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MODERN SYSTEM OF HIGHER TOURISM EDUCATION IN UKRAINE

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Modern System of Higher Tourism Education in Ukraine

This paper deals with the education system of tourist universities in Ukraine to comply with the new requirements of the XXI century. Modernity requires professionals that not only have higher education and competent staff who can receive professional solutions that can solve the problem, thereby providing high-quality service and customer satisfaction.

Tourist formation is closely related to issues of globalization. Globalization stimulates association of educational systems into a single space.

With the development of globalization processes tourist educational services crossing national borders, developing international educational programs.

University students tourism industry of Ukraine take part in international exchange programs and internships, competitions for obtaining grants.

Most programs pay special attention to the practical training of future specialists tourism industry. The problem of correlation of theoretical and practical training is acute in Ukraine. In foreign educational institutions at least 50 % of the total educational training given to practical training, and in some schools in Europe practice duration is 9 months.

But globalization has its downsides. Lost not only cultural, religious and economic characteristics, but also domestic developments in education and educational field leveled cultural and educational traditions.

Having joined the Bologna process, Ukraine is presently striving to align its tourism higher education system with the European. Accelerate the process of globalization of the economy and policy places new demands on the system of tourism education in Ukraine.

Keywords: tourism education, the education system, globalization.

Involvement of Ukraine in the world educational association, participation in Bologna process, social and economical reality of the XXI century state new requirements for the national system of education. In many countries of the world big attention is paid to the development of the system of education, which is the main

motivation, leading to success. The reality demands the professionals who not only have higher education, but are qualified, able to take professional decisions, solve the problems, thus providing high quality while servicing and satisfying the needs of clients. Especially it concerns the specialists in the sphere of tourism.

The international experience of professional preparation of the specialists in the sphere of tourism is investigated in the researches of A. Ocherov-Urbanetz, L. Zbegen-Matsiong (Poland), N. Aleksandrova, T. Dickinson, T. Lutsey, V. Maslova, A. Rubinstein, J. Stornett, H. Wankel (USA), T. Kudryavtseva, O. Aigistova, Ye. Moshnyaga, I. Tomilov (Russia).

The investigation of theoretical and methodological basis of professional education of the specialists in the sphere of tourism is presented in the works of the Ukrainian scientists V. Andruschenko, I. Zyazyun, V. Kremen, N. Nychkalo, V. Fedorchenko, S. Sysoyev, and others. The issues of the history of evolvement and contemporary development tendencies of tourism industry and tourism education are covered in the scientific researches of V. Kvartalnov, Ya. Antoshkevych, A. Barchak, A. Kozinska, V. Beletsky. The investigation of the foreign experience of educating the professionals of tourism industry can be found in the works of a number of scientists who studies the following issues: organization of professional education of specialists in tourism (Ya. Beksyak, B. Vavzhynyak, B. Garbachyk, U. Gzhelonska, H. Gulda, I. Durlick); justification of knowledge, skills, necessary for the specialists-in-tourism-to-be (Ya. Antoshkevych, T. Borkovsky, B. Garbachyk, K. Golonka, A. Lypynska, T. Listvan); creation of the programs to train specialists in tourism (Ya. Antoshkevych, Ya. Beksyak, V. Biletsky, Ya. Dietl, U. Gzhelonska). Appearance of these publications was caused by the difference in the theory and practice of the training system for specialists in tourism in different countries of the world. Creating the system of tourism education in our country demands involving the experience of other countries, but the review of scientific resources proved that such experience has not been learned in a proper way and has not been implemented in the system of tourism specialists training.

The aim of the publication is to analyze the contemporary system of tourism education in Ukraine.

Tourism education is closely connected with the issues of globalization, namely quality assurance, conforming to international one; information and communication technologies; issues of equal rights and education accessibility, etc. In addition it must be mentioned that education is able to influence future state and region policy. That is why it is necessary to study the system of tourism education from the points of contemporary demands.

The process of globalization motivates uniting educational systems in one integrated space. Scientific and technological progress, appearance of new technologies, informatization form a new type of educational space due to the fact that global society must be globally informational. In this aspect education takes a leading space. In particular, in the report to UNESCO “Learning: The Treasure Within” the main directions of the development of educational system were distinguished. It must teach a person to cognize and act in a way to make necessary changes in the sphere of his existence, in the life of the society, taking part in all kinds of people’s activity in cooperation with the others to relate own “Self” to the world around to full extend [6, p. 139 – 176]. With the development of globalization process tourism educational services crossed national borders, now international educational programs are developing. The reflection of the integration process is co-operation of tourism educational organization and national educational systems in developing common standards of educational workload quality.

The extension of education boards contributed to appearing some years ago international students and teachers exchange programs, representation offices of foundation organization, which inform about project contests for getting grants.

Students, young scientists, lecturers of higher educational establishments of tourism sphere in Ukraine participate in international exchange and internship programs, competitions for getting grants, which are held with financial support of the USA Embassy in Ukraine, German DAAD organization, Embassy of the

Republic of Poland in Ukraine and representation offices of Polish Foundations, Delegation of the European Commission to Ukraine.

Erasmus Mundus is very famous and popular project, which gives the opportunity for students, scientists and employees to get scholarships for studying, internships and conducting research in one of the European Universities.

The international exchange programs UGRAD and MUSKIE (administered by the International Research and Exchanges Board IREX, designated for the 1-3, 5-course students and young teachers) and Fulbright programs are in demand now. Participation in the programs is carried out on a competitive basis, the main prize for students is studying in American university or college for an academic year; the prize for lecturers with a scientific degree is lecturing or conducting researches. The youth program Work and Travel USA (three-month internship in the USA) is popular too.

Besides that the Canadian scholarship program for young scientists, which was founded in 2001 is popular too. The most programs, offered by Canadian colleges, pay special attention to practical training of specialists in tourism.

The problem of ratio between theoretical and practical training is very acute in Ukraine now. In foreign educational establishments no less than 50% of academic load is provided for practical training, in some European educational institutions practical training lasts 9 months. In learning institutions of Great Britain there is a conception of the scientists Donald Sean, directed to students' perception and understanding the activity content in the course of performing this activity. To the scientist's mind, the skills can be acquired only in keeping watch over the professionals, in cooperating with them, in analyzing own practical activity, discussing the mistakes, problem situations, etc. [5, p. 175].

French universities offer 2, 3, 4-year programs in tourism education. A big number of the programs in tourism and hotel business in France are oriented to 4 years of studies with getting a Bachelor degree after studies, which usually prepares students for managerial positions in the field.

The main task of Polish educational institutions, which work with scholarship programs, is preparing competitive professionals, who have business skills and who are able to show initiative.

Therefore, we can see a tendency to increase the level of the people's education and importance of education. The main task of national educational systems, in particular, higher education in tourism field, is easier access of the people to education, increase of its quality for the purpose of better preparation of the students for contemporary needs and creation of the professionals, able to meet competition.

Globalization in education, as in other fields, is an objective, but far not simple process. The scientists see its main danger in the fact that "instead of unity in diversity and expansion of educational possibilities, we can get doubtful unification, monotony, and loss of unique creative potential of national (regional) educational systems" [5, p. 31].

That is why globalization has the following negative sides: loss of not only cultural, religious, and economical originality, but national achievements in educational sphere as well, leveling on cultural educational traditions, refusal from national focus of education content. Therefore not only saving, but strengthening national character of education is one of the most important strategic tasks of reforming Ukrainian system of tourism education. Now Ukraine, having joined the Bologna process, strives to bring the system of tourism higher education in balance with the European one. And this happens despite, first of all, the fact that material and technical base of higher educational establishments in Ukraine, specialized in tourism, is far from European standards, and, on the second hand, this system differs from the system of higher education and manner of teaching, usual for us.

While improving contemporary system of tourism education in Ukraine, it is necessary to take into account the following characteristics of the global processes in the world society:

- modern world is an integral social and political system, that is why the problems, appearing in one country, inevitably lead to the changes in other countries;

– usage of modern informational technologies and mass media means gives the opportunity for the people of different countries and nationalities to attach themselves to the same cultural values;

– a person's perception of the space is changing: it seems like shrinking. Modern communication means allow communicating and working over a distance. That is why in all spheres of people's activity specific weight of international communication is increasing. Real conditions for forming common economic, informational, educational space, planet social system are being created;

– the role of the state in the life of society is decreasing. Political and economical power more and more often moves to transnational corporations, which start to influence the direction of social, cultural, and educational processes in different countries and regions [3, p. 186].

Therefore, education in the contemporary world is the most important sphere of social life. This is what intellectual potential of the nation, its independence, power and vitality depend on. Education is getting one of the most significant factors of globalization, which is not only the derivatives of globalization processes, but one of the most powerful factors of world integration. Fast speed of globalization processes in economics and politics puts forward new demands for the system of tourism education in Ukraine.

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Польова Л.В.

Сучасна система вищої туристської освіти в Україні

У статті розглядається система освіти туристичних вищих навчальних закладів України, які мають відповідати новим вимогам ХХІ ст. Сучасність вимагає фахівців, що не просто мають вищу освіту, а працівників компетентних, які вміють приймати професійні рішення, здатних розв'язувати проблеми, тим самим забезпечуючи високу якість обслуговування та задоволення потреб споживачів.

Туристична освіта тісно пов'язана з питаннями глобалізації. Процес глобалізації стимулює об'єднання освітніх систем у єдиний простір. З розвитком процесів глобалізації туристичні освітні послуги перетнули національні кордони, розвиваються міжнародні освітні програми.

Студенти вищих навчальних закладів туристичної сфери України беруть участь у міжнародних програмах обміну й стажування, конкурсах на одержання грантів.

Однак глобалізація має свої негативні сторони. Втрачається не лише культурні, релігійні та економічні особливості, а й вітчизняні досягнення в освітньо-виховній сфері, нівелюються культурно-освітні традиції.

Ключові слова: туристична освіта, система освіти, глобалізація.

Полевая Л.В.

Современная система высшего туристского образования в Украине

В статье рассматривается система образования туристических вузов Украины, которые должны соответствовать новым требованиям XXI века. Современность требует специалистов, не просто которые имеют высшее образование, а работников компетентных, умеющих принимать профессиональные решения, способных решать проблемы, тем самым обеспечивая высокое качество обслуживания и удовлетворение потребностей потребителей.

Туристическое образование тесно связана с вопросами глобализации. Процесс глобализации стимулирует объединение образовательных систем в единое пространство. С развитием процессов глобализации туристические образовательные услуги пересекли национальные границы, развиваются международные образовательные программы. Студенты высших учебных заведений туристической сферы Украины принимают участие в международных программах обмена и стажировки, конкурсах на получение грантов.

Однако глобализация имеет свои отрицательные стороны. Теряется не только культурные, религиозные и экономические особенности, но и отечественные достижения в образовательно - воспитательной сфере, нивелируются культурно-образовательные традиции.

Ключевые слова: туристическое образование, система образования, глобализация.

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The article was received by the Editorial Office on 20.01.2014

The article was put into print on 28.02.2014

Peer review: Klapchuk V. M., Doctor of Pedagogical Sciences, Professor