

## ABSTRACTS

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### **TOPICAL ISSUES OF PROFESSIONAL PREPARATION OF SPECIALISTS IN TOURISTIC BUSINESS AT THE MODERN STAGE**

The development of economy of the country and the development of society initiate educational development and search for new ways of professional preparation of specialists. Today, tourism in Ukraine is one of major industries in economy. Therefore, professional preparation of future specialists in touristic sphere is important for the economic successes of the country as a whole.

The analysis of international tourist activities testifies to the fact that domestic tourism lags behind the world standards. In particular, there is unsatisfactory quality of educational services, the innovative forms of organization of tourism are little used, and there are questions in what concerns the service culture. It is therefore necessary to change the programs of preparation, to introduce new directions, forms, and methods of work.

The basic problems that need solutions are:

- coordination and competitiveness in the European space of Ukrainian educational programs for training future specialists in tourism;
- search for such models of educational process which would be balanced and harmonious in what concerns teaching theoretical courses and their practical applications;
- implementation of competence approach that will provide orientation of educational process towards solving the problems of society;
- orientation of preparation of specialists towards forming professional world view concept on which professional thinking, psychological readiness for professional activity, an ability to react quickly to changes in the national and world standards of service on the tourist market are based;
- organization of different types of practical preparation, which begins with forming professional primary skills and ends with professional practice with the purpose of reinforcing the acquired knowledge, skills, abilities, and practical experience obtained;
- preparation for intercultural communication;
- forming national consciousness, education through local cultural traditions;
- psychological accompaniment of professional preparation of students in higher educational establishments.

Thus, high-quality preparation of specialists is possible only on the condition of forming a standard of education, educational programs with taking obligatory account of experience, principles and approaches proper to European higher educational establishments, as well as introducing the balanced approach to correlation of theoretical and practical preparation.

*Key words: professional preparation, educational program, activity approach, general and professional competence.*