

## **THE PROBLEMS AND CHALLENGES OF TOURIST EDUCATION IN UKRAINE**

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The tourism industry in Ukraine has been in crisis state since 2020. The global crisis caused by the COVID-19 pandemic was intensified by the start of military operations on the territory of Ukraine in February 2022. In the post-war period tourism can revive and take an important place for the socio-economic development of Ukraine.

An important condition for the development of the tourist market is the presence of specialists who have competences for competitive tourist product development, can use the specific technologies and software, marketing tools for the promotion of tourist product and services. The specialists have to possess communicative and psychological skills, orient themselves in the modern trends in the development of the tourism sphere, etc. In this regard, it is important to form an effective system for training tourism specialists.

The main problem is the disconnection of the educational process from the modern methods of operation of hotels, restaurants and travel companies. Scientists in the field of tourism [1; 2; 3] have proved that the professional training of a future specialist in tourism industry requires unity of theory and practice. It is worth noting that the low level of cooperation between institutions of professional tourism education and enterprises does not provide an opportunity for the formation of not only theoretical, but also practical aspects of high-quality education. The insufficient level of practical skills inhibits the tourism sector development, as companies need to train employees at the workplace, losing both time and money. Institutions of higher education are interested in training competitive graduates, as this is an indicator of the quality of education.

Another problem of modern education in the field of tourism is the lack of lecturers own practical experience, that also leads to the separation of theory from practice. As a result, future specialists, possessing only theoretical knowledge, cannot apply it in practice.

International organizations involved in the tourism development and the training of specialists have put forward the following requirements for professional tourism education:

- creation of favorable opportunities for the development and improvement of the education process and training of specialists in the field of tourism (in UNWTO member countries);
- development of the necessary strategies in educational institutions of the tourist profile to achieve the quality and efficiency of education;
- development of strategic guidelines for the modernization of higher education; desire to raise professional education in the field of tourism at the level of the highest achievements of world science, techniques and best practices;
- development of educational and training programs in accordance with the needs of the labor market;
- improvement of the multi-level system of professional education in tourism;
- creation of international standards of tourism education, new generation programs, textbooks and training aids;
- development of a legal framework for new types of professional tourism education institutions. The experience of solving all problems of the tourism industry generalizes UNWTO [4, p. 105].

Future specialists in the field of tourism should be progressive, use modern service methods, creativity. The methodological basis for the professional tourism education improvement has to take into account national, European and global development trends.

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