

Binytska Olena. Formation of Professional Competences of Future Specialists in ‘Tourism’ in the Course of Studying the Discipline „Market of Tourist Services”. Journal of Education, Health and Sport. 2024;52:287-294. eISSN 2391-8306.
<https://dx.doi.org/10.12775/JEHS.2024.52.113>
<https://apcz.umk.pl/JEHS/article/view/55948>
<https://zenodo.org/records/14032977>

The journal has had 40 points in Ministry of Education and Science of Poland parametric evaluation. Annex to the announcement of the Minister of Education and Science of 05.01.2024 No. 32318. Has a Journal's Unique Identifier: 201159. Scientific disciplines assigned: Physical culture sciences (Field of medical and health sciences); Health Sciences (Field of medical and health sciences). Punkty Ministerialne z 2019 - aktualny rok 40 punktów. Załącznik do komunikatu Ministra Edukacji i Nauki z dnia 05.01.2024 Lp. 32318. Posiada Unikatowy Identyfikator Czasopisma: 201159. Przypisane dyscypliny naukowe: Nauki o kulturze fizycznej (Dziedzina nauk medycznych i nauk o zdrowiu); Nauki o zdrowiu (Dziedzina nauk medycznych i nauk o zdrowiu).
© The Authors 2024;
This article is published with open access at Licensee Open Journal Systems of Nicolaus Copernicus University in Torun, Poland Open Access. This article is distributed under the terms of the Creative Commons Attribution Noncommercial License which permits any noncommercial use, distribution, and reproduction in any medium, provided the original author (s) and source are credited. This is an open access article licensed under the terms of the Creative Commons Attribution Non commercial license Share alike. (<http://creativecommons.org/licenses/by-nc-sa/4.0/>) which permits unrestricted, non commercial use, distribution and reproduction in any medium, provided the work is properly cited.
The authors declare that there is no conflict of interests regarding the publication of this paper.
Received: 28.11.2023. Revised: 06.01.2024. Accepted: 29.01.2024. Published: 31.01.2024.

Formation of Professional Competences of Future Specialists in ‘Tourism’ in the Course of Studying the Discipline „Market of Tourist Services”

Olena Binytska

Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Higher Education Pedagogy and Education Management,

Pro-rector of Economic Matters,

Khmelnyskyi Humanitarian-Pedagogical Academy

(Khmelnyskyi, Ukraine)

o.binytska@gmail.com

ORCID ID 0000-0001-8746-3515

Our research examines the approaches to the formation of professional competencies of future specialists in the speciality “Tourism” in the process of studying the discipline “Market of Tourist Services”. It is emphasised that the modern training of future specialists in the speciality “Tourism” should meet global standards and market needs, providing graduates with not only theoretical knowledge, but also practical skills and the ability to work in an innovative environment.

As part of the “Tourism Services Market” discipline, students are offered interactive learning methods such as role-playing games, business simulations, and group projects. This contributes to the development of important skills, including marketing, organisation of travel services and communication with clients. Particular attention is paid to the study of modern digital technologies used in the tourism sector, as well as marketing approaches that help to adapt tourism products to the individual needs of consumers.

Keywords: speciality “Tourism”; discipline “Market of Tourist Services”; professional competences; future specialists.

Формування професійних компетентностей майбутніх фахівців спеціальності «Туризм» під час вивчення навчальної дисципліни «Ринок туристичних послуг»

Біницька Олена Петрівна

**кандидат економічних наук, доцент,
доцент кафедри педагогіки вищої школи та менеджменту освіти, проректор
з економічних питань**

Хмельницької гуманітарно-педагогічної академії,

м. Хмельницький Україна

o.binytska@gmail.com

ORCID ID 0000-0001-8746-3515

У нашому дослідженні вивчені підходи формування професійних компетентностей майбутніх фахівців спеціальності «Туризм» у процесі вивчення навчальної дисципліни «Ринок туристичних послуг». Акцентовано, що сучасна підготовка майбутніх фахівців спеціальності «Туризм» повинна відповідати глобальним стандартам і потребам ринку, забезпечуючи випускників не лише теоретичними знаннями, але й практичними навичками та здатністю працювати в інноваційному середовищі.

В рамках вивчення дисципліни «Ринок туристичних послуг» студентам пропонуються інтерактивні методи навчання, такі як рольові ігри, ділові симуляції та групові проекти. Це сприяє розвитку важливих навичок, зокрема маркетингу, організації туристичних послуг і комунікації з клієнтами. Особлива увага приділяється вивченню сучасних цифрових технологій, що застосовуються у сфері туризму, а також маркетинговим підходам, які допомагають адаптувати туристичні продукти до індивідуальних потреб споживачів.

Ключові слова: спеціальність «Туризм»; дисципліна «Ринок туристичних послуг»; професійні компетентності; майбутні спеціалісти.

Today, the tourism industry is one of the most important parts of the 'global economy' and despite the challenges (caused by the Covid-19 pandemic and the war in Ukraine), tourism has not lost momentum in its development. Experts around the world emphasise that tourism services will continue to grow as the number of tourists grows every year. Therefore, the tourism market in different parts of the world will develop dynamically - it will also remain one of the most important employment sectors in the world [5].

The training of future tourism professionals should be carried out in such a way that educational institutions not only train specialists for today's practice, but also contribute to the creation of new jobs. The main challenge for educational institutions is to create competitive professionals with entrepreneurial skills and the ability to work proactively. They are not just training qualified personnel, but also educating individuals who will contribute to the development of Ukraine through their work [6].

Today, the third professional revolution is taking place, when global competition brings highly educated and competent people to the fore. These are trans professionals who must be ready to work in different professional environments due to their thinking and ways of organising their activities. Their position in any organisational structure does not matter to them, they can freely enter and leave it, creating adequate forms of organisation – project teams – to solve any complex problem. Trans professionals are characterised by the free use of various methods to solve creative problems, rejection of formal standards, creative style of thinking, and a situational approach to the structural components of the organisation [7].

Therefore, Khmelnytsky Humanitarian and Pedagogical Academy has developed and implemented an educational programme for training specialists for the tourism industry that meets the expectations of business and is relevant to meet the needs of society, both graduates and employers.

The educational and professional programme 'Tourism and Recreation' for the second (master's) level of higher education was developed in accordance with the needs of the modern tourism labour market in Ukraine and Khmelnytskyi region, the needs of its staffing and trends in the development of the global tourism market in the context of strengthening integration processes, as well as the needs of applicants for the first level of higher education. The educational programme was launched in 2023 by the decision of the Academic Council (Minutes No. 1 of 18 January 2023), the first enrolment was carried out in 2023. The educational and professional programme 'Tourism and Recreation' is based on the standard of higher education of Ukraine for a master's degree in Tourism (speciality 242 Tourism (Order of the Ministry of Education and Science of Ukraine of 21.02.2022 No. 209) [2].

The content of education reflected in the existing standards is specified in the curricula of higher education institutions and discipline programmes. It is in the disciplines (subjects, courses) that it is specified. The content of education is presented in the curricula at the level of theoretical understanding. In the curricula of disciplines, the general content of specialist training is transformed into a logical structure of individual topics and disciplines as a whole, diagnostic learning objectives, teaching and control tools, and standard time for academic work are set. An academic subject is a content and organisational component of the professional training of students of higher education institutions, which is determined by a pedagogically adapted system of academic knowledge. This knowledge is structured in accordance with the professional content, which is a didactic analogue of the relevant field of scientific, scientific and technical, industrial (technological) and social knowledge and experience of professional activity. The content of each discipline is structured into a system corresponding to the subject or field of knowledge, which contains a description of the main provisions of a particular field of scientific knowledge or experience of production (professional) activity [3].

Our analysis of the process of forming professional competences of future specialists in the speciality 'Tourism' will be conducted on the example of studying the discipline 'Market of tourist services', which belongs to the normative disciplines. The study of this discipline forms general theoretical knowledge, practical skills and abilities of master students [1].

The objectives of the discipline are to master the theoretical and organisational foundations of the tourism services market, to understand the essence of the organisation and the relationship between its internal elements and the external environment, to understand the system of marketing methods in tourism.

As a result of studying the course, master's students should:

- *Know* - methods and regulatory framework for advertising a tourism product,
- methods of sales promotion,
- methods of promotion of the tourism product,
- methods of sales promotion,
- know and understand the basic concepts, theory and methods of marketing in tourism; operate in professional communication with professional terminology,
- the process of managing distribution channels for tourism services [1].

be able to:

- adjust volumes, assortment and prices per unit of services provided, researching and forecasting seasonal fluctuations, using methods for determining seasonal fluctuations, forecasting methods and the structure of costs per unit of services;

- organise the preparation, presentation and dissemination of specialised tourism information using advertising and PR technologies;

- create demand and promote tourism services in the market based on the results of marketing research and advertising activities;

- make decisions on the channels of tourism product sales based on the study of potential commercial partners' capabilities on the basis of compliance with the fundamentals of economic and international law,

- documenting the methodology of business negotiations;

- to stimulate the sale of a tourism product using methods and techniques, stimulating demand and principles of motivation of sales activities, non-advertising methods of promotion;

- search for promising partners for the sale of tourist products, using the main forms of selling a tourist product, schemes for promoting the tour operator's product, methods and regulatory frameworks;

- use basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. related to tourism marketing;

- use standard evaluation criteria and methods for assessing the quality, advantages and limitations of processes, programmes, projects, terms in the field of tourism marketing [1].

In the course of studying the discipline, the following competences are formed: integral competence, namely the ability to solve complex problems of an innovative nature in the field of tourism and recreation. General competencies include: the ability to organise, plan, forecast performance, the ability to identify, pose and solve problems. Specialist competences developed in the course of studying the discipline 'Market of tourist services': ability to apply in professional activities the categorical and terminological apparatus, concepts, methods and tools of the system of sciences that form the scientific basis of tourism and recreation; ability to organise the activities and cooperation of regional, national and international tourism markets on the basis of sustainable development, taking into account international experience.

The programme learning outcomes include: specialised conceptual knowledge, including modern scientific achievements, critical understanding of problems in the field of

tourism and recreation at the interface of knowledge fields; analysis of the geospatial organisation of the tourism process, design of its strategic development on the basis of sustainability; comprehensive analysis and evaluation of the functioning of the tourism market at different hierarchical levels, forecasting trends in its development; management of processes in the tourism and recreation industry at different levels.

The main task of studying the discipline 'Market of tourist services' is to move away from theoretical education and place a clear emphasis on special practical knowledge that will comprehensively prepare students to work in a broad sense in the tourism services sector. In addition, an important aspect is the acquisition of professional competencies, the development of a service culture and professional ethics. This approach means that students acquire skills and competencies that can be easily adapted to the diversity of processes in the tourism services market [1].

The curriculum of the Tourism Services Market subject includes lectures where students are introduced to the system of knowledge that forms a set of professional competencies. The programme also includes seminars for the study and concrete understanding of theoretical issues, an individual research task, and a plan for independent work. The individual research task is performed on the chosen topic and the independent work is carried out in accordance with the methodological recommendations. The form of final control of knowledge is an exam [1].

In the course of studying the discipline 'Market of tourist services', traditional forms of seminars have been replaced by interactive forms of their conduct. From a methodological point of view, interactive learning means: co-learning, mutual learning (collective, group, collaborative learning). The organisation of interactive learning involves the use of role-playing games, working out discussion issues, modelling life situations, joint problem solving based on the analysis of circumstances and relevant situations. In general pedagogical practice, it is known that the introduction of group learning activities is an important means of forming professional competence and helps to prepare specialists for further teamwork. The simulation and game approach is implemented through the use of simulation and game forms and methods that allow not only to clarify, deepen and consolidate theoretical material, but also to teach students to think, act, conduct a scientific debate, search for the best way out of the proposed professional situations and take personal responsibility for the decisions made. To conduct seminars and practical classes in the discipline 'The Market of Tourist Services', the form of group learning activities with elements of a 'business game' was chosen. The control measurements of the level of learning, carried out as a result of the introduction of

innovative forms of organising classes, showed a significant increase and stable dynamics of the level of learning. After testing new forms of teaching the subject 'Market of tourist services', methodological recommendations for conducting seminars and practical classes were developed and included in the subject curriculum [1].

In order to obtain positive results from the implementation of this form of educational activity, it is necessary to adhere to a number of fundamental principles, including

- focus on practical training, taking into account the best international standards of tourism service and hospitality;
- taking into account employers' requests and qualification requirements;
- application of a competence-based approach;
- providing an opportunity to choose the topic of an individual research task, ensuring the continuity of improvement and implementation of learning outcomes;
- application of modern information technologies in education [4].

Thus, the economic, educational, and communication components of tourism services are provided by highly qualified personnel at virtually all stages of service and are a powerful factor in attracting tourists. The dynamism of the industry (technological, marketing, information and other innovations) requires a corresponding dynamic system of training personnel capable of working at the level of global and European standards. Thus, professionally oriented disciplines, such as 'Market of tourist services', are an important component in the system of professional training of future masters in tourism, which ensures their professional development and formation of professional competences. The unification of the content and structure of curricula and professionally oriented disciplines, the appropriate sequence of study, the continuity of the use of knowledge components on common objects of study are a prerequisite for improving the quality of training of masters in tourism.

References:

1. Binytska, O.P. (2024) Work programme 'Market of tourist services ' for applicants for the second (master's) level of higher education in the field of knowledge 24 Service sector, speciality 242 Tourism. 18 p.

2. Order of the Ministry of Education and Science of Ukraine of 21.02.2022. No. 209. On approval of the standard of higher education in the speciality 242 'Tourism' for the second (master's) level of higher education. URL: <https://mon.gov.ua/static-objects/mon/sites/1/vishcha-osvita/2022/Standarty.Vyshchoyi.Osvity/Zatverdzheni.Standarty/02/21/242-Turyzm-mahistr-21.02.22-1.pdf>.

3. Pavlenko, M.P. (2004) The Problem of Determining the Content`s structure of the DISCIPLINE ‘Computer Networks’ for students of Engineering and Pedagogical Specialities, *Problemy suchasnoho pidruchnyka*: Collection of scientific papers. Pedahohichna dumka, 5, pp.143-148.

4. Slatvinska, L.A., Povorozniuk, I.M. (2018) Academic training of masters in tourism as a factor of influence on employment in the tourism market. *Effective Economics*. 2018. № 6. URL: <http://www.economy.nayka.com.ua/?op=1&z=6413>.

5. Turystyka międzynarodowa i zarządzanie w hotelarstwie - ACA. <https://oferta.byd.pl/turystyka-miedzynarodowa-i-zarzadzanie-w-hotelarstwie-aca.693.html>.

6. Features of practical training of tourism specialists. URL: https://tourlib.net/statti_ukr/poljova.htm.

7. Perkin, P.H., Perkin, H. (2002). *The Rise of Professional Society: England Since 1880* (2nd ed.). Routledge. 632 p.