

THE COMPETENCY APPROACH TO TRAINING EXPERTS IN TOURISM AND HOSPITALITY INDUSTRY TO ENHANCE THEIR COMPETITIVENESS ON THE NATIONAL AND INTERNATIONAL MARKETS

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The article covers the issues of enhancing competitiveness of graduates of Ukrainian universities in the tourism and hospitality industry since the topic is relevant in the conditions of intensive and extensive development of tourism industry at the national and international levels.

The existing methods applied for improving young people's competitiveness have been analyzed, and a competency approach to training of would-be experts in tourism and hospitality industry has been proposed. The current approach, which dominates at higher educational establishments in Ukraine, is mainly aimed at developing hard skill competencies, which widens the gap between the real competencies of the graduates and the relevant needs of employers in the tourism and hospitality industry. The competency approach can close this gap by training soft skills and hard skills simultaneously. This approach is focused on defining a set of soft skill competencies and hard skills competencies for, particularly, tourism and hospitality industry, and further development of these competencies in balance. It also requires reviewing the curriculum to modify the courses and applying specific educational methods aimed at development of hard skill competencies as well as soft skill competencies.

The list of the most necessary soft skills and hard skills for professional activity in tourism and hospitality industry has been made taking into account the foreign experience and determining the scope of their application. This approach to training of would-be experts in Ukraine will help to enhance the competitiveness of young people in the labor market at the national and international levels.

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