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STUDENT SURVEY AS A PART OF EDUCATION SERVICE QUALITY MANAGEMENT

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Student Survey as a Part of Education Service Quality Management

The results of a sociological survey of students of specialty "Tourism" Ivano-Frankivsk National Technical University of Oil and Gas for the content, workload and motivation of students to learn.

Determined that the student acts consumers of educational services, and can give their subjective assessment of the quality of the educational process, which is important in the management of the quality of educational services. Investigated differences in the formation of the curriculum in different types of schools and approaches to quality management of educational services. We also consider features of formation of quality management of educational services and the needs of students of specialty "Tourism". Determined aspirations and wishes of consumers of educational services aimed at improving the knowledge and consequently, improve their professional skills and abilities. The basic needs of the students to help create an optimal workload.

The main issue with the questionnaire and demonstrated results. The ways data use questionnaire for the formation of new educational programs and training qualification characteristics for the specialty "Tourism".

Key words: management of educational services, educational environment, questioning, higher education, professional training.

Assessment of consumer education services about content of the curriculums, scope of training material, give an opportunity to estimate how effective is the system of student training and whether he will be able to become a professional in his field in the future. Ukrainian nation is proud that we have a significant indicator of population with higher education. The success of higher education directly affects the level of the economic sectors development in the country, leads to the formation of

high-tech economy and allows creating and then exporting the highest quality technology to other country.

Tourism industry needs highly skilled workers who will be able to manage recreational resources of our country for creation a thriving tourism industry. For this it needs to form a system of training of young professionals in such a way that the student could understand the need of higher education in this area, as a part of successful career building in tourism. Of course, on the success of a person in his profession affects also the inner one - i.e. desire and aspiration of the young man to become a good specialist. The awareness of the need for knowledge itself that will be useful in the future is the cause of interested attitude to learning[1]. So it is important to follow the interdependence of content and scope of the learning process and their impact on student motivation to gain the necessary knowledge.

Determination of satisfaction degree of the internal consumers (the recipients of education services) is one of the main tasks of education quality management. Such evaluation is important for correction the actions in the high school and introduction of changes to the management organization, educational programs and teaching technologies, as well as joining the Bologna process.

The problem of importance of higher education was examined by Ortynska V. L. [2], Lyednov V. S. [3] Pidlasyy I. P. [4], who identified the differences between the content of education in different types of schools. The scientist Turkot T. I. [5] in his work draws attention to the adaptation of the content of higher education institutions in accordance with the terms of the present. Korsakov O. K. [6] and Rajewskyy V. V. [7] substantiated the idea of in-depth study of certain subjects. Raptsevych S. A. [8] describes the content of higher education combined with the latest scientific achievements. Principles and methods of teaching in universities were considered by such scholars as Goncharenko S. U. [9], Lerner I. Y. [10], Onischuk V. O. [11], Palamarchuk V. F. [12] and others. The poll was used to monitor the degree of satisfaction of the educational process in universities by Shwets D. E. and Turba A. A. [13]. Information about current problems and expectations of the consumers can be obtained, for example, by means

of questionnaires at regular intervals or at the end of the study of the separate disciplines. Forming the curriculum in terms of the autonomy of universities, there is a need to study the demand of consumers of educational services regarding the content and quality of education.

The aim of the studies is to determine the areas of improvement of the educational process of students of the speciality "Tourism" based on the study results of the student survey concerning the scope of learning and their motivation.

The object of the study is a representative group of the students of the speciality "Tourism" IFNTUOG. Information based on the studies is the survey results of the 1-4-year students of the speciality "Tourism" IFNTUOG. To assess the quality of the educational process in high school there was used the questionnaire of the students of the speciality "Tourism", which made it possible to identify the current strengths and weaknesses of the educational process and identify ways to improve it.

To identify the ways and means of improving the content and scope of the educational process, the opinion of students as the consumers of educational products is important. The survey of the students of the speciality "Tourism" IFNTUOG was conducted by means of a questionnaire as a method of obtaining information from primary source [14]. In this case, the group questionnaire was used [15].

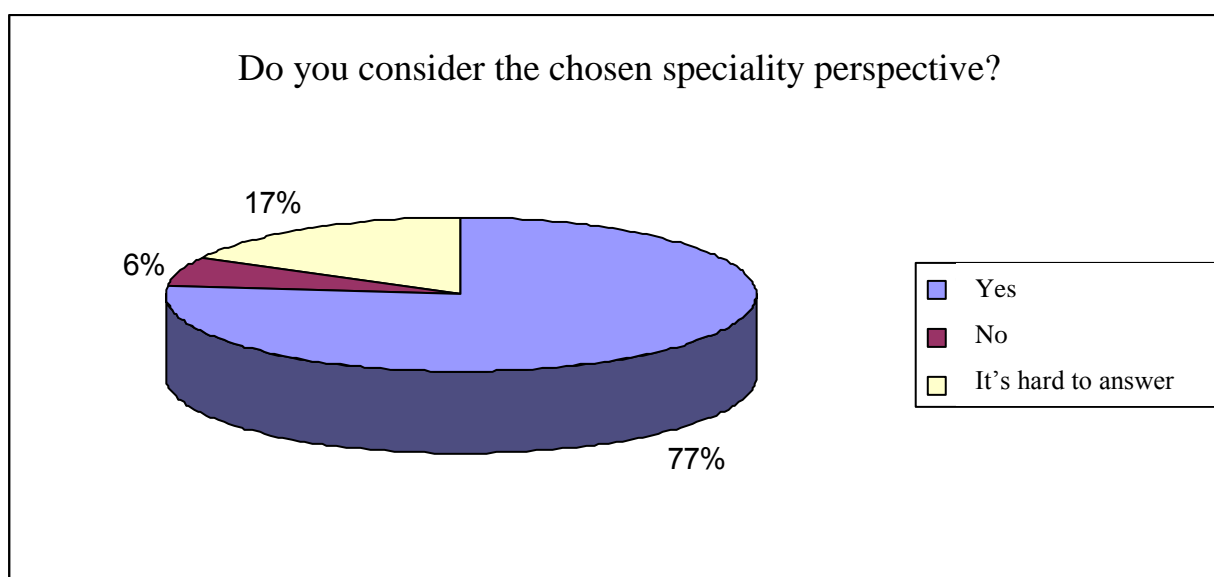
In the questionnaire 3 groups of questions are used, which are classified:

- by subject content – questions in the questionnaire are presented by the questions about facts, with the help of which it is obtained the information about social phenomena, respondent himself, his age;
- by motives, which are called to evoke a subject idea of student about the motives of his activity, motivation for learning;
- the questions that aimed to establish the facts, desires, expectations, plans for the future of the faculty "Tourism" .

In general 76 out of 108 students participated in the survey, i.e. 71% of students of the speciality "Tourism" were questioned. Most students of the speciality "Tourism" are female. Distribution of respondents by age corresponds to the

distribution by years of studying, i.e. 17-19 year-old students predominate at the first and second years, and 20-22 year-old students – at the third and fourth years.

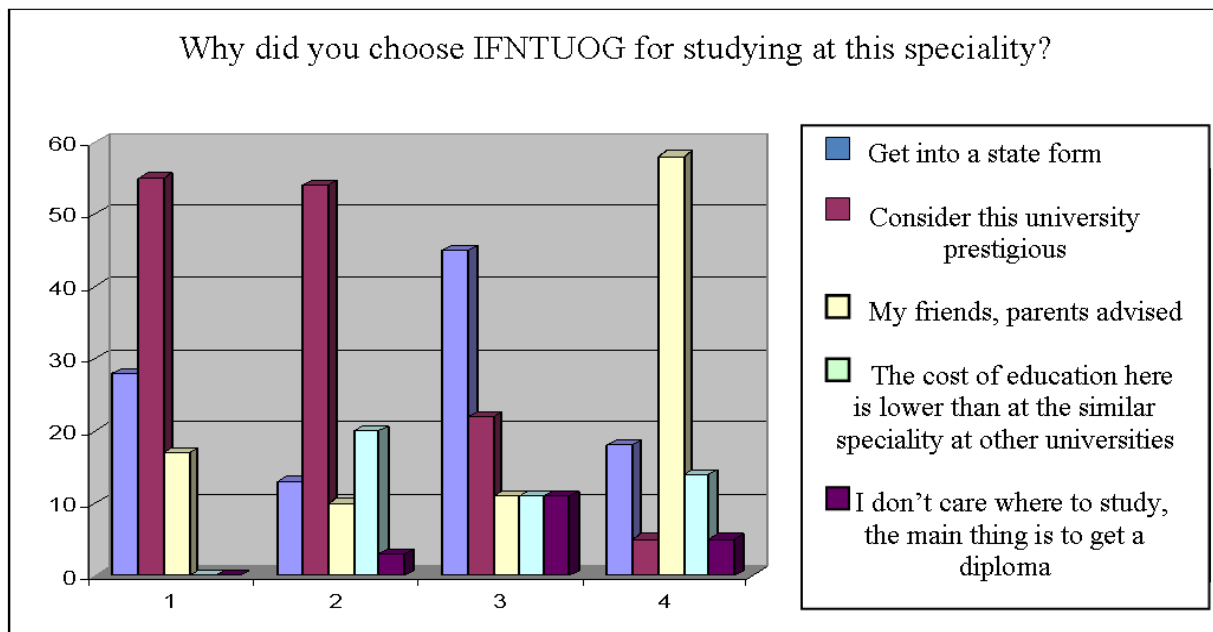
Almost all first-year students consider the chosen speciality perspective. 71% of questioned second- and fourth- year students consider the chosen speciality perspective. 26% of second-year students and 22% of third-year students cannot definitely answer this question (pic.1). Most students who consider their profession perspective are first-year students that can affirm purposefulness of a given group of students to get new knowledge in the field, so they see a real possibility of its application in future.



Pic. 1. The assessment of prospects of the chosen speciality.

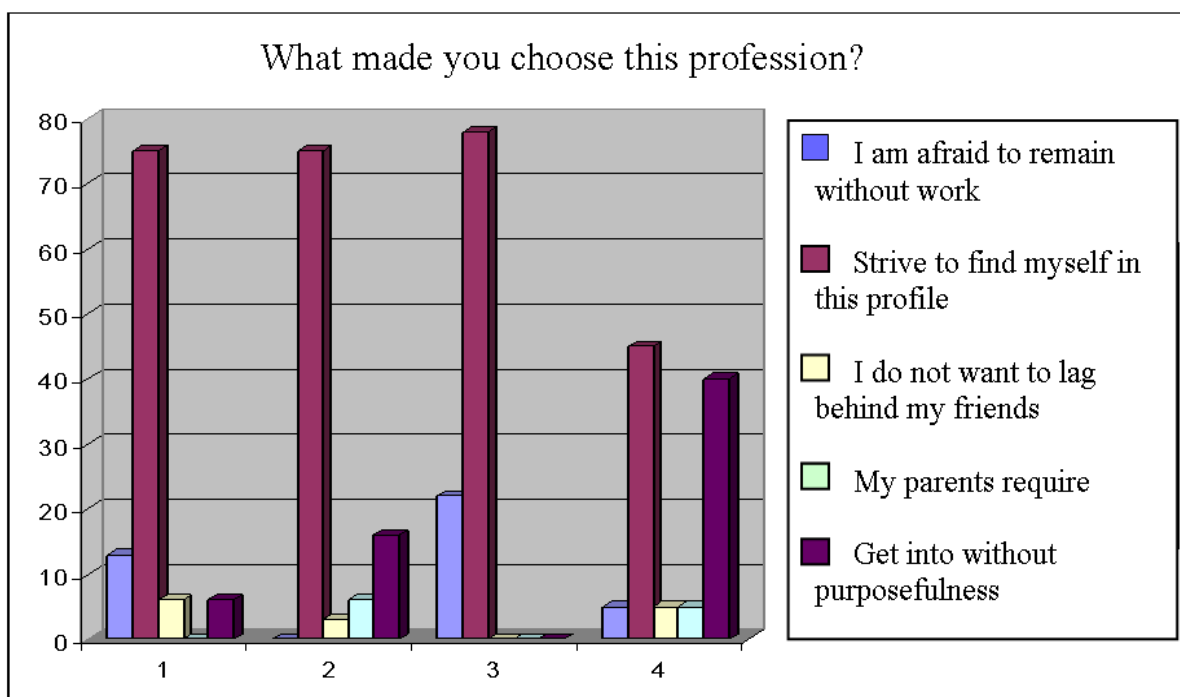
Most students (55%) chose IFNTUOG because they consider this university prestigious. There are a lot of second-year students who chose this version, namely 54%. These versions of answers prevail. In general, it is quite high evaluation of the university, and indicates priority of the institution and that the students getting into a paid form of education choose IFNTUOG, thanks to his good reputation. Also the student's choice is largely influenced by advice of parents and friends and the fact of admission to a state form of education. The cost of education in IFNTUOG at the speciality "Tourism" is slightly lower than the cost of education at the similar speciality at the other institutions. This fact played a role in choosing faculty for second-, third- and fourth-year students. It means, that not only the prestige of the

university attracts those who wish to get higher education, but price also serves attractive (pic. 2).



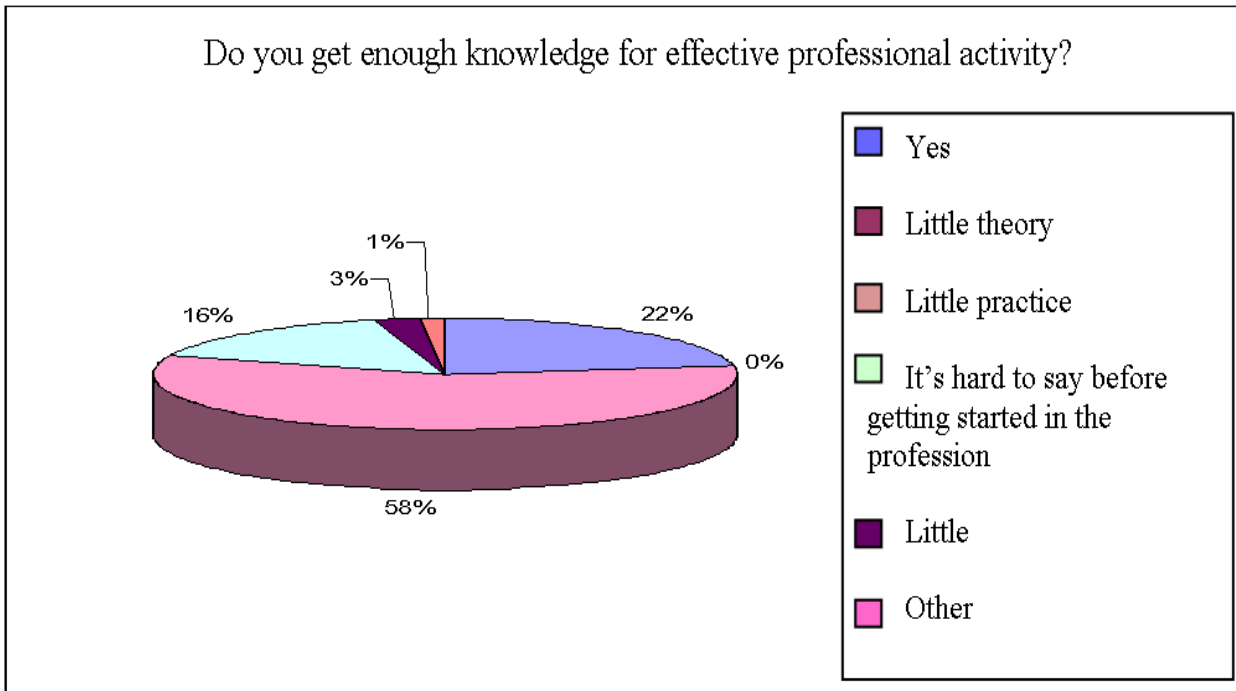
Pic. 2. Motivation of choosing the university for studying at the speciality "Tourism".

Most students chose this profession because they have a desire to find themselves in this profile, and some students were influenced by their parents (pic. 3).



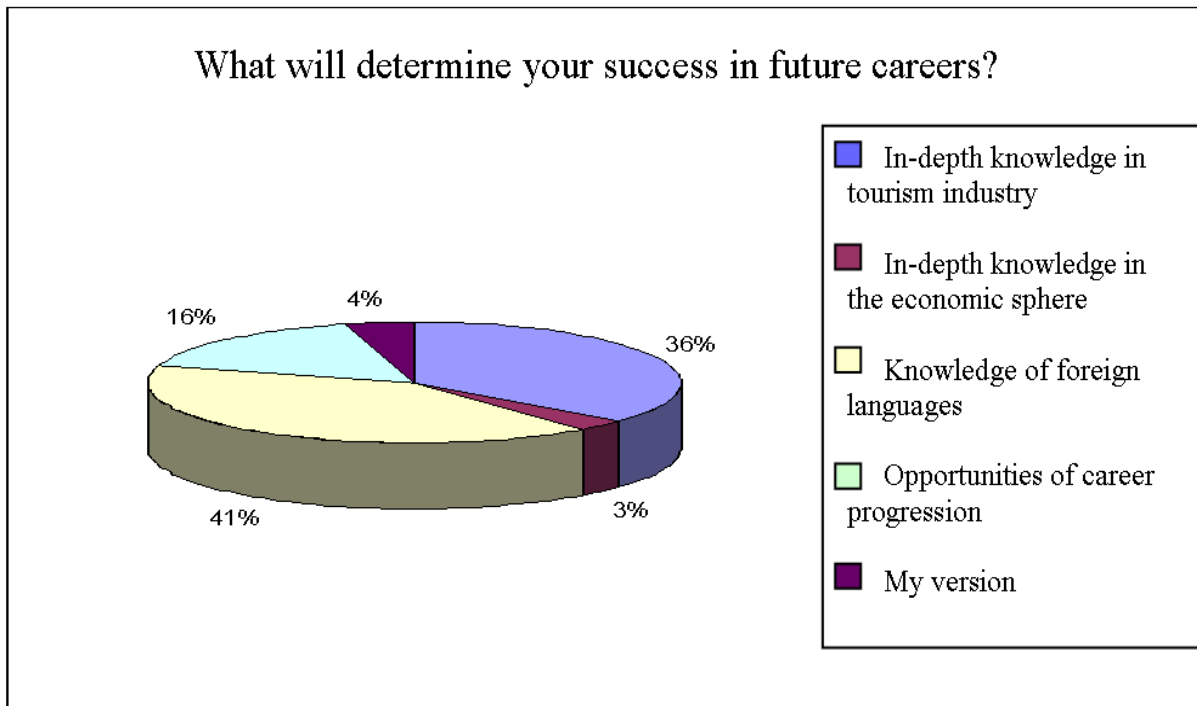
Pic. 3. Motivation for choosing future profession.

The majority of respondents believe that they are getting enough of knowledge. And first-year student noticed that he lacks theory, but 31% of respondents think they get insufficient amount of practice. Thus, most students (58%) believe they've got little practical knowledge and skills, and they will lack it for professional work in future (pic. 4).



Pic. 4. Completeness of gaining knowledge in the process of studying.

Studying the issues of semantic content of educational process at the speciality "Tourism", topical question is a distribution of studying hours between the different disciplines. Students often show dissatisfaction, complains to the introduction of disciplines that won't define their future success in professional activity. Most students mentioned that the degree of knowledge of foreign languages and in-depth knowledge in the field will affect their success in future careers activity most of all (pic. 5).



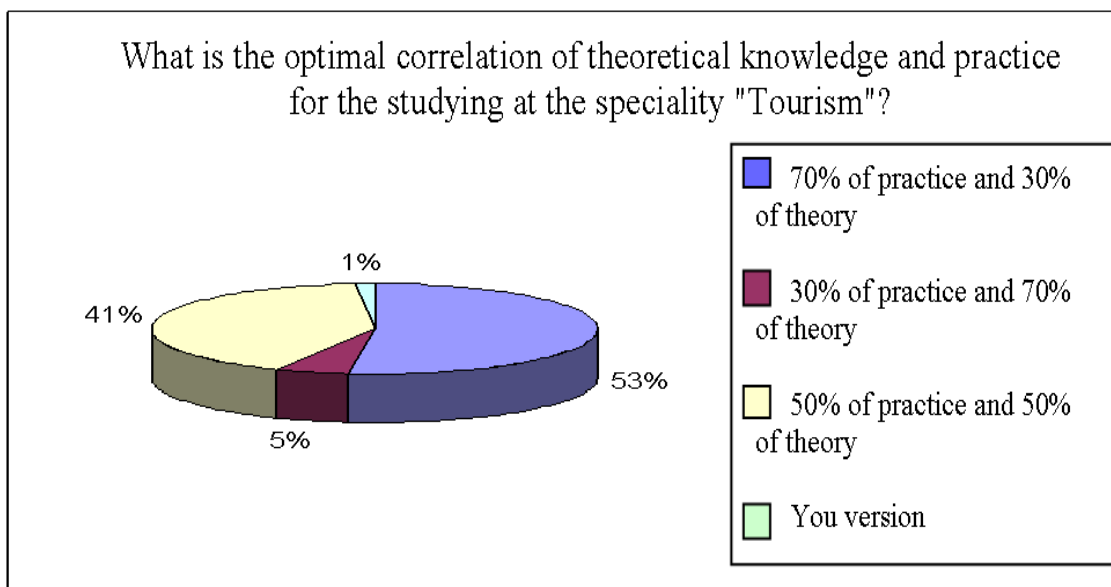
Pic. 5. Components of professional success of tourism specialist.

The question of personal attitude of the student to the teacher is also important in motivation of the student. Because often even if the discipline itself is interesting for the student, he cannot pay it enough attention, because of personal beliefs. This question is dichotomous by its type, and expresses a personal opinion of the respondent in certain system [16]. Thus, 97% of students admitted that their attitude to the teacher, in one way or another, influences their attitude to the discipline.

Often the personality of the teacher himself, his ability to provide information and to build a training program at the lesson is determinative for the student regardless of the course of training.

The following question determines the degree of satisfaction by training content, namely the educational program, teaching methods, a set of subjects and the number of hours. Therefore, most of the respondents are most likely dissatisfied with the content of the educational program that indicates the shortcomings in the distribution of subjects, the number of hours. Only 7% students indicated that they are completely satisfied with the learning content.

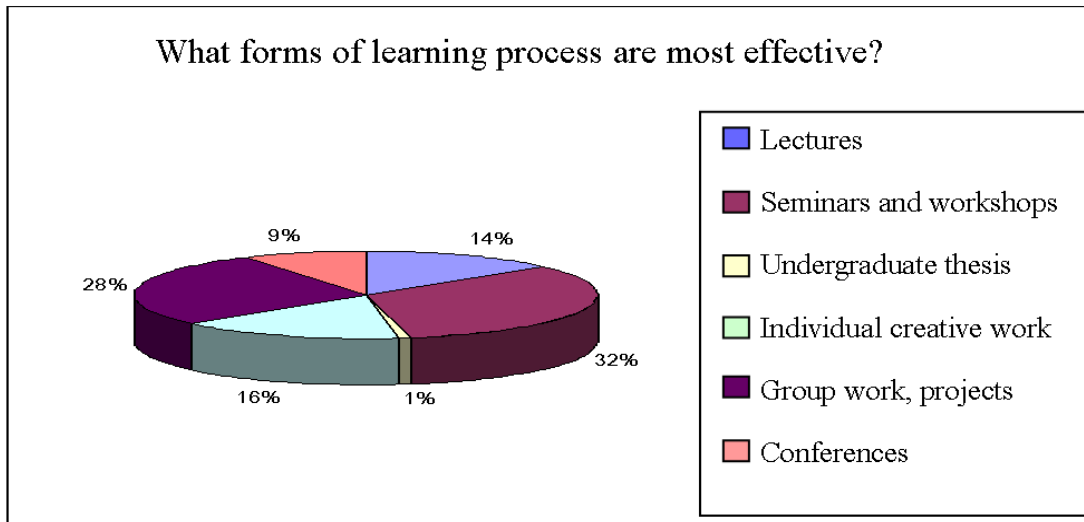
The question of optimal correlation of theoretical knowledge and practical skills for the studying at the speciality "Tourism" is urgent, because services in tourism need plenty of practical skills. Most students find the best correlation is 70% of practical knowledge and 30% of theoretical knowledge (pic. 6). One should also note a fact that first- and second-year students are more likely to choose an equal correlation of the theory and practice, and vice versa, third- and fourth-year students often chose the option, where practical training dominated .



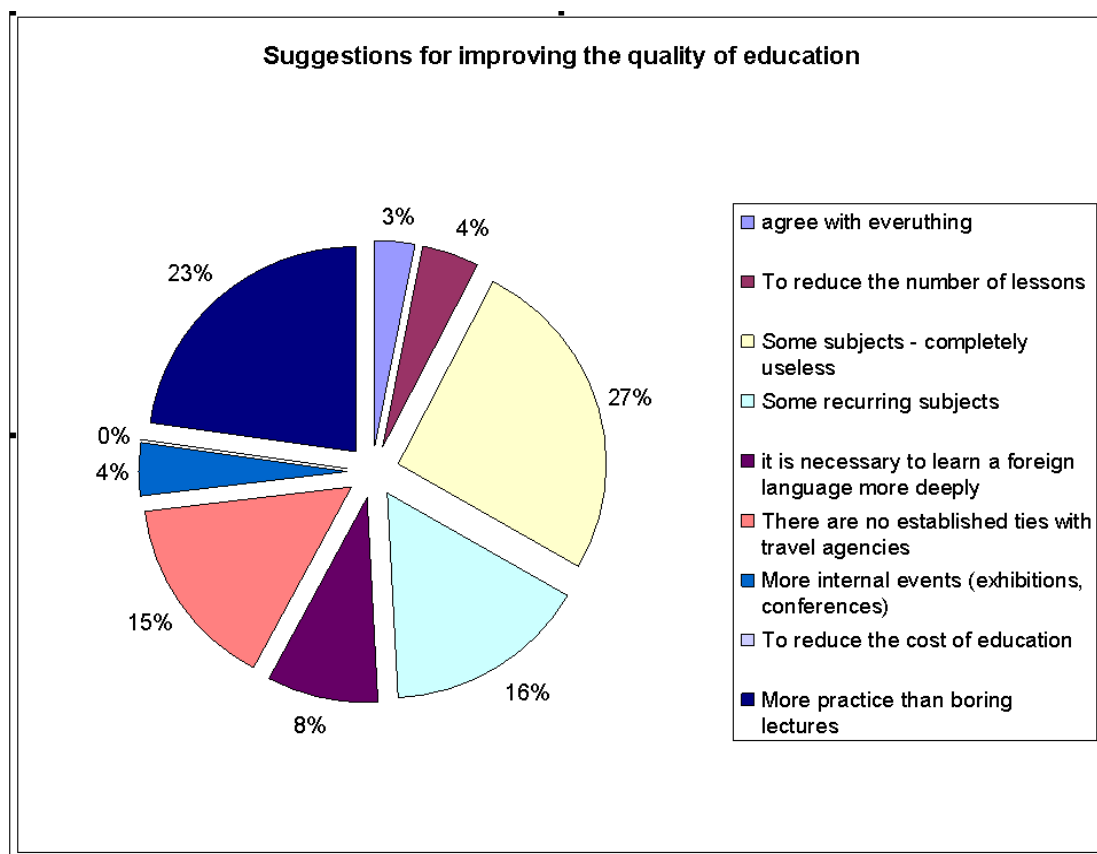
Pic. 6. Correlation of theoretical and practical training in the learning process.

The question of the choice of forms of educational process is important for building the most effective training and time spending. In many countries, studying at universities is based on the principle of self-learning. The most effective form of learning process, in students' opinion, is seminars and workshops. Group work or projects are also reasonable, in students' opinion (pic. 7).

23% of students believe that for their speciality more real practice and study trips should be inserted into the program. 15% of all the respondents believe that the department should improve work towards cooperation with various companies, with the possibility of future employment. Also some respondents believe that some subjects are repeated, i.e. they have the same content, but different name in learning program (pic. 8). In their opinion, the students should be entitled to choose subjects.



Pic. 7. The most effective forms of learning process.



Pic. 8. Ways of improving the learning process.

One of the indicators of productive studying at the university is self-confidence and willingness to work in tourism. The following question illustrates the personal

opinion of the students about their confidence in their own knowledge. Most of the respondents (40%) – are not completely confident in their knowledge and skills. With every following studying year the confidence in their skills decreases and uncertainty increases.

Thus, the results of student survey show that most of the respondents chose given university and speciality on its own initiative that suggests good reputation of the university. From the results of the survey, we can conclude that students who entered the chosen speciality at their desire become gradually disappointed in the quality of education. Mostly dissatisfaction is caused by insufficient number of practices, unreasonableness of some subjects in the program, the lack of choice of subjects to student, conditions of classrooms, availability of information technologies. In 65% of the questions there is the decrease of positive evaluation of the quality of education. With every year of studying dissatisfaction of students increases and motivation decreases. Also, in students' opinion, their knowledge doesn't completely respond market needs. It means that it is necessary to make changes in the content of courses and reform the volume of studying load for improving the quality of educational services. Given recommendations can be used to create a new educational program and educational-qualification characteristic for studying at the speciality "Tourism".

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Опитування студентів як елемент менеджменту якості надання освітніх послуг

Розглянуто результати соціологічного опитування студентів спеціальності «Туризм» Івано-Франківського національного технічного університету нафти і газу, щодо змісту, обсягів навчального навантаження та мотивації студентів до навчання. Визначено, що студент виступає споживачем освітніх послуг, і може дати свою суб'єктивну оцінку якості навчального процесу, що є важливим при менеджменті якості наданих освітніх послуг. Досліджено відмінності формування навчальної програми в різних типах навчальних закладів та підходи до управління якістю надання освітніх послуг. Розглянуто також особливості формування систем менеджменту якості надання освітніх послуг і потреби студентів спеціальності «Туризм». Визначено прагнення та побажання споживачів освітніх послуг, направлені на покращення якості отриманих знань і відповідно, вдосконалення професійних вмінь та навичок. Проаналізовано основні потреби студентів, які допоможуть сформувати оптимальне навчальне навантаження. Розглянуто основні питання з опитувальної анкети і продемонстровано результати. Окреслено шляхи використання даних анкетного опитування, для формування нової освітньої професійної програми та освітньо-кваліфікаційної характеристики для навчання за спеціальністю «Туризм».

Ключові слова: менеджмент надання освітніх послуг, освітнє середовище, анкетування, вища освіта, професійна підготовка.

Коробейникова Я. С., Юрчишин А. А.

Опрос студентов как элемент менеджмента качества предоставления образовательных услуг

Рассмотрены результаты социологического опроса студентов специальности «Туризм» Ивано-Франковского национального технического университета нефти и газа, по содержанию, объемов учебной нагрузки и мотивации студентов к обучению. Определено, что студент выступает потребителем образовательных услуг, и может дать свою субъективную оценку качества учебного процесса, что важно при менеджменте качества предоставляемых образовательных услуг. Исследованы различия формирования учебной программы в различных типах учебных заведений и подходы к управлению качеством предоставления образовательных услуг. Рассмотрены также особенности формирования систем менеджмента качества

предоставления образовательных услуг и потребности студентов специальности «Туризм». Определены стремление и пожелания потребителей образовательных услуг, направленные на улучшение качества полученных знаний и соответственно, совершенствование профессиональных умений и навыков. Проанализированы основные потребности студентов, которые помогут сформировать оптимальную учебную нагрузку. Рассмотрены основные вопросы по анкете и продемонстрировано результаты. Определены пути использования данных анкетного опроса, для формирования новой образовательной профессиональной программы и образовательно-квалификационной характеристики для обучения по специальности «Туризм».

Ключевые слова: менеджмент предоставленных образовательных услуг, образовательная среда, анкетирование, высшее образование, профессиональная подготовка.

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