

**MODERNIZATION OF TRAINING FUTURE TOURISM SPECIALIST
AT HIGHER EDUCATIONAL ESTABLISHMENTS OF UKRAINE**

Modernization of tourism education is determined by necessity to overcome existing problems, involving two contradictions: 1) in the quality of specialists education and demands of social practice according to already formed tourism values realization and the necessity of new patterns of creating tourism activity; 2) in the information-efficient (passive) nature of education predominant in Ukrainian higher educational establishments, and training future tourism specialist who will be capable of creative thinking in professional activity and will receive skills in analysis and development of innovation processes both in tourism and in other adjacent branches.

In connection with it, modernization is considered to be a form of gap overcoming between tourism education and its development as a science and social-teaching practice. If a specialist does not correspond to social life demands, it may result in tension or crisis situation that leads to a reform or practice system modernization [4, 5]. All mentioned above substantiates actuality of the research.

We believe that the main idea of modernization of training tourism specialist is concluded at least in creation of conditions that will let students in terms of educational process develop creative thinking, comprehend and master tourism innovation technologies creatively, and as maximum create a viable system, based on innovation technologies of pedagogical education, that will let achieve modern quality of training tourism specialist of a new type, with skills and knowledge of a scientist.

The goal of modernization of professional training tourism specialist is concluded in creation of mechanisms of sustainable development of tourism staff training system, corresponding to development, demands of a person, society and state; that will let essentially increase the education quality, sociocultural and health forming tourism function.

To reach the goals, first of all we need to solve the following tasks: 1) to analyze tourism education content and organization principles in terms of education at higher educational establishments to find new technologies for training tourism staff; 2) to organize training process for future specialists of the university profile on the basis of their mastering of tourism innovation technologies according to their types; 3) to substantiate a new model of a tourism specialist, who obtained professional training in terms of tourism education; 4) to acquaint specialists who work in the field of tourism education with tourism innovation technologies, their objective advantages comparing with existing traditional tourism technologies; 5) to organize education of students, where tourism is taught according to methods and forms of innovation technologies; 6) to set a new model of higher tourism education in Ukraine; 7) to develop new programs and materials that reflect innovation technologies content and their implementation into the process of training professional tourism specialist.

The object of modernization is higher educational establishment of university profile.

The subject of modernization of training tourism specialist is content and forms of innovation technologies in general, both in mass and sports tourism, oriented at the quality improvement of modern higher tourism education.

The subjects of modernization of professional training of tourism specialist are heads of higher educational establishments, teachers and research teams who provide methodological development and innovation technologies of tourism education introduction, and professional development institutes for workers working in the sphere of tourism.

An important point to confirm actuality of modernization of professional training of specialists is a contradiction between higher tourism education content and new social demands of Ukrainian education to fast-changing personal and societal needs, life conditions and human activity. In addition, in existing domestic system of training tourism specialists there is a contradiction in theoretical and technological tourism potentials in terms of educational process of higher educational establishments that do not stimulate improvement of tourism education quality, professional and personal qualities of students, do not support high professional level of faculties and graduates. In the existing system of higher tourism education there is knowledge separation about psychophysical and sociocultural human essence, which does not let ignore and comprehend the tourism phenomenon, qualitatively and purposefully create vision basis and use tourism facilities in the interests of viable and socially active young generation welfare and training, the country national security and wellbeing.

The process of modernization of professional training of tourism specialists corresponds the general strategy of educational policy in Ukraine at the present stage, where the aim is to achieve modern educational quality, its correspondence to actual and perspective needs of a person, society and a country.

Modernization of Ukrainian tourism education is a part of national education bases and it determines the efficiency and quality of other educational stages. Undoubtedly, modernization of tourism specialist training at the higher educational stage will efficiently reflect the content and quality of general tourism education.

Traditions of the tourism system of our country have been forming for many years under the pressure of practical needs of the society and the demands to work and protection. Tourism in the educational system was one of the means of forming motor skills and abilities.

At the same time its part in intellectual, aesthetic, ethic and patriotic education was only proclaimed.

During the years of independence from time to time our country took interest in the sphere of sports tourism training, in mass tourism development, health-improving tourism and, as a rule, all of these interests were only on the stage of projecting, so they just obviously deformed the system of tourism education. As a result, not only culture forming potential of tourism has reduced, but negative tendencies among children, teenagers, youth in the society as a whole has essentially increased, being partially determined by low tourism culture of population.

General results of scientific research show that nowadays in the system of tourism education there is a tendency oriented at development of somatic human nature. Its psychological and social sides are ignored, which leads to educational process expenses and excludes versatile and integration part of tourism in comprehensive methodology and is aimed at development of a human being as a unity of the corporal and spiritual [3].

One of the methodological approaches that let reconsider the modern place of tourism education in the country and plan the way of its modernization, is innovative activity. Innovation is a result of new ideas and knowledge realization for the purpose of their practical usage to satisfy the demands of a person, society or a country. At the same time criteria of innovations must have scientific novelty and practical realization. In the sphere of tourism there is definite experience of new innovation technologies aimed at a new generation of the Ukrainians who have the necessary level of tourism culture and those who do not have the slightest idea about it. Among new innovation technologies we single out sports oriented tourism, person oriented tourism; valeological education; tourist-patriotic education; rehabilitation; social adaptation of people who need special care; physical development and physical qualification of children, teenagers, youth and others. The mentioned technologies must be of diffusive nature, which will let speak about new knowledge implementation in practical activity; and both innovation process success and tourism education modernization as a whole depend on it.

Today tourism higher education with its academic traditions at the modern stage of social development is rather conservative. Very often scientific research in the sphere of tourism is not realized in practice in new forms and educational technologies, thus staying cut off from modern life. A cognitive infrastructure that would provide the broadcast of professional significant knowledge in the system of teaching and education is necessary here. The main component of professional knowledge – disciplinary scientific-technological nature – must have innovative dynamics.

Teaching innovation processes on the basis of science and practice combination let make educational process of training future specialist in the field of tourism really professional. In connection with it, the role of creative approach in professional specialist training is increasing; specialists get ready not only for looking for something new by intuition for educational practice improvement purposes, but on the basis of scientific research, in the course of research to offer scientifically grounded innovations and to make reasonable changes, which experimentally proves their effectiveness.

Modern system of tourism education is in continuous and constant process of renewal, which is accompanied by innovation movement surges and mass inclusion of specialists-trainees in innovation activity. That is why a future specialist in the sphere of tourism at the stage of basic professional training needs the whole picture of innovation processes in all kinds of tourism; the system sources comprehension; the nature of tendencies of their development; proficiency in criteria and method of their effectiveness estimation; understanding of mechanisms of innovation regulation in the process of influence by means of tourism; comprehension of results of developing new tourism practice.

Results of person oriented practice of education and upbringing require from modern specialists a high level of thinking activity and an integral system of skills in projecting, modeling and diagnostics. One can solve such tasks under the condition of developed methodological culture, including the level of graduate availability to fulfill scientific research and research activity. Methodological culture can be one of essential indicators of one's readiness to modern tourism activity. Methodological culture is the main part of general culture of a specialist in tourism sphere; it is an essential sign of readiness for innovation, practical and scientific-research activity. Methodological culture also includes innovation culture of a specialist. This is a twofold process of modern specialist formation. It includes orientation at new knowledge; scientific search during professional problems and tasks solving; forming methodological competence while solving given tasks of both practical and searching research nature; methodological reflection; strive for creativity and ability for scientific-research activity.

The given characteristics of methodological culture can serve as indicators that depend on a concrete specialist included in scientific search, regardless of his activity. Orientation on scientific search gets its concretization according to the sphere of professional activity of a tourism specialist. The head of a tourism group must be oriented, for example, at scientific understanding of different kinds of management, search for an optimal managing style and organization considering

professional and personal peculiarities of his co-workers, etc. The head of a tourism section must be oriented at search of new methodologies and educational technologies; argumentation and effectiveness; the proof of effectiveness; perhaps also on development of author's educational systems within a concrete theory. In order to work with disabled people a tourism specialist must look for optimal ways of implementation of scientifically grounded system of individual work or social help for these people. A tourist-scientist must be oriented at development and scientific study of new organization models and tourism activity arrangement.

There is a fair statement: every component of methodological culture of a specialist includes an arsenal of ideas, theories, methods and skills – "potentially implemented" and "really effective" ones [1]. The level of its development depends on substantial renewal of this arsenal with modern achievements, on the level of "really effective" part increase; on specific character of a researcher's display of personal characteristics, his methodological competence, methodological reflection, completeness and effectiveness of research abilities.

Methodological culture can develop differently due to an innovator-specialist, a researcher-specialist, the practice of preschool and school education, a researcher in the sphere of education management, a researcher-specialist of higher school, a master, a postgraduate or a doctor, etc.

From our point of view, nowadays it is possible to speak about a specific character of methodological culture of heads of tourism establishments of different types, methodologists in the sphere of tourism education, methodologists of extra tourism education system, higher educational establishment teachers who deal with tourism staff training.

Tourism scientific education is impossible without the process of forming informational culture of a future specialist [2]. The speed of social development, constantly changing needs and people's interests make specialists in the sphere of tourism master new knowledge, new tourism technologies. Modern labor market dictates its necessity of constant level of proficiency improvement, renewal of professional knowledge. Only those specialists who can get new information and use it effectively in tourism and management activity are ready for such changes. However, one should admit that the point is not only in improvement of a future specialist's knowledge level, but in development of ability to find useful information, comprehend it, implement it into practical activity, efficiently respond to innovation experience, and also project, create, experimentally approve innovations, have ability to spread them persistently and purposefully [5]. In connection with it, it is necessary to speak about a new model of higher tourism education. This model should include stages of professional training. At the first stage interconnections between visual knowledge and professional technologies are shown and innovative thinking is formed. At the second stage the structure of new knowledge and abilities is created, new innovative technologies, that influence education quality improvement, are studied. At the third stage scientific and innovation methodology with its further application in practice is studied. A very important moment in the process of new tourism specialist formation is taking into account conditions of dynamics of professional formation quality change, professional competence and professional innovative thinking in the subject field.

Realization of modernizing professional preparation of tourism specialist requires development, publication and support of educational process at higher establishments with educational programs of special courses, educational and educational-methodological manuals, the contents of which must be aimed at the change of students' professional thinking, equip them with new knowledge, skills and innovation technologies. Special courses of the given subject matter can be successfully mastered by students in terms of state educational standard of higher education.

A tourism specialist of new formation are to *know*:

1. the content of innovation technologies in the sphere of tourism;
2. forms, methods and principles of innovative education organization;
3. medical-biological, psychological-pedagogical, sociocultural grounds for innovation technologies in the sphere of tourism.

A tourism specialist of new formation are to *be able to*:

- 1) plan, organize and arrange tourism activities with the use of new innovation technologies;
- 2) apply during lessons modern means and methods of tourism education, corresponding to innovation technologies content;
- 3) estimate effectiveness of applied technologies and control their quality;
- 4) analyze and correct own professional activity;
- 5) organize and hold scientific research in the sphere of professional activity.

Expected results:

- 1) creation in higher educational establishments conditions for modern innovation technologies in the sphere of tourism learning;
- 2) improvement of quality of higher tourism education ;
- 3) formation of new mentality in the sphere of tourism among future specialists;
- 4) improvement of professional training level of specialists who work in the sphere of tourism at educational establishments;
- 5) reinforcement of culture-forming tourism potential;
- 6) enhancement of integration role of tourism in its integral methodology.

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SUMMARY

The article analyses the issue of modernization of tourism education in Ukraine. It suggests some ways of solving the problem of modernizing the process of professional preparation of specialists of tourism, demonstrates the basic requirements to the levels of knowledge and skills of specialists of tourism, as well as the structure of educational process of higher pedagogical educational establishment which prepares specialists of this type.

Keywords: specialist of tourism, modernization, formation of tourism, teaching, innovative technologies, quality of education.

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МОДЕРНИЗАЦИЯ ПОДГОТОВКИ БУДУЩЕГО СПЕЦИАЛИСТА ТУРИЗМА В ВЫСШИХ ОБРАЗОВАТЕЛЬНЫХ УЧРЕЖДЕНИЯХ УКРАИНЫ

РЕЗЮМЕ

В статье рассматривается проблема модернизации туристического образования в Украине. Предложены пути решения проблемы модернизации процесса профессиональной подготовки специалистов туризма. Показаны основные требования к уровням знаний и навыков специалистов туризма, а также структура образовательного процесса высшего педагогического учебного заведения, которое готовит специалистов данного профиля.

Ключевые слова: специалист туризма, модернизация, образование туризма, обучение, инновационные технологии, качество образования.

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МОДЕРНИЗАЦІЯ ПІДГОТОВКИ МАЙБУТЬОГО ФАХІВЦЯ ТУРИЗМУ У ВИЩИХ ОСВІТНІХ ЗАКЛАДАХ УКРАЇНИ

РЕЗЮМЕ

У статті розглядається проблема модернізації туристичної освіти в Україні. Запропоновані шляхи вирішення проблеми модернізації процесу професійної підготовки фахівців туризму. Показані основні вимоги до рівнів знань і навичок фахівців туризму, а також структура освітнього процесу вищого педагогічного навчального закладу, який готує фахівців даного профілю.

Ключові слова: фахівець туризму, модернізація, освіта туризму, навчання, інноваційні технології, якість освіти.

