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## **Scientific research in the field of tourism at the Khmelnytsky humanitarian and pedagogical academy**

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### **Abstract**

The article analyses scientific research in the field of tourism at Khmelnytsky Humanitarian and Pedagogical Academy. The educational and professional programme 'Tourism and Recreation' of the master's level of higher education is developed in accordance with the needs of the modern tourism labour market. Scientific research in the field of tourism covers a wide range of topics and approaches aimed at a deeper understanding of tourism phenomena, impacts and trends.

Through the educational component 'Methodology of Scientific Research in the Field of Tourism', students are introduced to the issues of academic freedom. Applicants and teachers of the department present their research in domestic and foreign publications. The scientific and professional issues of the department are proposed in the topics of course and

qualification theses. The methodology of scientific research in the field of tourism is an important component for obtaining objective results and developing recommendations. Today it is necessary to expand scientific research in the field of tourism.

**Keywords: tourism; scientific research; methodology of scientific research.**

**Анотація.** В статті проаналізовано наукові дослідження у сфері туризму у Хмельницькій гуманітарно-педагогічній академії. Освітньо-професійна програма «Туризм і рекреація» магістерського рівня вищої освіти розроблена відповідно до запитів сучасного туристичного ринку праці. Наукові дослідження у сфері туризму охоплюють широкий спектр тем і підходів, спрямованих на глибше розуміння туристичних явищ, впливів та тенденцій.

Через освітній компонент «Методологія наукових досліджень у сфері туризму» здобувачі знайомляться з питаннями академічної свободи. Здобувачі та викладачі кафедри представляють свої наукові дослідження у вітчизняних та зарубіжних виданнях. Наукова і професійна проблематика кафедри запропонована у тематиці курсових та кваліфікаційних дипломних робіт.

Методологія наукових досліджень у сфері туризму є важливою складовою для отримання об'єктивних результатів та розробки рекомендацій. Сьогодні необхідно розширювати наукові дослідження у сфері туризму.

**Ключові слова: туризм; наукові дослідження; методологія наукових досліджень.**

**Statement of the problem in general...** The educational and professional programme 'Tourism and Recreation' for the second (master's) level of higher education is developed in accordance with the needs of the modern tourism labour market in Ukraine and Khmelnytsky region, the needs of its staffing and trends in the development of the world market of tourism services in the context of strengthening integration processes.

The analysis of the labour market, based on the data of the 'Analytical Report on Professional and Qualification Forecasting in Ukraine' for the period up to 2025 [5], taking into account the experience of training specialists in the service sector of leading Ukrainian higher education institutions in the region, exchange of views with tourism industry professionals and scientists, during consultations with stakeholders, indicate that the objectives are in line with the development trends of the specialty 242 'Tourism and

Recreation'. Tourism is an important sector of economic development in Ukraine and Khmelnytskyi region[4].

Tourism research covers a wide range of topics and approaches aimed at better understanding tourism phenomena, impacts and trends. Here are some key areas:

- Theoretical foundations of tourism (Research on tourism theories, such as the concepts of mass tourism, eco-tourism, cultural tourism and others, which help to understand the nature and motivation of tourist travel).

- Social and economic impacts (Analysis of the impact of tourism on local economies, social structure and culture. This includes examining positive and negative impacts, such as job creation, changes in local lifestyles, and impacts on ecosystems),

- Customer research (The study of consumer behaviour, preferences, needs and motivations. This may include surveying tourists, analysing feedback and studying trends in destination choice).

- Tourism resource management (Research on strategies for managing tourism resources, including environmental, cultural and historical resources. This includes the development of models for sustainable tourism development).

- Technology in tourism (Analysis of the impact of new technologies on the tourism industry, including online booking, mobile applications, social media and the use of artificial intelligence).

- Sustainable tourism (Exploring the principles of sustainable development in tourism, taking into account environmental, social and economic aspects. This includes the study of the ecological footprint of tourism and the implementation of environmental initiatives).

- Crises and Risk Management (Study the impact of global crises (pandemics, natural disasters) on the tourism industry and develop adaptation and recovery strategies).

- Marketing in tourism (Analysis of marketing strategies and campaigns used to attract tourists, including destination branding and service promotion).

Research in tourism contributes to the development of new knowledge that can help in the effective management of tourism processes, support sustainable development and adaptation to changes in the global environment. It is important for the development of strategies that will ensure a balance between economic benefits and the preservation of cultural and natural resources [1].

**Analysis of research and publications that have initiated a solution to this problem...** Tourism as a scientific discipline has developed thanks to the contribution of many scientists who have studied various aspects of this industry. The issue of professional

training of tourism specialists is addressed in the scientific works of O. Zorin, N. Makovetska, V. Oboznyi, L. Sakun, E. Radygina, etc. Vlashchenko N., Glebova A., Melnychenko S., Tonkoshkur M. and others deal with the peculiarities of tourism development in Ukraine. The works of scientists contribute to the development of tourism science in Ukraine and form the basis for numerous studies in this dynamic and multifaceted field.

**Formulating the objectives of the article...** The purpose of this article is to analyse scientific research in the field of tourism at the Khmelnytsky Humanitarian and Pedagogical Academy.

**Presentation of the main material...** Today, the domestic tourism sector is constantly monitored in order to identify trends and directions of development of the tourism services market, taking into account regional specifics. The programmes implemented in the Khmelnytskyi region ‘Programme for the Preservation of Cultural Heritage Sites of the Khmelnytskyi Region for 2021-2025’ and ‘Tourism Development Programme of the Khmelnytskyi Region for 2021-2025’ are taken into account. The basic concept of educational and research activities is the concept of sustainable tourism for regional development.

The department has registered a research topic: ‘Development of the regional tourism complex in the context of decentralisation’ (state registration number: 0120U104568).

The study allows you to acquire social skills through the EC ‘Methodology of scientific research in the field of tourism’. The development of social skills is envisaged in scientific conferences, round tables, scientific circles, meetings with stakeholders, and the preparation of qualification work.

The educational and professional programme Tourism and Recreation ensures that students acquire skills and competencies aimed at achieving the global sustainable development goals by 2030, proclaimed by the United Nations General Assembly resolution.

Through the educational component ‘Methodology of scientific research in the field of tourism’, students get acquainted with and enjoy academic freedoms, such as: scientific creativity, protection of scientific research from any influence, free choice of methods, means and technologies of learning and teaching, free expression of their own opinions, equal and open access to information sources at the Academy, academic mobility, protection of professional honour, participation in the management of the Academy, assessment of the level of mastery of the educational programme by students, development and application of the educational programme.

Master's students have the opportunity to publish their research results together with their supervisor in scientific journals and present them at scientific and practical conferences of various levels. Applicants receive information about conferences from the department and have the opportunity to test the results of their individual or joint research. The Graduate Department holds an annual scientific and practical conference 'Actual Problems of Education Development in the Field of Tourism, Physical Culture and Sports'. Applicants have the opportunity to publish the results of their research in the Scientific Society's newspaper 'Scientific Bulletin', in the proceedings of scientific and practical conferences and seminars organised on the basis of the Academy.

Students and teachers of the department present their research in domestic and foreign publications. The scientific and professional issues of the department are presented in the subject matter of course and qualification theses. The qualification work should involve solving a complex task or problem of a research and innovation nature in the field of tourism and recreation. The qualification work should not involve academic plagiarism, fabrication, or falsification.

The possibility of forming an individual educational trajectory is provided to students by choosing a topic for a diploma research in accordance with the interests of the student. Qualification works conducted by applicants must show how well the applicant has mastered the research methodology and techniques, how capable he/she is of conducting research and summarising the results of the data obtained.

Certification of applicants for higher education in the OP 'Tourism and Recreation' at the second (master's) level of higher education in the speciality 242 'Tourism and Recreation' at the Academy is carried out in the form of a public defence of the qualification work. In the process of preparing the qualification work, master's students solve problems and challenges in the field of tourism. Qualification works of master's students are necessarily checked for academic plagiarism, falsification and fabrication.

The standards of academic integrity are based on the principles of the priority of human rights and freedoms, democracy, the rule of law, social justice, scholarship, professionalism, transparency, responsibility for violations of academic integrity, etc. Compliance with academic integrity is ensured, in particular, by the following procedures: commission assessment of knowledge and skills of higher education students and involvement of representatives of student self-government in the commissions; mandatory verification of qualification papers for plagiarism and the degree of their originality through special computer programmes; work of the Academy's Commission on Academic Integrity;

determination of the types of violations of academic integrity for which liability is provided for under the current legislation of Ukraine.

The curriculum provides for the study of the educational component 'Methodology and Organisation of Scientific Research', which covers topics that involve the learning of academic integrity. Discussions on academic integrity take place at different levels (from academic groups and departments to the administration and the Academic Council). It emphasises the requirements for references to sources of information in case of borrowing ideas, statements, etc., and describes the procedure for technical verification and expert assessment of signs of academic plagiarism in qualification works prepared for defence.

Master's degree research in tourism covers a variety of topics and approaches, allowing students to explore current issues and trends in this dynamic industry. Here are some of the main areas that can be the subject of research:

- Sustainable tourism (Research on the concept of sustainable development in tourism, including environmental, social and economic aspects. Topics may include assessing the environmental impact of tourism or developing recommendations for sustainable resource management).
- Impact of the pandemic on tourism (Analysis of changes in the tourism industry as a result of global crises such as COVID-19. This may include examining the adaptation of travel companies, changes in consumer behaviour and emerging trends).
- Marketing of tourist destinations (Research on strategies for promoting tourist destinations, the use of digital technologies, social media and other marketing tools to attract tourists).
- Cultural tourism (The study of the influence of cultural factors on the choice of tourist destinations. Topics may include analysing the impact of cultural events, heritage and traditions on tourist flow).
- Ecotourism (The study of the principles and practices of ecotourism, including its impact on local communities and ecosystems. This may include an assessment of the ecological footprint of tourism practices).
- Service in the tourism industry (Analysis of service standards in the hotel business, restaurants and other tourist services. It is possible to study the impact of service on customer satisfaction).
- Social media and tourism (Study the role of social media in shaping the image of tourist destinations and their impact on tourist decisions. Topics may include the analysis of visual content and online reviews).

- Tourism and local economies (Research on the impact of tourism on the development of local economies, job creation, changes in employment structures and the development of small enterprises).

The methods of scientific research learned during the implementation of the educational component ‘Methodology of Scientific Research in the Field of Tourism’ allow students to obtain appropriate material for presentation (at the department, conferences, in abstracts, articles, to employers, etc.) Every year, students report at student scientific conferences and have publications in scientific conferences.

The department has a scientific club ‘Tourist Khmelnytskyi’ and ‘Tourism expert’. The purpose of which is to enhance general and professional competencies in the field of tourism, aimed at providing students with the knowledge, skills and abilities to successfully work in the field of servicing the country's tourism industry and allowing them to be environmentally responsible, socially mobile and in demand in the labour market.

The academic disciplines are upgraded in line with the development of the tourism industry. The results of writing scientific articles, participation in scientific and practical conferences and webinars are also reflected in the academic disciplines.

The internationalisation of the Academy's activities is regulated by the KHPA Internalisation Strategy and is linked to the Academy's international relations, which are constantly developing. The Academy has signed bilateral agreements on scientific, educational and cultural cooperation with higher education institutions of foreign countries.

The students of the programme took part in international conferences: XI International Scientific and Practical Conference “Hospitality, Service, Tourism: Experience, Problems, Innovations”, International Conference “Solidarity of Peoples” in Ostroh. Internationalisation of activities is carried out through international internships for teachers and students.

The study programme “Tourism and Recreation” at KHPA is relevant to the modern needs of students, the needs of the labour market and recent tendencies in the development of the tourism industry.

The methodology of scientific research in the field of tourism is an important component for obtaining objective results and developing recommendations [2]. Here are some practical examples of how to use this methodology:

- Defining the research problem (At the beginning, it is important to clearly define the problem you plan to study. For example, studying the impact of ecotourism on local communities).

- Literature review (Conduct an analysis of existing research on the topic. This will help to identify gaps in knowledge and understand what aspects have not yet been researched in detail).
- Choosing research methods ( Pick the methods that are most appropriate for your topic. For example: Quantitative methods: questionnaires to collect statistical data on tourist behaviour. Qualitative methods: interviews with local people or experts).
- Conducting the research (Collect data using the chosen methods. For example, if you choose questionnaires, develop questions that will allow you to assess the attitudes of tourists towards environmental initiatives).
- Data analysis (Use statistical methods to analyse quantitative data. For qualitative data, conduct a thematic analysis to identify major themes and patterns).
- Interpretation of the results ( Make conclusions based on the data. For example, if the results show a positive impact of ecotourism on the economy of local communities, this can serve as a basis for recommendations).
- Developing recommendations (Based on your findings, develop practical recommendations for the development of ecotourism in the region).
- Publish your findings (Share your findings through scientific articles, conferences or workshops so that other researchers and practitioners can benefit from your results).

The use of scientific methodology in tourism allows to obtain solid data and draw reasonable conclusions, which can help in the development of effective strategies for the development of the industry [3].

The aim of intensifying the independent and research work of future tourism professionals is to form a sustainable motivation, which includes internal (awareness of the dependence of career on learning outcomes), external (aptitude and ability to learn) and procedural (assessment of the benefits of the activities performed). It also involves the development of students' creative initiatives, independence, responsibility and coherence, deepening and broadening of theoretical knowledge, as well as the development of research skills and abilities. Important aspects are the formation of cognitive capabilities of future specialists, systematisation and consolidation of theoretical knowledge, practical skills and experience in tourism, as well as the development of social, organisational, managerial and research competences. In addition, attention is focused on the development of innovative thinking, self-development and self-realisation abilities, as well as mastering design and modelling skills. It is also important to form a strong motivation for self-improvement and the desire for a successful professional career in tourism.



**Conclusions...** Today it is required to expand scientific research in the field of tourism. It is necessary to work on the development and improvement of online content for the study of educational components; internationalisation of EPPs; participation of students and academic staff in academic mobility and professional development programmes; and the introduction of double degree programmes with EU universities.

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