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World experience and the Ukrainian way of transforming university education into a system for training specialists in the tourism industry

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The challenges of time not only actualize certain limitations and threats, but also contribute to a new synergy of opportunities in the development of the tourism industry. With the emergence of various areas of tourism activity (tourism marketing of the territory, advertising policy of tourist destinations, animation activities at resorts, virtual museums and excursions, new types of tourism, etc.), the qualification field of tourism is expanding due to the emergence of qualification requirements. At the same time, there are requests for new types of work, knowledge, skills, and abilities. New areas of tourism are emerging, and hence a whole complex of specializations and specialties, in which scientifically based schools of tourism are emerging.

Most tourism and hotel business schools in Europe are opened on the basis of operating hotels, where students live there, which allows them to acquire practical professional skills in conditions as close as possible to reality. Such experience is of undeniable interest and prospects for improving the quality of training of specialized specialists in Ukraine, since there are practically no similar hotel bases in domestic educational institutions. Compared to the Ukrainian education, the European one provides for the implementation of industrial practices in the amount of 50 to 70% of the training time, as well as the academic mobility of students and teachers is ensured. International and interuniversity labor exchanges with the possibility of student employment are expanding [1, 4].

The Vatel International Business School of Hotel and Tourism Management in France, the Shannon College of Hotel Management in Ireland, the Schiller International University in Madrid, Spain and others are among the best European schools in the field of tourism, where this practice is carried out.

The quality of professional training of graduates of various levels of education does not always meet both the requirements of employers and the corresponding international standards. The analysis of curricula of secondary and higher professional education showed that 10 to 20% of training time is allocated to practical training.

Work in the field of tourism and the hotel and restaurant industry is considered prestigious, and the demand for the specialty was consistently high until recently. This

allowed higher education institutions to maintain contract prices at a level higher than the cost of education. The events of recent years - COVID-19 and a full-scale war, significantly reduced interest in the profession, which, unfortunately, did not affect the revision of the financial conditions of study.

An analysis of the system of training graduates in the field of tourism in Ukraine gives reason to assert some obsolescence in teaching approaches. There are very few practical classes with highly qualified specialists who are engaged in practical activities in the field of tourism (tourist operators, hotel and restaurant business, museum work, animation, etc.). In addition, a large amount of theoretical material that is taught is given more for the development of students' mental activity, their personality, but little can be applied in practice. When teaching disciplines, it is advisable to take into account the needs of tourist companies and agencies, to use the latest information on technological equipment and software that exist in the field of tourism today. Of particular importance is the maximum approximation of training to the real operating conditions of tourism business enterprises. Achieving this task can be realized due to the effective organization of students' practices and internships, as well as through the formation of simulation environments in higher education institutions, the use of interactive learning methods.

Immediately before the full-scale war, the department of tourism of the university started a series of meetings with highly qualified representatives of practical tourism to hold master classes on the latest trends in the industry, in particular with Slobodian L.I., director of the travel company "Express Voyage", general representative of the cruise holding Royal Caribbean International in Ukraine, I.I. Zakharenko, director of the travel agency Feeryia Mandriv. Unfortunately, further plans for the meeting were destroyed by the war.

An integral part of university education should be the training of specialists capable of creative work and development in the innovative conditions of modern society. The successful development of specialists in the field of tourism is impossible without a combination of the following areas: research, which requires high qualifications, and entrepreneurial, the subjects of which have strategic thinking, the ability to learn, perceive and adapt knowledge [2, 4, 5].

The success of the development of Ukrainian tourism will be determined by the activities of highly qualified specialists in the field, trained only at the level of world standards. In connection with this, the key task today is to create conditions for the formation and development of an effective system of training and retraining of personnel in the field of tourism [3].

The training of personnel for the tourism sector is related to the formation of not only professional competences, but also communication skills. The tourism industry integrates both high-tech and communication skills, the study of which is usually carried out in a fragmented way.

Labor market monitoring is a factor in the effective formation of professional competencies of future specialists in the field of tourism. Now the situation with employment is complicated due to the reduction of the total number of tourist companies of various organizational and legal forms by 24.5%, and the number of employees in them by 13.5% [5]. More recently, before the war, there was a decrease

in the average number of employees, as well as the need for employees with special education, which is explained by the high level of automation of the retail sales process. Despite the automation of many processes and the reduction of the number of intermediaries in the process of service implementation, new directions and specialties are emerging, because the service sector involves personal communication between consumers and staff, and, according to many analysts, in the era of rapid technological development, there is no time for traditional types of communication in everyday life. practice, life will dictate the demand for ordinary communication as one of the mandatory elements of communication.

Improving the training of real tourism professionals should be based on:

- strengthening the scientific and methodological base of tourism education, including the development of educational standards, curricula, programs for all forms of education;
- strengthening the educational and methodological base, including the development of textbooks and teaching aids, methodological complexes, electronic libraries, reference books, etc.;
- development of a strategy of partnership relations between the department of tourism of the university and enterprises of the tourism and hospitality industry through the cooperation of scientists and practitioners;
- development of new conceptual approaches to the organization of practical training of students with the mandatory and interested participation of stakeholders, representatives of the industry, tourism administrations, regional and local authorities;
- formation of a new model of a specialist in the field of tourism and hospitality, taking into account changes in the needs of society;
- creation of training centers, equipped with modern equipment that is constantly updated, for conducting practical classes, passing practices, strengthening the material and technical and scientific and methodological base of educational institutions;
- encouraging teachers to systematically improve their qualifications and gain work experience in the field of tourism and hospitality at industry enterprises.

Already in the near future, in the conditions of open universities, graduates of tourism specialties will become part of the team of "restorers" of the Ukrainian economy after the Victory. This recovery will be a unique social phenomenon, as it will use the synergy of the hospitality sector to restart the tourism industry. Tourists from all over the world go to Ukraine to discover a new Ukraine for themselves.

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