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**INNOVATIVE TECHNOLOGIES IN TOURISM  
AS AN EDUCATIONAL SUBJECT AND A COMPONENT PART  
OF PROFESSIONAL COMPETENCE OF FUTURE TOURISM  
PROFESSIONALS**

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Innovative Technologies in Tourism as an Educational Subject and a Component Part of Professional Competence Development of Future Tourism Professionals

The article indicated to tourism growing importance as an income source of state budget and sphere of activity with high employment level on the basis of statistic data concerning tourist flows amount, provided service quantity and normative legal documents investigation especially “The State Programme on Development of Tourism and Resorts until 2022” and to the role of “Tourism” direction specialist and master degrees professionals’ quality training as exactly these categories of graduates will be engaged into tourism activity immediately after accomplishment all the degrees’ requirements. The attention is drawn to teaching-learning process of the course Innovative Technologies in Tourism which is included into the list of professional and practical training normative component of the above mentioned degrees’ curriculum. It is stated that this subject contributes greatly to student professional competence development because of providing the opportunity to learn a great number of vital professional aspects among which are the process of innovative tourism product designing and presentation, informational technologies usage at the periods of its piling, providing services to tourists, promoting packages, domestic and international travel companies management on innovative basis. The article reveals some problematic issues of this course teaching-learning process among which are poor availability of textbooks, relevant professional literature and e-resources. In such context it is emphasized on student’s self-directed learning, it should be well-planned and its informational resources need to be constantly renewed. Opening a laboratory of innovative technologies in tourism is considered as one of the ways of enhancing teaching-learning process of the course.

*Key words:* tourism, professional training, educational subject, innovative technologies in tourism.

Tourism as a sphere of business activity plays an important role in Ukraine's economical life. This statement has been proved by normative legal documents of our country as well as by statistic data concerning the amount of provided tourist services and flows over the recent years. The Cabinet of Ministers of Ukraine has approved the conception of the State Program on Development of Tourism and Resorts until 2022, which indicates not only to problematic aspects that slow down tourism development but presents achievements in this field [1]. Attention is drawn to the amount of money from tourism activity operation sent to the state budget, which increased from 208.2 million to 1.5 milliard hryvnas over the years of 2008 – 2011 and to the number of tourists who travelled around Ukraine. In 2012 24.6 million foreigners with the travel purpose crossed the Ukraine's boarder and that is 2.8 per cent higher in comparison with the number of 2011 and at the same time 500 000 foreign tourists who travelled in organized groups used the services of Ukrainian tour operators.

Positive dynamic of domestic travelers' number increase has been confirmed by Ukraine's state statistic service publications which report that the tourist flow amount in the category of domestic travelers grew from 715 638 in 2011 to 807 195 in 2012 [2]. In addition the amount of provided services in the sphere of culture and sports, tourism and attraction came up from 2576.6 million hryvnas in 2010 to 6201.4 million hryvnas in 2012 [3].

Although certain achievements have been reached in this sphere in Ukraine, tourism hasn't become an important factor of economic increase, population employment provider and revenue source to the budgets of all levels. The State Program on Development of Tourism and Resorts until 2022 the project of which is widely discussed in the country sets out ambitious goals. The Program realization is aimed at solving some important problems among which increase of tourist number especially foreign tourists travelling around Ukraine; new workplace creation; the level of gross domestic product uprising; enlarging the amount of tourist services provision and income from tourism activity to budgets of all levels.

The Program defines the upgrading of existing educational system of tourism professionals as one of the tools of its successful realization which in its turn demands detailed examination of teaching content of training future professionals of all the higher educational qualification levels in general and especially those of specialist and master because they are supposed to be engaged into professional activity immediately after graduating from higher educational establishment and resolve compound tasks and professional problems in tourism. Carrying out professional responsibilities means implementation of theoretical knowledge received in the process of subjects learning into practice.

Educational-professional programs of training specialist on specialty 7.14010301 “Tourism Study” and master on specialty 8.14010301 “Tourism Study” of training direction “Tourism” and branch of knowledge “Sphere of services” have defined compulsory content of future professionals training of the above mentioned levels. The subject Innovation Technologies in Tourism is included into the list of normative part of educational-professional programs of training specialist and master. Scientific-methodical commission in sphere of services has approved the subject content compiled by Mykhailichenko H. I.

The fact that a problem of innovations in tourism has become a subject of Ukrainian scientists’ research is undeniable. Some aspects of innovative activity have been revealed by Abramova V. V., Byrkovych V. I., Dmytruk S. V., Kalchenko O. M., Mazaraki A. A., Petrova N. B., Tkachuk L. M., Chernysh O. I., Zinoviev F. N. considers product innovations as key ones for tourism as they cause the transformation of product consumer qualities and its positioning on the market. Kindryk T. O. and Golovinov O. M. classified innovations in tourism dividing them into such four groups as product, management, service and technological. Mykhailichenko H. I. investigated some problems related to the impact of innovations on tourist enterprise development and regions competitive development on the innovation tourism cluster basis.

Nevertheless innovation development programs in such sphere as tourism that has become an international phenomenon aren't well presented in scientific editions of Ukraine, resources informing about renewing generation of existing services, recently developed products and opening up new destinations aren't numerous, more over information about innovation technologies is substituted by informational technologies description. Lack of information influences greatly on the process of learning the course Innovative technologies in tourism.

In connection with the above mentioned the aim of this article is to reveal some problematic aspects of learning Innovative Technologies in Tourism and indicate its significance in the process of developing future graduates of specialist and master degree professional competence.

The problem of this subject importance has been discussed in some professional editions. Hutsol A. V. has characterized the course Innovation Technologies in Tourism as a significant part of training professionals on specialty Tourism Study and Hotel-Restaurant Business stressing on the content of lectures, seminars and student self-study tasks [4, p. 124]. Nevertheless some more aspects demand researching, discussion at the conferences and being revealed in professional editions.

Shortage of relevant textbooks creates problems. Librarian funds aren't large; they are characterized by lack of textbooks written by Ukrainian scientists and low level of electronic as well as printed professional supplies which describe the achievements in the field of tourism.

That's why the textbook Innovations in Tourism by Russian scientist Novikov V. S. has become widely used as a main source of information for getting ready for course seminars. This textbook defines the theory of society's economic development, innovation activity essence, functions and planning, approaches to its financing, travel company management, state regulation of innovative activity, the role of WTO in stimulating innovation and intellectual property rights in tourism which is partly relevant to the course Innovation Technologies in Tourism content

outlined in educational-professional specialist and master degree programs. The above mentioned textbook can't be sufficiently used to learn about new practical approaches to travel company management, including management under contract operation, business partnership, such processes as syndication, corporation, chains, consortium and alliances development, innovation technologies in tourist services, hotel, restaurant and resort businesses, product and technology innovation usage in travel company activity and finally it doesn't provide the students with the whole model of modern IT decisions for travel companies.

In addition searching for some other literature resource is required to reveal a number of items linked with regulation of innovation activity in Ukraine in general and in tourism specifically, types of innovative tourism projects in our country, management, product, technology innovation creation and implementation into travel company operation. All these themes are of prime importance as they belong to key points with the help of which the course Innovation Technologies in Tourism goals can be achieved.

Scientific-popular edition Innovations in Sociocultural Business and Tourism by Russian writers Izotova M. A., Matyukhina U. A. is considered to be essential in the learning process due to the fact that it reveals new forms of work in cultural tourism on the basis of theatralisation and role games, extreme tourism peculiarities at current period and indicates ways of modernizing and improving existing tourist routes and creating new ones. Although this textbook provides the opportunity to develop students' imagination about Russian travel companies innovative approach to recreation historic-cultural events of various times, opening museums of new types, air and water tourism development perspectives it isn't of great value for students' gaining all the required knowledge and skills which they have to obtain after completing the course.

The availability of Ukrainian scientists' articles devoted to innovations in tourism is undeniable. Research studies undertaken by the scientists contribute greatly to providing students with theory and practice of innovative activity and make

a list of recommended literature. Kalchenko O. M. focused on the problems of tourism innovative development in Ukraine, Tkachuk L. M. characterized innovative technologies used in international tourism, Tsyokhla S. U. investigated innovations in resort-recreational service provision. Except these research directions there are some valuable scientific studies by Sergeev B. I., Kleimenov A. M. and Yakovenko I. M., who worked at the problem of innovative component of competitive tourism development in Crimea.

The analysis of the course Innovative Technologies in Tourism provision with educational and methodological literature showed that availability of textbooks is limited and a number of points related to tourism product and technology innovation in Ukraine's sphere of tourism; innovations in the process of providing services by native and foreign travel companies, hotel, resorts; modern technique for researching tourist market, products, consumers and competitors; sources of financial supplies of tourism innovative development in the country; tourism information terminals, their components and using conditions; IT decisions for travel companies, searching systems, automation system for agencies and tour operators haven't been profoundly investigated.

Innovative technologies in tourism learning isn't limited only to studying the previously mentioned course but is closely connected with completing a research-based qualification work which is a final stage of training graduates of specialist and master degrees. Specialist and master degrees qualification research work objective is to resolve business problems. Its successful accomplishment requires thorough learning of the material relevant to the object of investigation, profound activity examination of the travel company that has been taken as the subject of investigation, finding its strong and weak points, indicating to resources that can be used for improving its operation and making suggestions leading to complete achievement of qualification research work practical goals. Student's explanation of the tools that can be used to optimize company activity is possible in case of possessing deep knowledge of practical aspects of international and domestic companies innovative

activity and innovation in various types of tourism and conscious awareness of innovative processes. At this stage of research work a graduate demonstrates his level of professional competence. In the context of the above statement poor course provision with relevant professional literature is considered as a great drawback and to a very large extent it is alarming.

Self-directed learning as an integral part of the course Innovative Technologies in Tourism learning process is directed to enhance academic achievement of students and to develop their professional competence as well. Its high productivity depends greatly on conscious and deliberate planning and designing a complex of informational and methodological resources, its constant renewal on the basis of the latest research achievements.

It's an undeniable fact that proper university facilities including laboratory facilities enhance teaching and learning processes of the course. Laboratories of hotel business and restaurant service have become a common facility with major higher educational establishments training future professionals of such directions as "Tourism", "Tourism Study" and "Hotel-Restaurant Business". It's high time to start scientific research labs of innovative technologies in tourism and equip them with adequate audio-visual resources, software and hardware educational technology to contribute to students' academic achievement and their professional competence.

Summing it up it should be said that at a time of tourism importance growing as an income source of state budget and sphere of activity with high employment level the problem of specialist and master degrees professionals' quality training is of prime significance due to the fact that exactly these categories of graduates will be engaged into tourism activity immediately after accomplishment of all the degree requirements.

The course Innovative Technologies in Tourism which is included into the list of professional and practical training normative component of the curriculum contributes greatly to student professional competence development because of providing the opportunity to learn a great number of vital professional aspects among

which are the process of innovative tourism product design and presentation, informational technologies usage at the periods of its piling, providing services to tourists, tour package promotion, domestic and international travel companies management on innovative basis.

The problematic issues of this course teaching-learning process are poor availability of textbooks, relevant professional literature and e-resources. In such context attention is drawn to student's self-directed learning which should be well-planned and its informational resources should be constantly renewed. One of the ways of enhancing teaching-learning process of the course is to open a laboratory of innovative technologies in tourism.

The above statements indicate to the sphere of further investigation linked with practice of domestic travel companies' innovative activity and innovations in various types of tourism.

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Чорна Л.В.

Інноваційні технології в туризмі як навчальна дисципліна та складова розвитку професійної компетентності майбутніх фахівців з туризму

У статті на основі дослідження статистичних даних щодо обсягів туристичних потоків, кількості реалізованих послуг та нормативно-правових документів України, зокрема «Про схвалення Концепції Державної цільової програми розвитку туризму та курортів на період до 2022 року», вказано на зростання значення туризму як джерела наповнення державного бюджету і сфери діяльності з високим рівнем зайнятості населення та на роль підготовки фахівців напряму «Туризм» освітньо-кваліфікаційних рівнів «Спеціаліст» і «Магістр», яким одразу після закінчення вищих навчальних закладів належить займатися туристичною діяльністю. Розкрито проблемні аспекти вивчення навчальної дисципліни «Інноваційні технології в туризмі», як складової професійної та практичної підготовки фахівців ОКР «Спеціаліст» і «Магістр», і вказано на значенні даної дисципліни у підготовці дипломних робіт і розвитку професійної компетентності майбутніх фахівців з туризму. Увага зосереджена на низькому рівні забезпечення навчальними посібниками, електронними виданнями та створенні лабораторій інноваційних технологій у туризмі.

*Ключові слова:* туризм, підготовка фахівців, навчальна дисципліна, інноваційні технологій у туризмі.

Чорная Л.В.

Иновационные технологии в туризме как учебная дисциплина и составляющая развития профессиональной компетентности будущих профессионалов туристической сферы

В статье на основании исследования статистических данных объемов туристических потоков, количества реализованных услуг и нормативно-правовых документов Украины, а именно «Об одобрении Концепции Государственной целевой программы развития туризма и курортов на период до 2022 года», указано на возрастающее значение туризма и роль подготовки профессионалов направления «Туризм» образовательно-квалификационных уровней «Специалист» и «Магистр», которым сразу после окончания высших учебных заведений надлежит заниматься туристической деятельностью.

Раскрыто проблемные аспекты изучения учебной дисциплины «Инновационные технологии в туризме», как части профессиональной и практической подготовки профессионалов ОКУ «Специалист», «Магистр», указано на значении дисциплины в процессе подготовки дипломных работ и развитии профессиональной компетентности будущих профессионалов туристической сферы. Внимание акцентировано на низком уровне обеспечения учебными пособиями, электронными изданиями и создании лабораторий инновационных технологий в туризме.

*Ключевые слова:* туризм, подготовка профессионалов, учебная дисциплина, инновационные технологии в туризме.

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