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Postgraduate training of the specialists in tourism sector

Abstract

Purpose. The article highlights the features and value of postgraduate training in the field of tourism. An important step to improve the efficiency and quality of tourism is an organization of professional preparation, training and retraining of professionals working in this field.

Methods. As the tourism market is extremely dynamic, diversified and fleeting, only a systematic and continuous development of knowledge workers will ensure the adaptability and flexibility of the tourism business. Given the current educational trends in continuing education consider necessary to implement training for the tourism business training. Postgraduate seminar training allows employees to tourism businesses to gain new knowledge and skills, to master modern information technologies in tourism, new approaches to master the organization and management tourism activity.

Results: Attention is paid to the basic concept of professional development and professional training – the professional development specialists forms professional development of tourism industry professionals and training in such forms as short-term training, self-study, internships, field education, informative tour.

Key words: continuous education, postgraduate education, training, tourism area.

Relevance of the research

Current trends of world development as well as political, economic and social changes taking place in society encourage people to lifelong learning. This objective reality strengthens the role of continuous professional education professionals every sector of the economy and economic activity. Concept lifelong education or lifelong learning dominate today in all educational systems in the world. Currently, a person must constantly change directions, profiles specialization, seek new jobs where she could realize their potential, achieve success in life, self-improvement. The level of education certainly affect the quality of life, while the basic data that gets people in higher education, there are an average for 10-15 years. It is proved that the quality of life in worse, if people do not continue their education without increasing their skills, not engaged in self-development. With this in mind, the intensification of life, new socio- economic conditions, changes in the dynamics of the labor market to encourage the development, creation and implementation in practice of promising models of training competitive professionals capable progressive development of society and all sectors of the economy and culture.

The role and place of tourism in the national economy

One of the industries and the national economy is steadily growing as the global and the national space is tourism. This activity plays an important role in shaping the basic macroeconomic parameters as gross regional product, increasing the employment rate of the population by creating jobs affect these priority species industrial structure of the national economy as transport communications, telecommunications, construction, agriculture, forestry, some industries (light industry, food, machinery, chemicals, furniture, etc.).

In addition, tourism – the most popular form of outdoor activities within the human environment, a kind of communication relationship between man and nature. Every year tens millions of people traveling acquainted with the natural wealth and beauty, historical, architectural and cultural monuments, ethnography and life around and nations.

Today, tourism is recognized as one of the most cost effective and priorities of the national economy and culture of Ukraine. Tourism precisely the sphere of human activity, which is in the process of development constantly changing, evolving in geography tourist centers, infrastructure, legislation. These and other changes and require regular replenishment of knowledge and skills for tourism industry professionals.

Ukraine's membership in the World Tourism Organization significantly enhanced the image and credibility of our country in the tourism community, paved the way for further development of the domestic (national) tourism according to trends in the global tourism market with the involvement:

- information network;
- the latest, advanced technology;
- investment proposals for vocational training;
- research the most developed tourist countries.

Ukraine gained new opportunities for establishing mutually beneficial cooperation with the Member States of the World Tourism Organization at all levels – bilateral, multilateral and regional (Isayenko, 2014).

However, a positive image of our country in the international travel market requires improving the quality of service, development of infrastructure in tourist areas, ensuring travel, highly staffing and so on.

Solving these problems is possible through postgraduate training, retraining and advanced training of highly skilled, competitive, mobile professionals tourism industry, capable of continuous professional and personal development. This greatly strengthens requirements for their training in general and to the system of postgraduate education, retraining and advanced training in particular.

National system of education experts of tourism industry

An integral part of the national system of education is to prepare professionals for the tourism industry. The conceptual idea of the content and organization of training future specialists of tourism industry based on the provisions of the Constitution of Ukraine, Laws of Ukraine “On Education”, “On Vocational Education”, “On Higher Education”, “On postgraduate education”, “On Making Media Amendments to the Law of Ukraine”, On tourism National Doctrine of Education and the State tourism development program by 2022 and so on. They determined the priority of education in public policy, grounded strategy and main directions of its development.

Theoretical and methodological foundations of a system of training in the tourism sector laid the scientific achievements of both domestic and foreign scientists, teachers, tourism experts such as: B. Lednev, L. Petrovska, Fedorchenko, L. Knodell, L. Fomenko, G. Tsehmistrov, T. Falcon; I. Zorin, V. Kvartalnov, L. Lukyanova, L. Skakun, L. Knodel (training of tourism personnel in the countries members of the WTO, particularly in Germany, Hungary, France) and others.

Tourism education gets special status as promotes development priorities, provides fundamental, scientific, general cultural and vocational and practical training personality of the future specialist. Special took postgraduate education experts tourism industry.

Postgraduate education – improving education and training by deepening, expansion and renovation of its professional knowledge and skills or receive other specialties and professions based on previously acquired education level and experience.

Postgraduate education promotes the interests of citizens in continuing professional qualification level, prevents loss of productive forces through system upgrades and correction of trades training of specialists in various fields to the changing spiritual and intellectual potential and material production, labor market and acts as a means of social protection and ensuring the needs of society and the state in competitive specialists.

Overall structure of postgraduate education may include:

- retraining – obtaining another specialty based on previously acquired educational qualification and experience;
- training – the acquisition of individual skills and duties to perform additional tasks and responsibilities within their specialty;
- specialization – acquisition of individual skills and abilities to perform certain tasks and duties that have certain features within specialty;

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- training – the acquisition by a person experiences the tasks and responsibilities of a specific profession (Luk’yanova, 2008).

The main tasks of modern vocational training in the tourism sector can be considered:

1) provide the fundamental scientific, professional and practical training specialists in tourism activities;

2) the acquisition of knowledge and skills according to the educational levels;

3) improving scientific and vocational training for the tourism industry.

There are three main aspects of the tourism industry specialists:

- fundamental learning (knowledge) – is responsible for the acquisition of knowledge by specialty curriculum;

- technical training (knowing how to do) – responsible for the skill and form skills needed for further work under this specialization;

- personal abilities (to know what to do and how to behave reflecting the personal qualities of a specialist (Konodel’, 2011).

The Law of Ukraine „On Tourism” regarding professional training in tourism stipulates that:

- training, retraining and advanced training in tourism carried out public and private educational institutions in accordance with the law;

- preparation of certain categories of tourist guiding professionals (guides and interpreters, guides, sports instructors, guides, etc.) that do not require obtaining people vocational or higher education qualification by winning a certain educational level, can be performed in the established order legal or natural persons;

- central executive authorities in the tourism industry involved in the preparation of curricula and training programs for professionals in tourism, their training, retraining and training, approve the list of positions of specialists of tourism support, qualification requirements and procedure for issuing them permits to support tourism (Sakun, 2004).

In general. system of professional training of tourism industry in Ukraine can be divided into three levels:

1) higher (institutional and administrative) level – involves training managers who determine the direction and objectives, strategy, tactics sector individual enterprise (tourism manager, hotel manager marketing activities in tourism, etc.). Specialized training of personnel of this level held in the leading educational institutions (universities, tourism schools, training institutions);

2) average (management and technology) – includes staff providing technological service sequence, coordinates interactions with other technological links (travel agent, manager of reserving seats, etc.). This level provides higher and secondary special educational institutions, colleges, high schools that train specialists in the management of certain processes bachelor level;

3) the original level (technology-executive) – represented by personnel performing specific tasks and accommodate the needs of individual tourist or implementation of a particular type of service. This level provides educational institution generalist and expertise (centers, schools, courses, colleges) that train workers of mass professions: waiters, cooks, trainers, etc (Isayenko, 2014).

Overall, the system of training specialists in the tourism sector Ukraine meets international standards in its structure. Professional training in tourism in member countries of the WTO in modern conditions a holistic nature and covers the following subsystems:

- pre-professional training (professional self-activation, pre-professional training, professional selection) – multi-level training in institutions of higher education (educational qualification levels: Bachelor, Master, PhD in the field of tourism).

- post-graduate education (vocational training, self-education, vocational education and improving qualification, requalification, mastery of complementary specializations, professional retraining).

A special place belongs postgraduate training tourism industry as adult education. It provides improvement of professional knowledge, skills through training, retraining, specialization and training with the latest technology.

Advanced training of specialists in tourism

Advanced training of specialists in tourism postgraduate stage in the system of continuous education. In Ukraine it is based on higher education, tour operator companies and companies with a business education, offering open and corporate training programs.

It is important not just timely conduct training. It is important not just on time to spend training employees to maintain the proper level volume of services provided, and plan a system of staff management. It should be focused on staff development, given its level of goals and encourage exchange of acquired knowledge within the enterprise, and ensure that professional level of specialists constantly expanded.

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Systematic increasing requirements for personnel on business travel due to the need implementation of modern human resources policy, construction of comfortable accommodation, quality reconstruction of old hotels and restaurants, intensive introduction advanced technology and equipment, use of modern management and marketing, increased competition among accommodation facilities, improving service quality, the introduction of new standards.

Increasing requirements for licensing and certification of tourism travel, hotel services and catering services make enterprise company staff to review policies that focus on training and professional development of its employees to achieve higher quality service (Isayenko, 2014).

Today in our country the system of training of specialists in tourism is in its infancy and involves the very difficult task, given the diversity and complexity of tourism industry structure tourism education.

National Pedagogical University M.P. Dragomanov made training tourism industry professionals in areas such as „Management of hotels and private tourist business” and „Organization and management of rural green tourism”. Training of employees – is training employees after receiving some education aimed at broadening and deepening of acquired knowledge and skills at the level of requirements manufacturing or service sectors.

The purpose refresher course in „Management of hotel and private tourism business” is to develop in future managers and employees of the tourism industry knowledge and skills in the management of hotel, resort and tourism business.

The main objectives of the course training are:

- determining the role of tourism in national economic development of Ukraine;
- learning the basic concepts of management in tourism;
- providing knowledge about the systems approach to management of tourism company;
- studying the impact of macro and micro;
- formation of skills to develop organizational structures, the ongoing and strategic planning;
- forming ability to evaluate the effectiveness of management in tourism tourist service;
- the study of the main provisions of marketing in the tourism business;
- determining the role transportation support tourism;
- formation of management skills in the hotel, resort.

The subject of the study is the general laws, principles of formation, functioning and development of the business management of hotel, resort and tourist services; management relations in tourism (Isayenko, 2014).

The curriculum of training courses in „Management of hotel and private tourism business” thematic modules:

1. Tourism as a sector of the national economy of Ukraine. Task meaningful module is to familiarize trainees with the basic concepts of tourism, basic regulations, the history of tourism industry in Ukraine and abroad; mastering their economic aspects of tourism development.

Trainees should know:

- basic concepts and definitions of tourism components;
- the role of tourism in the economy;
- the place and importance of tourism organizations;
- the main means of regulating the tourism activity at the state level;
- the concept of certification of tourism products, its place and value.

2. Types of tourism. Ways greening of tourism development and ecotourism. The main goal is the formation of meaningful module is to develop theoretical knowledge and practical skills in students to address environmental issues and management of tourism resources, ecological safety of the environment during the organization of tourism and the transition to environmentally friendly forms of tourism.

Trainees should know:

- classification of existing types of tourism;
- the role and importance of greening tourism;
- the principles, functions and tasks (green) tourism;
- placing the world's regions and centers of ecotourism;
- the most urgent global, national and regional environmental issues of the day;
- the nature, task management functions of ecological tourism.

3. Management development infrastructure of the tourism industry. The main purpose of the module is to develop students skills in management activities in the tourism sector.

Students should learn:

- the basic concepts and provisions management activities;
- basic provisions of the strategic management of the tourism industry;
- define basic concepts and properties tourism product and general principles promote it.

This module is informative and rich. To make a successful management of specialist tourism industry must master the technical, professional, organizational, administrative and pedagogic knowledge, including psychological and sociological.

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4. Marketing tourism industry. The purpose of this module is to familiarize students of modern concepts of marketing in tourism, overview modern approaches formation and stimulate demand in the tourism industry.

The task module are:

- formation of theoretical and methodological foundations of tourism marketing;

- forming a systemic approach to tourism marketing company;

- studying the impact of micro and macro marketing;

- organization and carrying out marketing researches tourism markets;

- segmenting the tourist market and selection of target segments;

- development of complex marketing activities of commodity, price, communication policy in tourism;

- strategic planning, implementation and control of marketing programs in tourism.

Trainees should know:

- the nature and importance of marketing in the hospitality and tourism business;

- conditions applying marketing in tourism;

- the principles of market segmentation;

- basic laws of advertising and means of implementation.

5. Transportation support tourism. Transportation occupy a central place in any part of the tourism product, are an essential stage travel and tourist trips. Correct choice of the type of traffic largely determines the efficiency of travel and achieve the ultimate goal.

The purpose of the training module – to determine the place as part of the tourism product of different levels; Describe common types of tourist transport services; description of the use of vehicles for tourism.

Tasks of the course is to familiarize students with the basic terminology of course, the main regulations and methods of travel insurance and transport risks during the tourist Passenger traffic.

Trainees should know:

- current status and importance of the transport system for tourist services;

- the main types of transport in tourism;

- characteristics and requirements of international tourist traffic;

- theoretical foundations of security transport travel.

6. Hospitality Management. The purpose – mastering the basics of business management hotel industry and modern technology services for tourists in hotels.

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Main tasks:

- analysis of economic and administrative activity of the hospitality industry;
- the study of the main areas of work and responsibilities of employees;
- identifying key targets business hotel and restaurant business;

7. Automated data processing systems in the hospitality industry.

The purpose of this module is to develop in students a sense of need for automation in the hospitality industry. The main task is learning the basic automation system data in the hospitality industry, their characteristics and differences.

8. Legal regulation of enterprise business and tourist hotel industry.

The aim of the module are:

- acquaintance of students with basic regulatory acts governing tourism in Ukraine;
- describe the possibility of dangerous extreme situations during the tourist trip;
- identify the main security arrangements during a tourist trip.

Teaching Process training involves lectures, practical exercises, role-plays. Lectures were aimed at the acquisition of theoretical knowledge, understanding and synthesis of complex sections of the course, which covers mostly on the problem level.

Practical (seminar) classes are a form of training sessions aimed at consolidating the theoretical knowledge gained both in lectures and in the process of self-study material, and in the performance of individual work.

To test the effectiveness of teaching knowledge trainees is controlled. There are some kinds of the control:

- current control, which includes performing students practical problems with subsequent assessment;
- control module that is to perform tests at the end study module;
- quizzes, which consists in drawing test (in case of unsatisfactory evaluation for modular control).

After completing his studies at the courses students should be able to:

- use modern professional IT technologies in the tourism business for the selection and booking of travel services;
- correctly and effectively communicate with customers (tourists);
- build a tourist application processing algorithm;
- form a tourist package for individual tourists request;
- know the requirements of current legislation in the field of tourism;

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- execute all necessary documents to the sale of travel services;
- conduct market research and know how to use statistical information for planning its activities;
- understand the passport and visa matters and customs regulations in different countries;
- know the basic mass tourist destinations and be able to track the changing preferences of Ukrainian tourists at the end of each season.

The most common forms of training for employees in tourism enterprises are short-term training (carried out in-depth study of a certain aspect or direction of travel and the duration not exceeding 72 hours) and mentoring.

It should be noted that a very popular form of training in the tourism sector is informative tour. Advertising study tours organized in the field of job and only in those geographical areas with which they work.

In the information sent round only representatives of travel agencies. Depending on which tour operator is the organizer of the trip, as well as the characteristics of the country, resorts, hotels, travel defined program for employees of travel agencies, its duration and cost (Isayenko, 2014).

Leading among modern teaching methods used in training programs, belongs to different kinds of training. Usually they are using mini-lectures, role and business games, discussions and case studies or situations with professional experience of participants.

The main goal of the training is learning, business skills formation and skills that meet the modern requirements of life. Training is the most flexible and progressive and, accordingly, more effective. It must be applied by modern tourist enterprises seeking to secure a foothold in the tourism market and strengthen their confidence positions in the future.

However, despite these advantages educational training has a significant drawback – the high cost, making it inaccessible to many small travel companies.

Classify training, you can:

- subjects (introductory or orientation, equipment sales, negotiating with service providers, presentation of business ideas, personnel management, marketing and other foundations);
- members (ordinary employees, managers work with clients, sales managers, senior management);
- training goals (improving individual level, system level, strategic level).

Due to the rapid aging of knowledge, short-term (1-4 days) seminars are one of the most flexible toolstools which allows travel companies to quick-

ly adapt most corporate knowledge of the requirements of a changing environment. Successful development and prosperity enterprises of the tourism industry must develop and implement the most effective program of involvement of employees (especially managers and key specialists) on the short business seminars. This program should include as part of employees in seminars, conducting various training companies, and corporate seminars on the territory of (15-20 both for managers and key specialists of the company).

Another important form of learning that can and should be actively used in enterprises of the tourism industry is training. It includes work of young, promising professionals IT counterparts managers and leading specialists of the enterprise; work in leading research institutions, educational institutions and international organizations.

The internship provides an opportunity to learn the best domestic and foreign experience, acquire practical skills to fulfill obligations on position or the position of senior level management.

Therefore, travel companies can independently choose the forms and methods of training and professional development, based on their needs and available resources available, which will eventually provide themselves highly qualified personnel, level of competence which meet the requirements of today.

Conclusions

Tourism in Ukraine and the world is developing so rapidly that the system of vocational tourism education is not able to adapt to them, develop and implement industry-specific educational standards under the requirements that apply to tourism industry professionals. Knowledge and skills tend to become obsolete very quickly and therefore need constant updating. Therefore, the role of postgraduate training increases significantly.

The primary purpose of training for tourism industry is renewal and replenishment of theoretical and practical knowledge, improving personal and professional skills, aligning qualification of staff travel. It is thanks to high-quality postgraduate training and increasing competitiveness specialists of tourism industry in the market economy.

It should be noted that the current system of training specialists of tourism sector in Ukraine is based on a continuous loop sequential learning in educational establishments of tourist profile. This allows you to train professionals on all levels to carry out their training and skills.

The domestic system of postgraduate training tourist staff is developed in the context of the overall transformation and reform education in Ukraine, trying to respond quickly to the needs of modern tourism qualified, professionally-oriented employees. It will improve the quality of tourist services and will be a precondition for increasing tourist flow both domestic and foreign tourists, as well as positively affect the tourist image of the country.

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