, but I don't know how I should do it.	38
	There is no need to keep to it.	14
3. Your attitude towards rational-Term Power.	I do not eat regularly, as I should.	53
	I do not know what it is.	30
	I think that I eat properly, rationally and functionally.	11
4. Do you keep to conditioning procedures?	I take sunbath but only during summer holidays.	52
	I do not do it, because I do not know how.	33
	I perform conditioning procedures from time to time.	15

The two of the main issues are reflected in the charts (Fig.).

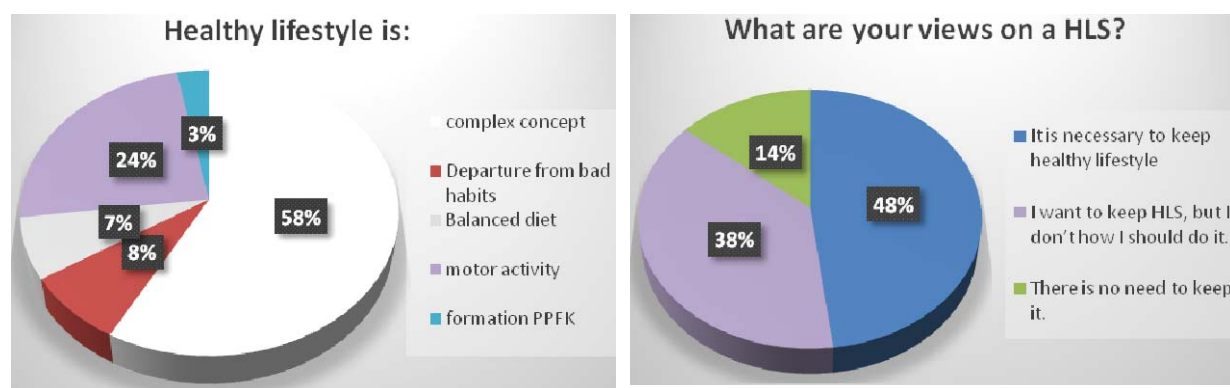


Fig. The percentage of respondents

According to the questionnaire we can draw the following conclusions:

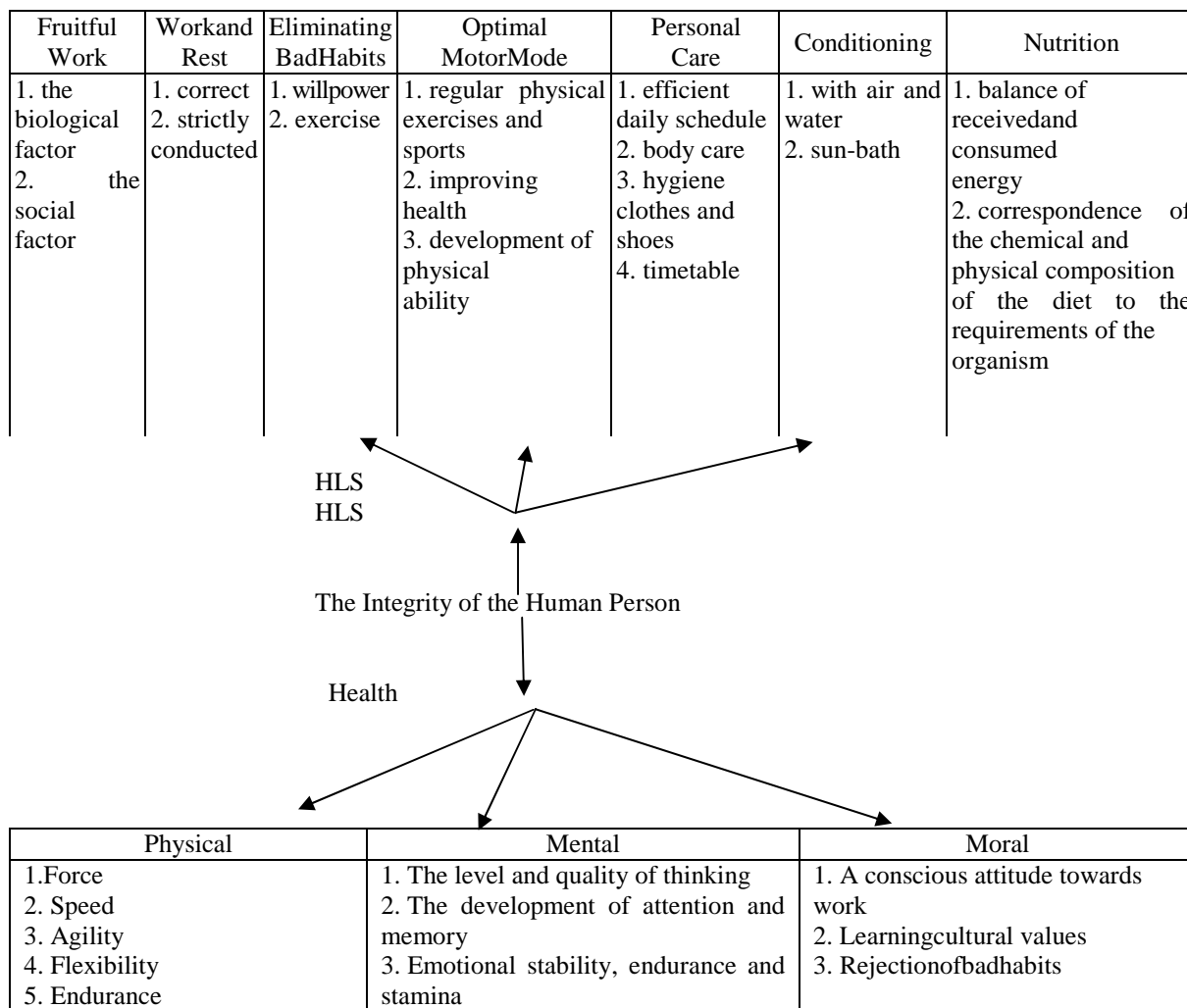
- Most students realize that a healthy lifestyle is a complex concept, including the-XOR of several components;
- Students have the desire to live a healthy lifestyle, but do not have sufficient information and practical skills to enhance their health;
- The respondents mention lack of knowledge about balanced diet (30%) and irregular pi-voltage (53%);
- Sunbathing is the easiest way of conditioning, which is the most popular among the students, and other types are not used because a lot of people do not know about them.

Young people do not always have the necessary knowledge and confidence to consciously choose a certain lifestyle. Traditions rooted in the life of a particular family, some behavior habits are harmful to a healthy lifestyle and interfere with it. It is therefore necessary to provide favorable conditions for the selection and maintenance of such behavior and a way of life that promote health.

Raising a healthy lifestyle among students is taken care of by workers of Higher School. Currently it is required to make major changes in the practice of physical education of students. There is a need to ensure a free choice of forms of employment, departing from strict regulations and standards in the educational process. The main disadvantage is a low theoretical preparation of students in the field of physical culture, a narrow focus on

the education requirement concerning the motivational value of physical culture and lack of influence on the spiritual and moral development of students. A proper teaching of physical culture and sports will help to ensure that physical culture and sports have become an integral part of a healthy lifestyle of students.

A students' healthy lifestyle is based on the principles of health keeping, which involve such social aspects as motivation and information, legal and moral values, and financial and economic support. We have compiled schematic structural elements that form the basis of a harmonious development of the human personality (see the scheme).



The model consists of two core units, which include the components of a healthy lifestyle and health. The first of these units is the components of healthy life, which consist of the total efficiency due to the intellectual potential of the human person, his abilities and skills, obtained individually in the course of his development and improvement. It also includes developing a healthy lifestyle and the environment of confrontation; motivation and interest in physical culture and sports activities; implementation of the above components in the style and way of life.

The second block describes the types of health in their relationship and interaction that manifest the integrity of the human person.

The relationship represented by the two blocks is obvious. They are interdependent and in close unity. The model is open for further development and requires practice individualization and further concrete content depending on the landmark goals, personal qualities, nature and direction of motor activity and sport involved.

A healthy lifestyle is associated with an embodiment of the identity of their social, psychological, physical opportunities and abilities to create optimal conditions for the functioning of the individual and society.

When developing a healthy lifestyle, it is not enough to focus on overcoming the risk of various diseases, struggling with bad habits, poor diet, and conflict relationships. Specialists in physical education and sport must constantly introduce out-of-the public consciousness developing "fashion health" thirst of "personal health culture" and should constantly take care of its preservation and strengthening. An integrated approach to health

problems of students at the present stage will contribute to the harmonization of personality, strengthening the whole society.

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**ALTERNATIVE PROGRAMS AND EXTRAORDINARY ROUTES OF TRAVELLING:
INTERNATIONAL PRACTICES AND PERSPECTIVES FOR BELARUS**

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Travel is the only Thing you buy, that makes you richer.
(Anonymous)

Without any doubts it can be said that tourism is the world industry, which tries to involve everyone. Nowadays tourism is a collection of activities and services delivering a travel experience. And of course it is a dynamic and competitive industry that requires the ability to adapt constantly to the customer's changing needs and desires, as the customer's satisfactions, safety and enjoyment are particularly the focus of tourism business.

Tourism consists of a great number of components, but we will focus only on some of them, about extraordinary ways of tourism and unusual tour programs and routs. The choice fell exactly on these components, because previous researches show that the tendency to something uncommon and quaint, amusing and in some cases queer is constantly increasing. It is a positive trend and it is explicable, because every year, every month, every week and every day new wishes and desires of people about the ways of spending their holidays appear and are subjected to continuous change.

The main aims of people who work in the sphere of tourism are to Understand needs of customers all the time, to Cultivate and Devise new items for them and, certainly, Be Creative. All these aims should be carried into effect with the help of unbelievable ideas of highly qualified specialists. Now I would like to tell about creative ways of spending holidays and how people can make their rest unforgettable.

Cinematic tourism. The history of cinema began in 1685, and even then raised a wave of interest in the movie, but in our time it has one more variation. Now people can use cinematic picture as a potential route. Some travel companies can offer different journeys in places, which became known after the movie. One of the most famous places is in New York, and it is the decussion of 52nd Street and Lexington Avenue. It is famous for the scenes in the film "The Seven Year Itch" (1955) the air flow from the ventilation shaft subway lifted the dress of Marilyn Monroe [1]. It should be mentioned that the Empire State Building, and so even though it is a historical treasure, but there were filmed such movies as Spider-Man and King Kong (1933) – these grandiose films may be another reason to visit this place. And how you understand a great number of such places and movies can help tourists make their rest more versatile.

And if to speak about our country, one should say that Balarus has places for development of cinematic tourism. For example, the movie "Styliagi" ("Mods") was partially filmed in Minsk. The shooting areas were located in Moscow, Saint Petersburg and Minsk. It was Producer's decision for the full illustration of those times. And one more admirable example is the movie "Legenda №17" ("Legend №17"), because this film has rich geography, which can be used in tourism as a "Tour of the ice arenas" and Novopolotsk arena was presented in the film. This facts mean that in Belarus there are a lot of places, which were displayed in cinematography and this is a good opportunity to develop this kind of tourism.

Shipwreck tours. Such tours can still be called diving-tours. A trip around Thistlegorm today is like traveling through time and many visitors experience high emotions during the dive [2]. Thistlegorm is a place which demonstrates the atmosphere of the Second World War, because it was the British army ship, which was sunk by the enemy in the Red Sea. Thistlegorm disappeared beneath the waves and sank to the seabed a hundred feet below [3]. It's also a giant underwater museum, a war grave, a unique piece of military history and an opportunity to step into the past. The route can be adapted easily to ensure you visit the right dive sites at any time