

*Посилання:*

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**PROFESSIONALLY ORIENTED TRAINING OF STUDENTS AS FACTOR OF  
RESPONSIBLE TOURIST BUSINESS IN FUTURE**

**KEYWORDS:** tourism sector, tourism education, practice-oriented education, professional competencies.

**ABSTRACT.** The article reveals the features of professionally-oriented training of future experts in tourism in Ukraine and «KROK» University. The author highlights the regulatory framework on practical training of students of the major «Tourism», stresses the need to strengthen the practice-oriented education, which is the foundation for the formation of professional competence and responsibility for future professional activities.

The article reveals the essence of the practice-oriented approach at «KROK» University on the training of experts in tourism, which is carried out in several ways: 1) the organization of educational and introductory internship (Comprehensive Bachelor Internship); 2) introduction of practice-oriented project «School of professional growth for future experts in tourism industry»; 3) organization of workshops on the formation of general professional skills formation. The author highlights the features of each field of study.

The aim of each type of internship in accordance with the regulations is determined, the features of internship management and base of its conduction are highlighted.

The author reveals the essence of the project «School of professional growth for future experts in tourism industry» at «KROK» University, its importance is stressed and practice-oriented approach is emphasized. It is noted that the aim of project is to develop professional and personal competencies, professional competence of future expert in the field of tourism through extracurricular practice-oriented training. There are the basic tasks that serve for the mentioned aim.

In the publication the features of the structural components of the project are justified, including the following: «Tourist room», «Professional studios», «Tourism in Action» etc. It reveals the essential

characteristics of each subproject, the real examples of implementation when working with students at «KROK» University in the past two years are shown.

The article stresses the importance for the future experts in tourism to participate in trainings on the formation of general professional competencies, the workshop topics are provided, among them: «Effective communication», «Time Management», «Effective teaching» and so on.

The author emphasizes the importance of the participation of future experts in tourism in cross-cultural educational events, which promote a culture of peace and gaining of the experience in organizing the large-scale events.

The article highlights the importance of keeping «Creative diary of professional self improvement of future expert in tourism industry», which promotes conscious attitude to the results of practice-oriented training, systematization of the results and some results of its use by the student are analyzed.

The importance of teaching students to be responsible for their future career during professionally-oriented training is emphasized.

## **INTRODUCTION**

Modern education requires practice-oriented approach that will allow future professionals to be more prepared for today's realities, to conduct professional work in difficult conditions of social and economic development, to be more competitive in domestic and international business.

Training of competitive specialists in the field of tourism should permeate the entire system of educational process in higher educational institution and start from the first year of study. Students should be motivated to realize their responsibility for the results of the study, the level of self-preparation, the activity and perseverance in forming of professional competencies that will allow in future to make responsible decisions in their own careers.

According to the regulations ("Educational and professional program of Bachelors' training" in "Tourism" of industry-specific standard of higher education in Ukraine, 2011) the normative internships are as they follow: Educational Internship "Introduction to Major" of at least 1 week (1.5 ECTS credits) and Production Internship (Comprehensive Bachelor Internship) for a minimum of 5 weeks (7.5 ECTS credits).

Due to the adoption of the Law of Ukraine "On higher education» (№ 1556-VII of 01.07.2014) currently new standards of higher education for every level of higher education within each specialty are developed according to the National Qualifications Framework. Standards of education are developed and approved by the central executive authority in the field of education and science in coordination with the National Agency for Quality Assurance in Higher Education. Also, today HEIs

have more powers to develop curricula, as well as introduction of specializations and development of educational programs.

One of the priorities of experts' training at "KROK" University, including Tourism field, is practice-oriented training, which includes not only the internships according to the curriculum, but also the *practice-oriented approach* to the whole system of educational process.

At "KROK" University the practical training of students, majoring in Tourism, is carried out in several directions:

- 1) according to state requirements *educational and introductory internship* (1 year) and *production internship* (Comprehensive Bachelor Internship) (4 year) are organized;
- 2) practice-oriented project "*School of professional growth for future experts in tourism industry*" is implemented (1-4 year);
- 3) *the workshops* on the formation of general professional competencies (1-3 year) are conducted by Career Development Center.

In addition, students are actively involved in the participation and organization of *cross-cultural educational projects*, thus forming professional competencies for the organization of large-scale events.

The aim of the educational and introductory internship is to introduce first-year students with the content of their future profession, the nature and scope of the professional activities, with the peculiarities of practical activity of enterprises of tourism field. To the conduction of the internships the staff of Tourism Department, managers, enterprises specialists, organizations and institutions of tourism field are involved. The basis for the internship are enterprises of the tourism industry (hospitality, tourism industry, restaurant business), the recreation industry.

The purpose of production internship (comprehensive internship) is to deepen and consolidate the students' theoretical knowledge and acquisition of necessary practical skills and work experience in the tourism industry, in managerial, planning and economic, marketing activities, mastering of organizational and technological processes that take place in enterprises of the tourism industry; familiarizing of students with functional responsibilities of officers within the professional activity, their functions, rights and responsibilities. Enterprises of the tourism industry are the basis of internships.

The practice-oriented project "*School of professional growth for future experts in tourism industry*" was established at the Department of Tourism by the order of rector in 2014. Opening of the project was related to the first enrolment at the university in the field 6.140103 "Tourism".

The aim of the project is to develop professional and personal competencies, professional adequacy of future experts in tourism through the extracurricular practice-based training.

Tasks of the project lie in:

- 1) familiarizing of students with the leaders of national and international tourism, tourism industry enterprises;
- 2) acquiring of knowledge about peculiarities of tourism business, organization of tourist enterprises;
- 3) familiarizing with the potential of tourist facilities;
- 4) formation of practical skills and abilities of the expert in tourist services;
- 5) development of creative potential of the person.

The project consists of practice-oriented subprojects, the number and nature of which may vary depending on the specific conditions of the educational process. The main ones are: "Tourist Room", "Professional Studios", "Tourism in Action" and so on.

Table 1

### Practice-oriented events for future experts of tourism field

<i>Practice-oriented projects</i>	<i>Essential characteristics</i>
<b>“Tourist Room”</b>	The practice-oriented events to facilitate the familiarization with the types of tourism, as well as enterprises of tourism industry.
<i>Activities (examples)</i>	«Sokolynyi Khutir» as the centre of rural green tourism in Chernihiv region» (Mykola Cherep – Head of Petrushiv centre of rural green tourism «Sokolynyi Khutir» of Chernihiv region, Ataman of Cossack organization). «Ancient Kyiv in «Kyiv Rus Park» as a tourist destination of world level» (Nataliia Koval – Head of Department of Culture and History Centre «Kyiv Rus Park»), «Main thematic directions of tourist and excursions routes of Ukraine» (Serhiy Popovych, Tourist Association of Ukraine, Association of Guides of Ukraine), «Tourism of Hungary: current state and tendencies of development» (Svitlana Kabysh – Head of information bureau «Tourism of Hungary» of Embassy of Hungary in Ukraine, representative of National bureau on Hungarian Tourism) etc.
<b>Professional Studios</b>	Practice-oriented events to facilitate familiarization with the enterprises of the tourism industry, the formation of practical skills, professional competencies through training, workshops, round tables and so on.
<i>Activities (examples)</i>	«Tourist business: features of modern development. Workshops from the expert» (Oleksandr Korniyenko – business coach, manager, traveler, company «Tez Tour»). «Profession of Tourism Manager» (Mariia Orobey – Manager of Travel Agency «Let’s travel with us»), «We form communication competence: eloquence» (Oleksandra Romantsova – Manager, coach-methodologist), «Open Argentina» – seminar of School for tourism operators on the basis of Argentine House in Ukraine of Embassy of Argentine Republic in Ukraine etc.
<b>Tourism in Action</b>	Practice-oriented events to facilitate the familiarization with the resource potential of the area, acquiring of practical experience on methods of organization and implementation of tourism excursion projects and tour routes.
<i>Enterprises of tourism</i>	Tourist enterprise «Hamaliya», hotels «President Hotel», «Hilton

<i>industry</i>	Kyiv», «Radisson Blu Hotel», «DREAM House hostel Kyiv» etc.
<i>Excursions</i>	«Let's travel together: Kachanivka- Sokolynyi Khutir» (travel company «Sakums»), «Let's travel together: Bohdanivka-Yahotyn» (tourist enterprise «HradKyivtour»), «Ecological trail at the National Park «Holosiyivskyi» etc.
<i>Museums visits</i>	National Reserve «Sophia of Kyiv», National Kyiv-Pechersk Historical and Cultural Reserve, Museum of Arts named after Bohdan and Varvara Khanenko, National Museum «Chernobyl» and others.

«Tourist Room» project aimed at promoting tourism among youth by exploring tourism industry leaders, celebrities in the tourism sector. Therefore, to the participation in it students of different specialties, employees, partners of «KROK» University are invited. Subject of events takes into account the demand of students to get acquainted with different types of tourism. To the conduction of the event the administration and employees of the mentioned organizations are involved. The event is of universitywide character.

«Professional Studios» project allows expanding the possibilities of formation of practical component of students training. It is focused primarily on the future experts in tourism field and gives the opportunity to strengthen professional competencies of students through participation in specific practice-oriented events, communicating with professionals. It is conducted in the form of workshops, trainings, round tables. Students have the opportunity in more practical way to contribute to mastering the profession. The feature of this project is that it is implemented in cooperation with the Career Development Center of «KROK» University, to the conduction of the events the «KROK» University Alumni Association is also engaged.

«Tourism in Action» - is a project implemented in the form of excursions and travel tours. It requires some activity from its members, because it is implemented during the visits, excursions activity, which has both general educational and specialized character. Within the project there is one of its kind, titled «Let's travel together», when there is a visit from one to several days or even weeks. It is important to teach students to not only be involved in this as observers, but also teach them to develop their own routes and apply the acquired knowledge in practice. It should be noted that the feature of this project is not only to attract students to visit the tourist sites but also independent development of tours and their implementation. In addition, special attention is drawn to the methodological part of the event.

Also, twice a year, students must visit tourist exhibitions, including: «21 International Tourist Fair» (October 3, 2014), the International Tourism Exhibition 2015 «Ukraine. Travel and Tourism» (March 25-27, 2015), «23 International Tourist Fair «Ukraine -2015» (October 2, 2015), 22 International Tourist Exhibition «Ukraine - Travel and Tourism» (March 30 - April 1, 2016, etc.).

**Trainings** on formation of general professional competencies, which are organized by the Career Development Center that provides trainings on the following topics: «Effective communication», «Time Management», «Effective learning» that allows students to learn systematically and consistently plan their activities, to develop general professional competencies. This project is implemented within 1-3 years of study.

In the process of training future experts in tourism field are widely involved in participation, organization and conduction of country studies educational activities of «KROK» University, which contribute to the formation of personality based on tolerance and respect for other cultures and peoples, culture of peace. Extremely popular projects are the following: «Country Studies Educational Festival «Dialogue of Cultures», National project «UNESCO World Heritage is in Hands of Youth: to know, maintain, act», «KROK-lectures» and so on. Through these projects, students have the opportunity not only to improve skills, including intercultural communication, but also to expand their knowledge of other cultures and civilizations, gain experience in organization of large-scale events.

With the aim of conscious attitude of students to mastering of the profession, promotion of self-identity, analysis of the results of practice-oriented education, by joint efforts of the Department of Tourism and the Career Development Centre «*Creative diary of professional self improvement of future expert in tourism industry*» (L. Melko, T. Polishchuk, 2014) was created .

Creative diary is given to students for four-years of undergraduate studies. Students have the opportunity to record and analyze events, develop and accumulate bank of own ideas, note business contacts, create a map of professional growth and personal development etc. For this in the structure of edition there are the following units: «School of professional development», «Country studies educational projects», «Scientific activity», «Creative ideas», «My future career» and so on.

Extremely important is the timely discussion with students the participation in the project activity, motivation to systematic work with the diary, recording, surveying to incorporate their views in the project activities.

In the first unit «School of professional development» students record and analyze the results of participation in professionally-oriented activities. Analyzing participation in activities, students fill in the survey, which provides the answers to specific questions, among which: what you've liked, what you've learned, what professional competencies you've strengthened, what you would like to improve etc.

Scientific activity of the student is displayed in the same unit. Attracting students to scientific activity, research work should be done from the first year of study. These activities may include conferences, scientific workshops, round tables and so on. Through these, knowledge, skills, abilities of scientific research are formed.

Throughout the whole period of study, especially the most creative students present their own ideas for the development of new routes, the characteristics of business running, entrepreneurship etc. So crucial meaning has the accumulation of «Bank of ideas», perhaps their initial development, which is recorded in the unit «Creative ideas».

«My future career» is a psychological and educational unit which motivates students to work on the «map» of professional development. This work is carried out with the assistance of a Psychologist-Practitioner. At the request, the students can be tested at the Career Development Center to identify their psychological characteristics, consult with a specialist.

Also in the creative diary the students are given the scheme of CV writing, they can learn how to write it, and eventually improve their skills.

It is extremely important for professional work to accumulate the contacts that can facilitate career, to form the circle of associates during the period of study.

In addition, the student must learn the culture of systematic work on the creative diary, maintaining the consistent records. For this the periodic meetings with the tutors of this field should be conducted.

At «KROK» University the first-year students of field of study «Tourism» began working with creative diaries from autumn 2014, when according to the licensing the first enrolment was conducted. Although the first summary of the result of their use by students will be at the end of the current academic year, we note that: 1) the majority of students with the interest refer to the proposed activity; 2) records by the majority of students are made not systematically that requires some control; 3) methodological assistance in respect of the diary should be provided, especially at the beginning of the project; 4) keeping a creative diary should be voluntary, but we need to explain students the importance of this activity and to motivate them to improve themselves.

Intentional keeping of «Creative diary» encourages students to be more organized, systematic, teaches to be an active participant in skills development, to take responsibility for learning outcomes.

Systematic work with students on practice-based learning, promotes their interest in motivated mastering of the profession, self-organization and self-improvement, but requires a considerable amount of time for all participants of the educational process.

Experience shows that successful implementation of practice-oriented activities can take place only by means of corporate interaction, joint efforts of departments, faculties and units of the institution. Therefore, teamwork - is one of the main conditions for implementation of practice-oriented projects.

Practice-oriented education is a requirement of time, a chance to give our students the opportunity to become more highly skilled professionals, to promote the formation of responsibility for the future professional career.

## **REFERENCE.**

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