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THE TOURISM INDUSTRY SPECIALIST MODEL

The purpose of the study. The existing methodology and definitions of strategically important directions of training of tourism specialists are generalized, taking into account the globalization of industry development and integration, in particular Ukrainian tourist industry, in the European and world-wide.

Methods. The methodology of generalization of scientific sources, practical results of the hotel-restaurant and tourism business faculty of the Kiev National University of Culture and Arts, the Ukrainian Association of Travel Agencies (UATO), tourist operators and travel agents of Ukraine has been used.

Results. Problems of the model of a specialist in the tourism industry are scientifically systematized. The competence of a tourism specialist was determined, personal qualities were selected and their criteria were formulated.

Scientific novelty. The theoretical and methodological frameworks for determining the directions of the training of the tourism industry specialist was further developed and improved.

Practical significance. Recommendations and scientific-practical conclusions concerning the improvement of selection and training for tourism business with the potential component - increase of its efficiency and profitability are developed.

Key words: tourism, model, specialist, competence, professionalism.

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