

MODERN EDUCATION SYSTEM IN THE HOTEL INDUSTRY

The effective functioning of the hotel industry in the country is a feature of positive changes in the economy and a background for the integration of Ukraine into the world community.

The hotel industry in Ukraine is characterized by the dynamic development and is becoming an important factor in the country's cultural and economic progress. The main tasks in the hotel business in the context of European integration changes should be the creation of competitive advantages and an increase of the competitiveness of Ukrainian hotel business.

The process of studying new trends that arise in international tourism relations in modern conditions of globalization and information support of the society significantly expands and complicates the requirements for the professional level of employees in international and domestic hotel business.

Such circumstances are particularly relevant for the training of future specialists in the international hotel business, which is an integral component of the hospitality industry.

The main background for the development of the hotel business is the formation of an effective system of training of skilled professionals.

Therefore, the task of improving the organization of the educational process in the training of specialists in the organization of the hotel industry, the formation of their professional and business qualities becomes the leading one in the program for the further development of the tourism sector and the establishment of the tourism, including hotel business, and educational system.

In the modern context of the development of the society, it is necessary improve the system of professional quality of education in the hotel industry, caused by the new social requirements of the society: requirements for the level of the quality of the graduate by employers, as well as high requirements of consumers of travel services.

The dynamic development of tourism in Ukraine keeps up to date the problem of training specialists in the professional tourism education system, in particular, hotel business specialists.

In a situation where the hotel industry is increasingly acquiring market-based forms of functioning in the labor market, professionals with specific technologies and software products, foreign languages, knowledge of the basics of promoting

hotel services, and logistics, computer science, psychology and more are needed.

The unanswerable reason for introducing an innovative approach to solving this problem is the fact that the priority in the training of professional staff for the hotel industry all over the world is given to disciplines related to life safety, communication psychology, management and the economy of the hotel industry.

In accordance with this, the pedagogical training of a specialist in the hospitality industry requires the achievement of the unity of theory and practice, training and education, the relationship and continuity of teaching of natural sciences, humanitarian and philosophical and applied disciplines as well.

The peculiarity in the formation of the content of training for the hospitality industry is the focus on the world experience of theoretical and practical training, the formation of a hierarchical level of activity in the hospitality industry, in accordance with the levels of employment.

A study of the European practice of training employees in the hospitality industry shows that the so-called binary systems of higher tourism education have gradually developed in these countries, where along with the university sector there are quite numerous specialized institutions. [2,5]

International organizations involved in the development of tourism and training specialists have put forward requirements for the hotel industry and have identified the following specific tasks: - creating favorable opportunities for developing and improving the process of education and training of specialists in the hotel industry; - developing the necessary strategies in tourist educational institutions with the goal of achieving the quality and effectiveness of the education in the hospitality industry.

The implementation of the EU requirements in the tourism business requires the formation of a sufficient number of managers capable of managing in a market economy and introducing European standards and the latest technologies in it, in particular in the hotel industry, in all regions of Ukraine and requires the development of the cooperation between Ukraine and EU Member States, the creation of a system for the training and professional development of hotel industry specialists, both theoretically and due to the appropriate training, advanced training and probation

in specialized educational institutions of the EU Member States.

More than 90 higher educational institutions of Ukraine and a large number of professional institutions of the lowest level of accreditation provide training of specialists in the hotel industry.

This enables the development of the hotel industry, but the low degree of cooperation between vocational tourism education institutions and enterprises does not make it possible to establish a high-quality not only theoretically, but also in practical aspect of the education.

The lack of practical skills retards the development of the tourism sector, including the hotel industry, since enterprises are to train employees at the workplace, losing not only time, but also money.

Higher educational institutions are interested in ensuring that their graduates are competitive in the labor market, as this is a factor of the quality of training for an individual institution and a good reason for future cooperation between the employer and the educational institution [5].

Conclusions and prospects for further research

For the effective development of the hotel industry in Ukraine, it is necessary to promote a program for the development of the hotel and tourism business, to work out and implement a set of measures that contribute to creating conditions for enhancing educational activities, identifying human resources, as well as creating the background and opportunities for developing a mechanism for training highly qualified staff of hotel business entities.

In accordance with this, the development of the education system should create appropriate conditions for the quality of education and put forward increased requirements for the training of

specialists in the hotel business. The introduction of foreign experience in training specialists in the field of hotel business is relevant to Ukraine.

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