

REGULARITIES OF DEVELOPMENT OF PROFESSIONAL TRAINING OF TOURIST SUPPORT SPECIALIST (GUIDES)

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Annotation. This paper deals with the development of professional training of specialists in tourist support, namely tour and excursion guides. The stages of formation and development of excursion activity in national dimension, namely the origin and formation of excursion activity in the 18th – 19th centuries, as well as the stages of development of excursion activity in the 20th – 21st centuries are considered comprehensively. The issues of development of professional training of tour guides, in particular the beginning of training of tourist support specialists on the territory of our country and the current state of training of tour / excursion guides in Ukraine are covered in detail. A brief description of the educational institutions involved in the training of tour guides at the present stage is given.

Keywords: tour/excursion guide, expert training, tourism, tourist support

Introductions

In the face of crisis processes in the political, financial and economic spheres, Ukraine can and should compete for its attractive image in foreign countries. Developing inbound tourism is one of the ways to achieve this goal. Positive and negative processes in the political and economic situation in Ukraine in recent years, the policy of European integration have raised the interest of European countries in Ukraine. Today, Ukraine is assessed not only through the Chornobyl and Klitschko associations. The guests are interested in the history and culture of the country, the outlook of citizens, their daily life. It is important for them to form their own opinions about the country and the people which is one of the motives for traveling to Ukraine.

A guide is key figure in the process of getting to know the country by tourists, as well as learning its culture, historical past, daily life. A guide is the mediator for transmission and reception of information between the tourists and the reality that interests them. For the successful professional activity of the guide it is necessary to use the complex of knowledge in psychology, pedagogy, ethics, local history, country studies, excursion studies; skills (communicative, interactive, organizational); position-related skills (e.g. filing documents), as well as personal qualities. The professional activity of a guide is a complex set of actions, which are determined by his/her ability to carry out this activity (knowledge, skills, personal qualities), and the profession of tourist support specialist (guide) requires detailed and comprehensive study. Despite the high prestige of the profession, its popularity and socially determined necessity, there are no conceptual studies of the profession of tour guide in the national professional pedagogy. Further research into the specifics of professional activity of a guide, given that their main professional function is the ability to organize and maintain communication, is possible, referring to the study of professional communication, including pedagogical communication (N. Volkova, I. Rydanova, M. Filonenko), sociolinguistics (O. Petrenko, L. Bessonova, S. Perepechkin, L. Sinelnikov), study of the tour guide profession (B. Yemelyanov). Studies of the phenomenon of cognitive aspect of guide profession conducted by foreign authors (W. Günter, K. A. Dietsch, V. Kienast, A. Kösterke, B. Peter, D. Petersen, B. Schmidt.) are of great value in tourism studies.

The aim of this paper is to study the patterns of development of professional training of tourist support specialists (guides).

1. Formation and development of excursion activities in the national dimension

1.1. The origins and formation of excursion activities in the 18th – 19th centuries

Excursion service is both an independent activity and part of a complex of tourist services. The word “Excursion” came into the Ukrainian language in the 19th century and at first meant a military raid, later - an outing, a trip. Excursions were born on the basis of trips of cognitive, educational, scientific and business nature. Excursion activities and excursion organizations have

contributed to the wider development of tourism movement. The history of excursion activity dates back over two hundred years. The first information about the excursions appeared in the second half of the 18th century. These were school trips that preceded the emergence of tourism. The rise of theory and methods of excursion activity dates back to the last quarter of 18th century. Renown pedagogues, educators have repeatedly emphasized the value of walks and excursions to the nature with students. The translated works of the Czech educator J. A. Kamensky contributed promoting these activities, as he gave an important place on obtaining ideas through objects rather than words and visual aids in teaching system. Recommendations for conducting school excursions to nature were reflected in the Statute of the People's Schools of 1786. And in the "School Charter", approved in 1804, which indicated the need to arrange not only walks excursions to nature, but also to arrange for educational visits to manufactories, workshops of artisans and other enterprises.

The deep theoretical substantiation of the use of excursions as a method in the process of teaching is reflected in the works of K.D. Ushinsky. He proposed new methods of teaching at school, based on the ideas of nationality, the requirements of developing students' ability to observe the phenomena of the environment. K. D. Ushinsky strongly recommended to use such an active method of teaching as excursions at schools, and first of all excursions to the nature, since they allow a child to see and perceive the outside world of objects and phenomena with the help of a teacher [1].

Expansion of excursions, mountain climbing, hiking and biking, intellectuals' desire to use trips, travels and sightseeing for public education in the first half of the 19th century have created the conditions for tourism enthusiasts and excursions to join into various specialized organizations. Tours were popularized by sending posters and brochures describing them to educational establishments, various cities and towns, publication of excursion announcements, weekly announcements containing excursion schedules at hotels, boarding houses and spa centers.

In the second half of the 19th century school-excursion business received the support of official authorities, who decided to use excursions as one of the means of moral and religious influence on the students. School trips were conducted mainly for the purpose of exploring the surrounding nature and historical sites. Activation of excursion activities in the 19th century was associated with the emergence of a number of organizations that practiced hiking. The development of excursion activities was accompanied by opening of historical, cultural and natural sights, ensembles, museums, as well as various exhibitions. This was facilitated by the efficient work of scientific societies [1].

1.2. The development of excursion activities in the 20th – 21st centuries.

The increased interest in excursions, which arose in the first decade of the 20th century, became the impetus for creation of excursion commissions, bureaus, committees in certain societies. They have taken on the function of catering to sightseeing groups and individual sightseers while exploring the capitals and provincial cities. In addition to the tour organizations, there were also private tourist offices founded by entrepreneurs, which offered their excursion services around the country and abroad. The number of excursion commissions gradually increased. They were created in different cities. By the end of 1915, there were already about 100 organizations in the country.

In the first half of the twentieth century, tourism for children and adolescents is actively developing. Scholars all over the country are developing a theory of excursion activity. At the Petrograd Provincial Department of Public Education, the journal Excursion is published by Professor Ivan Polyansky. In 1936, almost simultaneously, the decision was taken to set up excursion organizations at the ministries of culture in all the Soviet Union republics and in Ukraine [3].

In the early 60-s of the 20th century, a department for organizing of tourist excursion routes was established at the Kiev Polytechnic Institute. The first Bureau of Travel and Excursions in the

country begins its work at the department, and also creates a Central Council for Tourism and Tips for field tourists.

By 1965, several large organizations were engaged in the field of tourism and excursion in the country: Central Trade Union Committee, "Intourist" (State Committee on Foreign Tourism), "Sputnik" (youth tourism under the Ministry of Defense with an extensive system of extracurricular institutions). Northwest Zonal Training and Retraining Courses for tourism were opened.

In July 1971, a special decree was adopted at the state level "On measures to further improve excursion work". This decree identified specific measures to increase the ideological and political orientation and cognitive value of excursions, improve the methodological work of tour guides, principles of training of staff for the excursion and travel bureaus. In the early 1970's, the specializations "Methodology and Organization of Tourism-Excursion Business" were opened at the geographical faculties of a number of state universities in Kyiv, Simferopol, Kharkiv [3].

At the end of the twentieth century, the decree "On measures for development of tourism and improvement of tourist and excursion services to the population in the country in 1986-1996 and for the period up to 2000" is adopted. This decree, adopted in July 1985, emphasized the special role of tourism and excursions in the ideological education of the workers, in the broad promotion of the country's achievements, its economy, science, culture. Nonetheless, the plans were not achieved, the reason was Perestroika, independence of Ukraine and transformation of tourism into business with commercial basis. Expensive transportation services, the attitude to excursion activity, as to something secondary, limited and languid advertising led the excursion service to complete oblivion for several years in the early 2000s.

The modern period of excursion activity development is characterized by increased attention of the state to this type of service. Creating a variety of excursion programs that meet the cultural and educational needs of tourists and sightseers, inclusion of new sites in the itineraries, quality excursion service is impossible without proficient staff - tour guides, excursion guides, their training is a primary issue for the modern system of professional education.

2. The development of professional training tour guides

2.1. Beginning of training of specialists of tourist support in the territory of our state

The first zonal courses for training and retraining of tourism-excursion personnel in our country began to work in January 1971. Since 1982, the courses have been transformed to the rank of branches of state institutions. In January 1992, trade union tourism ceased to exist, as did Trade Union Tourism and Excursion Tips. A Tourism Association is created and later a joint stock company. Recent changes in all spheres of our society have put amateur tourism, mass tourism and sport on the brink of extinction.

Tourist associations, unions and their specialized structures formed in 1992-1998, having rather extensive material and technical base and information systems at their disposal, practically did not participate in training of specialists for the field of tourism, working in programs of industrial and social tourism. Due to low qualification of human resources and lack of basic professional training, their activities did not meet the needs of participants in tourism and social movements [2].

Thus, foreign travels play an increasing role in the structure of tourism and social exchange programs in the 1990s. During this process national interests were ignored and international tourist ties were interrupted by the social upheaval of the early 1990s. This had a negative impact on development of mass tourism and the system of basic training, retraining and advanced training of tourism personnel.

The lack of proficient staff, as well as the weak basic system of training of qualified specialists, stimulated development of modern strategy, legal framework and economic mechanism of functioning of the system of continuous vocational education in relation to different sectors of tourism, industrial and social relations by the end of the 1990s. as well as certain segments of social employment, including social-ethnic, adolescent, sports, health, cultural,

educational, youth tourism, as well as trips for “third age” persons, military officers, pilgrims and other categories of the population.

Social activity due to its legal, organizational and economic foundations, was usually realized through state-owned and privately owned tourism enterprises and institutions, while the greatest potential of higher education institutions was concentrated in the hands of public education authorities [3].

The non-recognition of the social tourism-oriented institutions in the early 1990s led to the need to create a drastically different system of training specialists for professional tourism activities within the joint and mixed cooperation of all units and fragments of state and non-state sectors of vocational training and the system of course training. This approach made it possible to move quickly and efficiently towards the formation of a single system, for example in the field of social tourism.

2.2. The current state of preparation of tour guides in Ukraine

The cooperation of public tourist associations and tourist enterprises of different types of ownership with state and non-state educational institutions, acting as the principle of system formation, allows to introduce a multi-level approach to training and educating of tourism professionals with simultaneous inclusion of systems of additional education. The multilevel nature of education, combined with the additional education, forms two fundamental positions, namely the multilevel of foundation of basic and additional education.

In the national practice of training of guides the leading role is dedicated to courses of guides at universities and special courses opened at tourist companies, museums, hotels etc. Only after completing the accredited guide courses can an individual legally engage in this activity. Such courses are available in tourist centers, educational and other institutions that train translators, linguists, historians, geographers, and more. They accept students for full-time, part-time or distance education. Upon completion of the courses, a special qualification tour/excursion guide is awarded, as well as a diploma and certificate of the state model.

European countries offer training programs for excursion guides with 200 to 400 hours of lectures and required practice of conducting trial excursions. In our country, a few large educational centers offer such programs.

Particular attention should be paid to the regularity and nature of tourism education in our country, and especially to training of specialists in the tourism field. Tourism specialties that are widely represented in the market play an important role among the growing variety of specialties offered by education market. The experience of training personnel for tourist support in foreign countries shows that all the countries with developed tourism and hospitality industry have passed certain stages in formation of the national tourist education system [2].

Nowadays, travel agencies, tour bureaus, educational centers, employment centers, secondary and higher professional educational institutions, tourism committees in cooperation with educational institutions can provide services for training and advanced training of tour guides in our country.

Many state and non-state organizations of Ukraine have training and advanced training courses, so we will take a close look at some of them.

The Kyiv Institute of Training Industry Personnel constantly offers training course in specialty “Tour Guide, Excursion Guide”. The courses last 2.5 months. After successfully completing the courses, trainees receive official permission to conduct excursions around the city of Kyiv and obtain a document of a state-approved model.

Since 2006, the State Enterprise “Training and Consulting Center for Tourism” was established in Ukraine as a branch of the Institute of Advanced Training of Managers and Specialists of the State Committee for Tourism. Today, the center is a state educational institution, offering the following services: training course for guide-translators, tour guides, guides of museums and galleries, guides for foreign travels; advanced courses for guides-interpreters and tour guides; methodology of excursion development, transport trips; preparation of passports of tourist sites and excursions; organization of study tours, workshops and more.

Several institutions are also involved in the preparation of guides and interpreters in Lviv. LLC Mandry Plus Center is engaged in training and retraining of staff for the tourism industry in the areas that are not covered by the programs of educational institutions that are engaged in general training of specialists in the field of tourism. After completing the courses and successfully passing the exams, students receive diplomas of guide-interpreter and excursion guide. The guides' information is entered into a computer database, which is accessible to all travel companies of Ukraine, which use the services of guide-interpreters and guides.

Another quite reputable training center for guides and interpreters is the Municipal Tourist Information Center of Odessa in cooperation with the LLC SE "TOURISM-CONSULTING" under the patronage of the Department of Culture and Tourism of Odessa City Council. This organization offers on-going courses of study and advanced training for guides, with further accreditation in the municipality of Odessa. Education allows to acquire a popular interesting profession, namely to master the skill of a guide, gain the experience of creating original excursions, to learn how to create a modern guide's portfolio.

Conclusion

Therefore, summarizing all of the above, we can draw the conclusions that the history of development of excursion activity in the territory of our country dates back over two hundred years. Having gone through a long and complicated way of formation, today, the system of excursion activities and the system of professional training of tourist support specialists (guides) is entering new professional and competitive stages of development.

One of the most important tasks of the Ukrainian education system in the field of tourism is training of tourist support specialists (tour guides) at the level of recognized world standards, which provides for the solution of several urgent problems related to improving the quality of education, involving experienced representatives of the tourism business in the process of training professionals, constant monitoring of the demands for human resources of the tourist market, expansion of international cooperation, etc. In this context, the study and creative use of foreign experience in the training of tourist support specialists (guides) can become an effective way of successfully developing the tourism industry in the territory of our country.

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