

**ACTUAL ISSUES OF PROFESSIONAL EDUCATION IN THE TOURISM  
INDUSTRY IN UKRAINE**

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In recent years, there are education processes aimed at improving of the quality (integration, diversification, unification) of professional tourism. This is due, above all, the growing demand for tourism services of new generation and, consequently, the need to prepare competitive professionals who have a significant number of professional knowledge, skills, and personal qualities for tourism industry.

According to UNESCO experts, tourism can become a leading sector of the world economy that will promote the development of local economies, intercultural communication and tolerant society. World Tourism Organization (WTO) predicts a further increase of tourist flow to 1.6 billion people in 2020.

The development of tourism in Ukraine, as a factor of the formation of the state economy, necessitates the establishment of sectoral training system and professional development of tourism personnel, which would provide specialists able to work individually and efficiently in a competitive environment to enterprises of the tourism industry.

Considering that the current system of professional training of specialists of tourism in Ukraine largely does not meet the requirements imposed by employing companies in a market economy, the topic of research is relevant and appropriate. There are a large number of scientific works of domestic and foreign researchers dedicated to issues of training of specialists in tourism industry. Most authors consider weak practical training of students the biggest problem. This is confirmed by the survey of managers in tourism industry. Most of them (93%) indicated the unwillingness of university graduates to proceed to the full implementation of professional duties in the workplace.

First of all, it should be noted that fundamental tourism education is a relatively new area of education in Ukraine, because for a long time higher and secondary educational institutions of Ukraine did not prepare specialists for the tourism industry. Until recently, specialists for hotel and restaurant business in Ukraine were prepared in the only one in this field Kyiv College of Hotel Management. The Cabinet of Ministers of Ukraine legalized training of specialists in the field of tourism only in 2002. Nowadays training for the tourism and hotel industry is carried in 146 higher education institutions. Along with this, there are some problems regarding the quality of training. It is caused by both shortcomings in legislation and certain difficulties in training of specialists.

At the beginning of 2014 in tourism in Ukraine (tour operators and travel agents) actually were employed about 37 thousand people, and another 120 thousand people worked in hotels, resorts, motels, and others. Along with this, in educational institutions on various forms of training annually are produced approximately 6,500 professionals, about 40% of which are experts in the hotel industry. World practice shows a lack of professionals in hotel industry compared with the offer of jobs in this sector of the labour market. As for tourist firms, a few years ago most of them did not

consider the problem of recruiting as global – the presence of humanitarian education and certain personal qualities (sociability, trainability, etc.) gave a good chance for those who came into this business.

Today there is such situation: after graduation yesterday's students face the problem of employment since one of the requirements that employers put forward – the availability of work experience. Students possess only theoretical knowledge, cannot handle the booking systems, do not have the commercial skills, are unfamiliar with blank forms used in tourism, they are poorly oriented in professional terminology and so on. Tourists, in their turn, are becoming more educated and demanding. The level of their perceptions of service, requirements of rest and even knowledge of geography and foreign languages are sometimes significantly higher than of university graduates.

Low level of cooperation between institutions of professional education and tourism enterprises of the industry does not allow to form not only high quality theoretical, but also practical aspects of education. The lack of practical skills of graduates inhibits the development of tourism sphere, because companies should conduct training of employees at the workplace, wasting not only time but also money.

Specialists who have graduated from higher education institutions should carry production progress, modern methods of service, creativity, but in reality, it usually not happens. The main problem lies in the isolation of the educational process of modern techniques of hotels, restaurants and tourist companies. Teaching process is far behind from the reality, especially from the modern world experience.

One of the major problems of modern education in tourism is the teachers' lack of own professional experience in the tourism and hotel industry, which leads to isolation of theory from practice. As a result, graduates, possessing only theoretical knowledge, unable to apply them in practice, which leads to problems in employment and further employment.

**Conclusion.** Thus, training of specialists for enterprises in tourism industry is an urgent issue that acute to owners and managers of companies in this sector. The main purpose of tourism education is to improve its quality considering the trends of the global tourism experience leading specialized educational institutions and the needs of national companies.

### References

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