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Shchuka Halyna Petrivna, Doctor of Pedagogical of Sciences, Professor Ferenc Rakoki II Transcarpathian Hungarian College Of Higher Education, Berehove, Ukraine e-mail: halina.shchuka@gmail.com,

Bezruchenkov Yuriy Volodimirovich, Ph.D. in Pedagogy Luhansk Taras Shevchenko National University, Starobilsk, Ukraine

e-mail: aud3516@gmail.com

TRAINING OF TOURISM SPECIALISTS: CHALLENGES OF TODAY

Goal of research: determination of key guidelines in the educational, methodological, scientific and organizational work of a university teacher.

Research methods. Taking into consideration that the training of tourism specialists is a complex dynamic deterministic regulated system, the research was performed on the basis of a system principle within a structural-functional approach using methods of analysis and synthesis, forecasting, analogy, deduction, systematization and generalization.

The results of the research: it is determined that the requirements for the training of specialists in the field of tourism are determined by the situation on the world tourist market, the state of the domestic system of vocational education and the principles of functioning of the professional space. The current situation in tourism, education and in the tourism professional space

requires a radical restructuring of the education system. In accordance with the basic principles of didactics, the main questions that need to be answered in the formation of updated educational programs: "Why teach?" (learning purpose, expected result), "Why teach?" (learning content), "How to teach?" (methods, tools, rules and organizational forms of learning), "Where to teach?" (venue), "When to teach?" (determination of time regime and duration), "Who to teach?" and "Who teaches" (system of requirements for students and teachers).

It is proved that upon completion of the automation of tourism activities will change the requirements for professional competence of the future specialist in the direction of strengthening emotional intelligence, it involves changing the content of education, the transition from information-rich learning to reflective and transformative. As a result of informatization, the role of the teacher in the educational process changes, which requires the use of other techniques and methods. A pandemic dictates new requirements for the location of classes, etc. A detailed analysis of the situation allowed to establish a list of key elements of the tourism education system that are subject to reform, to determine the essence of these transformations..

Scientific novelty: for the first time the current situation with the training of tourism specialists has been studied on the basis of a systematic approach, and recommendations for its reorganization are developed in accordance with today's challenges.

Practical significance: key elements of the tourism education system to be reformed have been identified; the list of questions which need to be answered at the organization of future specialist preparation is offered; guidelines have been set according to which tourism education will develop further. The submitted proposals can be taken into account in the development of educational programs for the training of specialists in other sectors of the economy.

Key words: tourism, training of tourism specialist, professional education, tourist education.

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