

JEL Classification: I250

UDC: 377.016 : 338.48-
057.212 (043.3)

PROFESSIONAL TOURIST TRAINING OF FUTURE MANAGERS: CONCEPTUAL APPROACHES

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Introduction. The need for reforming the Ukrainian education system, improving it and raising the level of the quality of training specialists is a major socio-cultural problem that is largely conditioned by the processes of globalization and the needs for the formation of positive conditions for individual development, socialization and self-realization in this world.

The process of modernization of higher education in Ukraine in the context of the Bologna Process most certainly affects higher education and higher education institutions. Taking into account the place and role of tourism in the life of society, the state, according to the Law of Ukraine "On Amendments to the Law of Ukraine "On Tourism", proclaims tourism as one of the priority directions of economic and cultural development and creates conditions for tourist activities.

Hypothesis of scientific research. The directions of training future tourism managers are considered on the basis of the model of a competent graduate. The criteria for the activity of teachers in higher education institutions and the possibilities for their selection are formulated. It is noted that the teacher should possess modern technologies of general and professional education, a set of effective methods and techniques, sufficient amount of professional knowledge to provide education for future tourism professionals (teaching, planning, management of didactic and educational systems).

The aim of this study is to highlight conceptual approaches to the preparation of future tourism managers.

Research methods:

– *theoretical analysis* - to determine the state of disclosure of the research problem in the psychological and pedagogical scientific literature, the study of normative and legal documents in the field of education;

– *comparison, classification, generalization* - for definition of joint characteristics of objects on the basis of processing and interpretation of theoretical sources on the problem of tourism education in universities;

– *diagnostics* (questioning, conversation, testing, observation, expert evaluation);

– *mathematical statistics* - for processing the o education institutions;

Results: an approach is proposed to build a holistic process for the formation of a student's personality, which should be based on the characteristics of his upbringing in the system of tourism: education through nature, culture (the principle of visualization), the formation of tolerance; humanization of relations, education in a group (team), ecology of the individual.

Conclusions: Work on developing the concept of professional training for future tourism managers led to the conclusion that a conscious and thoughtful program of actions for the organization of the educational process and vocational training precedes the training of students.

Keywords: vocational training, tourism, student, educational, process.

Formulation of the problem. The need for reforming the Ukrainian education system, improving it and raising the level of the quality of training specialists is a major socio-cultural problem that is largely conditioned by the processes of globalization and the needs for the formation of positive conditions for the individual development of man, his socialization and self-realization in this world. In Ukraine, as in other developed countries of the world, higher education is recognized as one of the leading sectors of the development of society. The strategic directions of the development of higher education are determined by the Constitution of Ukraine, the laws of Ukraine "On Education", "On Higher Education", the National Doctrine of Education Development, decrees of the President of Ukraine, decrees of the Ministry of Education and Science of Ukraine.

The main goal of the state policy in the field of education is to create conditions for the development of the personality and creative self-realization of every citizen of Ukraine. Priority directions of the state policy regarding the development of higher education are: the personal orientation of higher education, the formation of national and universal values, the creation of equal opportunities for citizens in obtaining higher education, the introduction of educational innovations and information technologies, the formation in the education system of regulatory legal and organizational economic mechanisms attracting and using extra-budgetary funds, raising the social status and professional workers education, strengthening of their state and public support, development of education as an open state-public system; integration of domestic education in the European and world educational spaces and the rise of higher education in Ukraine to the level of higher education of the developed countries of the world [Modernization of higher education in Ukraine and the Bologna process // Education of Ukraine. 2004.-No. 60-61, - P.7-11].

The process of modernization of higher education in Ukraine in the context of the Bologna Process undoubtedly affects higher education. Taking into account the place and role of tourism in the life of society, the state, according to the Law of Ukraine "On Amendments to the Law of Ukraine" On Tourism ", proclaims tourism as one of the priority directions for the development of the economy and culture and creates conditions for tourism activities [In the Law of Ukraine "On Amendments to the Law of Ukraine "On Tourism" (№1282-IV from November 18, 2003), article 4].

In parallel with the above mentioned, the problem of the qualitative preparation of tourism managers for activization of the physical culture, health and cognitive movement of the Ukrainian population is becoming topical. It is conditioned by the sphere of organized recreation of citizens, full-fledged leisure; a decrease in the scale of health work in educational institutions, in the organization of additional education at the place of residence.

It is known that the quality of work on education, health improvement, education of the population using tourism is determined by the state of the resource base, cultural, ethnographic and expeditionary work.

Analysis of the latest publications and the unsolved part of the problem. The analysis of literary sources on the problems of theory and practice of tourism proves that activity, physical exercises combined with the formation of spiritual culture, satisfaction of the spiritual needs of the population of Ukraine in studying their native land, folklore and folk art contribute a better attraction of people to a healthy lifestyle [1, 6–10].

These ideas lead us to the idea that in the content and structure of the professional training, future tourism managers must understand such subjects as the tourist and regional profile, the programs for the intellectual development of children, information about the moral and ethical aspects of the public consciousness and behavior of the person, the theory and methods of physical activity etc. [2].

The process of preparing future tourism managers, in our opinion, should provide the assimilation of a set of professionally-oriented sections of education, both economic, pedagogical, sports and recreational activities. The content of the above sections should be aimed at building the skills and abilities of the individual work of future tourism managers; the development of programs for animation, the use of funds in combination with active forms of movement, the formation of the ability to ensure the safety of life of tourists and familiarize them with the beautiful world of nature, culture, social reality. Moreover, a large number of scientific research in Ukraine (V.K. Fedorchenko, N.A. Fomenko, M.I. Skripnik, G.S. Tsekhmistrova, A.P. Konokh) and in Russia (B.X. Gadzhiev, V.K. Kvartalnov, S.V. Chepik, and others) experience that tourism and local history work provides a comprehensive approach to the education of tourists [3].

The aim of this study is to highlight conceptual approaches to the preparation of future tourism managers.

Results of the study. Our analysis of the conversations with the heads of tourist companies in the cities of Vinnitsa, Zhytomyr, Chernigov, and Kyiv showed the need for qualified tourism specialists who were well versed in tourism and local history, knew several foreign languages (Russian, German, English), were physically and mentally well prepared. It is established that to ensure high efficiency and safety on the routes of non-category tourism, a "guide" position with specialization (water, hiking, mountain tourism, etc.) is required.

We believe that the work of the future tourism specialist is closely related to preparing him for educational activities. Therefore, in our opinion, in addition to the training component, it is necessary to lay the goals, tasks, content, and methods of educational activities in the competence of continuing education for future tourism managers.

According to Yu.M. Laguseva, mission of the higher school is a fast and methodical professionalization of the industry of tourism, strengthening of its positive influences on all spheres of a life. Achieving this goal is impossible without effective educational impact [4].

Thus, the construction of a holistic process for the formation of a student's personality should be based on the characteristics of his upbringing in the system of tourism activities, which include: nature, culture (the principle of visibility), the formation of tolerance; humanization of relations, education in a group (team), ecology of the individual.

In the opinion of B.C. Ledneva, the section of the theoretical preparation of the future tourism specialist and organization of sports and health tourism should encompass the education of a professional positive orientation - fostering love for the chosen profession and fostering vocational, professional, communicative and vocational-physical qualities [5].

Therefore, the planning of educational work at the university was designed, first of all, for the professional education of students, which was carried out in the course of all its traditional directions. However, the main ones were the physical and labor education of students. Both labor and physical education of future tourism managers was carried out through their voluntary participation in the organization of tourist trips and competitions in the spring-summer and winter period in the Carpathians. In this regard, the basic components of education, in the pedagogical process of the university can have the following content:

1. Education of a free personality, which is inherent in: a high level of consciousness; citizenship, sense of personal dignity; self-respect, self-discipline, honesty, truthfulness; orientation in the spiritual values of life; activity and independence in making personal decisions, responsibility.

2. Education of the creative personality: development of abilities, knowledge, skills; development of sensory and intelligence, intuition.

3. The education of a humane personality with its inherent sensitivity, mercy and kindness to man, the ability to compassion, altruism, tolerance, integrity, modesty, understanding of the values of life, peace, nature etc.

4. Education of the spiritual personality: the need for constant knowledge of the world, self-knowledge of oneself, one's spiritual world, beauty, communication, reflection, search for the meaning of life; integrity and independence of the internal personal world.

5. Education of a practical person: knowledge of the fundamentals of the economy; diligence, economy; possession of foreign languages, knowledge of folk crafts and crafts, religious customs; healthy lifestyle; physical training, aesthetic taste, etiquette, good manners, hospitality, the desire to build a house, ensure the welfare of the family.

6. Education of a highly qualified specialist: erudition, competence; managerial abilities; communicative; ability to creative professional thinking, knowledge of history, theory and practice of tourism; mastering pedagogical skills; Stability, knowledge of psychology.

In order to form a fully developed personality in the process of education, it is necessary to solve the tasks of mental, physical, moral, aesthetic and professional education. It is practically impossible to separate these tasks from each other, since the main thing in the educational process is harmony, unity and integrity.

It is well known that the formation of personality is carried out by such means of education as microenvironment and macroenvironment; the personality of the teacher (educator), various types of tourism, including professional and practical. The most important aspect of the educational process is the personality of the teacher. That is why the preparation and selection of the teaching staff, which ensures the implementation of curriculum content and professional education, is the essence of one of the main and serious organizational problems. Given the content, goals and objectives of training future tourism managers, we formulated the criteria for the activities of university teachers and the possibility of their selection.

The teacher should possess modern technologies of both general and professional education, a set of effective methods and techniques, sufficient amount of professional knowledge to provide education for future specialists (teaching, planning, management of didactic and educational systems).

Throughout the world, pedagogy knows the best way to influence students – this is a personal example of a teacher. Therefore, forming the qualities necessary for the future tourism manager through the content of the academic discipline, the teacher must personally possess these qualities. So, a number of serious requirements are put forward to the personality of the teacher.

The main requirements: love of students, to pedagogical activity, the availability of special knowledge in the field in which he teaches students; wide erudition, pedagogical intuition; highly developed intellect, a high level of general culture and morality; professional possession of various methods of teaching and educating students.

Additional requirements: sociability, artistry, sense of humor, good taste, etc.

In the structure of pedagogical activity, organizational, constructive, gnostic and communicative components must be implemented.

When forming the faculty members, such ways were justified: competitive selection of scientific and pedagogical workers with experience of pedagogical work related to tourism; Training of teachers from among the best graduates of the University.

Conclusions and offers. Work on the development of the concept of professional training for future tourism managers led to the conclusion that a conscious and thoughtful program of actions for the organization of the educational process and vocational training precedes the training of students.

Prospects for further research in this direction will be carried out in the practical implementation of the concept of professional training for future tourism managers, the implementation of the above concept requires appropriate legal, socio-economic, material and financial conditions.

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