

ABSTRACTS

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THE FEATURES OF SPECIALISTS' TRAINING IN TOURISM INDUSTRY (COMPETENCY APPROACH)

The features of tourist industry specialists' preparation and the application of the competency approach in their teaching have been presented in the article. The competence-based approach used in this case involves the analysis of the characteristics of practical activities, specific goals, selecting strategies for solving them, which creates effective conditions for formation of professional thinking of a specialist.

The requirements to abilities and skills in educating specialists in «Tourism» as specified in Industry standards of higher education of Ukraine have been reviewed.

Studies of domestic and foreign scientists concerning training of future tourism managers have been analyzed for identifying three main criteria of professional competence.

The motivational criterion involves the professional qualities that are aimed at satisfying the consumers' needs, services of the tourism industry as well as the needs of self-improvement and self-expression.

The cognitive criterion is the formation of sustainable knowledge in the field of intercultural communications, information technology, and special professional knowledge, the mastery of theory, laws, rules, methods, and issues in the tourism industry.

The activity criterion is a set of professional skills to create technologies for ensuring the most favorable conditions for every customer. This combines such factors as the ability to professionally integrate scientific and professional knowledge in practice, i.e., the ability to provide non-stop service that aims to meet the needs of customers of the tourism industry with the professional use of modern information and communication technologies, and the ability to create new types of tourist products and tourist services including those in a foreign environment.

Key words: competency approach, competences, specialists of tourist industry, stages of preparation, professional qualities, skills.