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Current Trends and World Experience of Professional Training of Hotel Business Specialists

Abstract. Introduction. *The hotel industry is characterized by an unstable staff. There are many higher education institutions that have the right to train specialists in this field. Currently in Ukraine, managers of different levels for the hospitality industry are trained in every region of the country, but they lack qualified professors, and curricula are not updated. The result is poor preparation of graduates and their ignorance of the modern hotel business. Therefore, the problem of modernization of higher professional education becomes urgent for the full functioning of the hotel industry, in particular in the training of future hotel business professionals in order to create a model of the educational process that would best combine the best Ukrainian and foreign traditions.*

Purpose. *The aim of the article is to analyze current trends and world experience in the training of hotel business professionals.*

Results. *Research shows that studying in international hospitality schools is not just studying in higher education institutions, but a full-fledged preparation for work in international hospitality companies. Students receive a practice-oriented world education, supplemented by mandatory internships in restaurants and hotels. As a result, young professionals are constantly in touch with the industry: establish useful connections and communicate with professionals in hotel industry. The study found that one of the new methods of training managers for the hotel is the formation of mobility and rapid interaction with colleagues and customers around the world. The development and implementation of the latest digital technologies allows the use of innovative solutions to improve the quality of service in a modern hotel with the help of special mobile applications.*

Conclusions. *Thus, the application of the world experience of training hotel business specialists will allow future specialists to enter real life freely and take an active part in the restructuring of the Ukrainian economy and society. Successful passing of such tests is the evidence that the future specialist combines the qualities so necessary for work in the field of hospitality and tourism. Studying hotel management, taking into account the experience of the world's best schools of hotel management, internships and business courses in hospitality management, the use of mobile technology and educational trips is the key to quality training of future hotel business professionals.*

Keywords: *professional training; hotel business specialists; hospitality industry; hotel business; world experience.*

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Сучасні тенденції та світовий досвід професійної підготовки фахівців готельного бізнесу

Готельна галузь характеризується нестабільним становищем кадрів. Існує велика кількість закладів вищої освіти, які мають право готувати спеціалістів для цієї галузі. На сьогодні в Україні менеджерів різного рівня для сфери гостинності готують у кожному регіоні країни, але в них не вистачає кваліфікованих викладачів, а навчальні програми не своєчасно оновлюються. Результатом є слабка підготовка випускників та їхнє незнання сучасного готельного бізнесу. Тому для повноцінного функціонування готельного господарства нагальною стає проблема модернізації вищої професійної освіти, зокрема у підготовці майбутніх фахівців готельного бізнесу з метою створення такої моделі освітнього процесу, за якої оптимально поєдналися б кращі українські й закордонні традиції.

Метою статті є аналіз сучасних тенденцій та світового досвіду професійної підготовки фахівців готельного бізнесу.

Дослідження засвідчують, що навчання у міжнародних школах гостинності – це не просто навчання в закладах вищої освіти, а повноцінна підготовка до роботи в міжнародних компаніях у сфері гостинності. Здобувачі освіти здобувають практико-орієнтовану світову освіту, доповнювану обов'язковими стажуваннями в ресторанах та готелях. Завдяки чому молоді фахівці постійно перебувають у контакті з індустрією: встановлюють корисні зв'язки та спілкуються з професіоналами галузі. У результаті дослідження встановлено, що одним із нових методів підготовки менеджерів для готелю є формування мобільності та швидкої взаємодії з колегами та клієнтами по всьому світу. Розвиток та впровадження новітніх цифрових технологій дозволяє застосовувати інноваційні рішення для підвищення якості обслуговування у сучасному готелі за допомогою спеціальних мобільних програм.

Таким чином, застосування світового досвіду підготовки фахівців готельного бізнесу дозволить майбутнім фахівцям вільно входити в реальне життя та брати активну участь у здійсненні перебудови української економіки й суспільства. Успішне проходження подібних випробувань багато в чому є свідченням того, що майбутній фахівець

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спочатку поєднує в собі необхідні для роботи у сфері гостинності та туризму якості. Вивчення готельного менеджменту, враховуючи досвід кращих світових шкіл готельного менеджменту, стажування та бізнес-курси у сфері менеджменту гостинності, застосування мобільних технологій та навчально-практичних поїздок є запорукою якісної підготовки майбутніх фахівців готельного бізнесу.

Ключові слова: професійна підготовка; фахівці готельного бізнесу; індустрія гостинності; готельний бізнес; світовий досвід.

Formulation of the problem. The hotel industry is characterized by an unstable staff. There are many higher education institutions that have the right to train specialists in this field. Currently in Ukraine, managers of different levels for the hospitality industry are trained in every region of the country, but they lack qualified professors, and curricula are not updated in a timely manner. The result is poor preparation of graduates and their ignorance of the modern hotel business.

Of course, today our country does not have such a shortage of staff in the hotel industry as in the 2000s. In the labor market, the demand for vacancies of cooks, waiters and maids exceeds the supply. These professions are the main ones in the hotel business. Higher education institutions do not train such specialists to the extent that would meet the demand [7]. Therefore, the problem of modernization of higher professional education becomes urgent for the full functioning of the hotel industry, in particular in the training of future hotel business professionals in order to create a model of the

educational process that would best combine the best Ukrainian and foreign traditions.

Analysis of recent research and publications. Ukrainian and foreign scientists, in particular V.G. Burak and O.O. Samokhval, studied the foreign experience of training future specialists in hotel and restaurant business. The issues of professional training of future specialists in the hotel industry were studied by O.V. Shykina, D.V. Dyachenko, M.M. Popyk. Modern trends in the hotel industry and business in Ukraine were studied in the works of T.I. Bozhuk, S.Yu. Penkalska.

Formulation of research goals. The aim of the article is to analyze current trends and world experience in the training of hotel business professionals.

Outline of the main research material. When researching the training of hotel business professionals, it is advisable to study the best world experience of leading countries. Figure 1 shows the ranking of leading international schools that provide training services for hotel managers.

Consider some of them in more detail.

Table 1. The best international schools for the training of hotel managers

1	Ecole hôtelière de Lausanne	Switzerland	67 %
2	Glion Institute of Higher Education, Glion & Bulle	Switzerland	61 %
3	Les Roches, International School of Hotel Management, Bluche	Switzerland	59 %
4	Cornell University	USA	53 %
5	Hotel School The Hague	Netherlands	40 %
6	Les Roches, International School of Hotel Management, Marbella	Spain	28 %
7	Oxford Brookes University	United Kingdom	23 %
8	Blue Mountain International Hotel Management School, Leura	Australia	21 %
9	Hotel School Vatel	France	20 %
10	Cesar Ritz Colleges, Le Bouveret, Brig	Switzerland	19 %

Source: generated by the author

Swiss hotel schools use time-tested methods of teaching good managers. These methods include a balanced combination of practical courses combined with management theory and applied business exercises. The Swiss tradition of training managers requires students to learn from the bottom up, learn the details of

each department and each role, so that they know exactly what each of the hotel staff should do [1].

In the past, hotel schools often used a limited program of hotel management courses (catering operations, reception, room distribution, etc.), but this structure of education has changed significantly. Modern hospitality management schools in Switzerland are now

much closer to the Swiss university model of gradually increasing competencies and applying theory in professional situations. Thus, the model of education in hotel schools in Switzerland is built on the same foundations as vocational training in higher education institutions of other profiles.

One of the flagships of European hospitality education is the Swiss School of Hospitality Management in Lausanne, founded in 1893 and the first university to include the Hospitality Industry in its program. In addition to training highly professional specialists in this field, the main purpose of its curriculum is to cultivate a new generation of students with healthy ambitions and leadership qualities, without which it is impossible to ensure the successful operation of the hospitality industry.

The second-ranked school is the Glion Institute of Higher Education. So, in 1962, the Glion Hotel School was established. School founders Walter Hunziker and Frederic Tisso saw that the growth of tourism created a need to improve the training and professionalism of managers in hotels and hotel-related businesses. Hunziker was a pioneer in research and tourism, and Tisso was an experienced hotelier and entrepreneur. Together, they came to understand what an educational institution should look like, namely the best hospitality management school in the world. They opened their hotel school in the autumn of 1962 at the old Hotel Bellevue on a hillside above Montreux. The school was named "Institut International de Glion" - it was the first class consisting of 15 students from five countries [2;3].

Studying at Glion International Hospitality University is not just studying at university, but a full-fledged preparation for the work of international hospitality companies. Training in hotel and restaurant business, as well as other specialties in the field of hospitality, includes knowledge from leading professionals in this field, internships in the most prestigious companies in different parts of the world and acquaintance with the cultures of other countries. At Glion, students get first-hand information from experts in the latest brands in the hospitality industry, hotel and restaurant business specialists. The skills acquired during the study allow students to hold management positions in the world's leading companies. Glion currently has about 14,000 graduates worldwide.

Glion's approach to learning is typically Swiss - 80% practice and 20% theory. Students learn from professional hoteliers, restaurateurs and financiers. Students of the school get acquainted with the work of all industry professionals: concierges, chefs, HR directors, managers, thus passing all the steps in the hotel and get a holistic picture of the profession [8].

Currently, most hotel schools offer programs that develop a very wide range of business skills that can be applied in the hospitality and service industry. That is why most hotel schools have decided to call themselves schools of hotel business management, as they offer a

wide range of skills, which include hotel operations and courses in hotel business management, as well as general business management. The modern program of hotel management training usually includes three types of areas of study - the direction of hotel management, internships and business courses in the field of hospitality management [17, 19].

EMBA Hospitality is a joint program run by CEIBS and EHL faculty in Switzerland, Shanghai and other cities in the Asia-Pacific region. Graduates are awarded two EMBA degrees, one each from CEIBS and EHL. The Executive MBA in Hospitality Management is an accelerated full-time program designed for hospitality professionals who want to expand their education and for non-hospitality professionals who want to integrate into the hospitality industry [1].

Features of this program: duration of the full program - 11 months; study of hospitality of general management with experts in this field; obtaining three professional certificates; opportunity to develop your professional network among leading companies.

Les Roches is a school of professional education in the hotel business, entertainment and tourism industry with campuses in Switzerland, Spain and China. The school is accredited by NECHE, which confirms the high level of training. In 2020, Les Roches School took third place in the list of the best hospitality schools in the world. Students receive a practice-oriented Swiss education, supplemented by mandatory internships in restaurants and hotels. As a result, young professionals are constantly in touch with the industry: establish useful connections and communicate with industry professionals [1].

In the modern era of market competition, and especially in the field of education, consumer demand is growing rapidly and becoming extremely individualized, and markets are diverse in structure. Hotels, both chain and independent, succeed in business and commercial activities only when their goal is to meet consumer needs.

The main idea of professional training of future hotel business professionals is a continuous and regular analysis of the needs of the hotel services market as the main goal aimed at systematizing the most efficient hotel services that will be applied only to consumers and have properties different from competing hotels and, as a consequence, provide the producers of these services [10].

Internship is another cornerstone of studying the hotel activity. Students are generally required to complete one or two full-time internships to earn a bachelor's degree in hospitality. Internships are usually conducted directly on the basis of a hotel business, which can be a hotel, a cruise liner, a restaurant, a tourist office or an event management company [4]. Internships give students the opportunity to test their skills in theory, gain experience in an international work environment (often away from home and university), and gain insights

into further developing their skills and possibly changing the specifics of their studies. Most importantly, the internship is a starting point for career growth, where students begin their professional careers and form a portfolio of professional competencies [9].

Hospitality business courses. If in the first two areas students learn to manage a hotel, then here they move from studying the so-called microcosm of the hotel to a large hotel business, which is essentially the same hotel, only in enlarged format, because learning to manage a hotel means learning to manage all sectors business: from operations and logistics, personnel and productivity, finance and accounting to marketing and PR communications. Business courses offered at hospitality management schools teach students to apply business theory to a variety of business models.

During HotelTechTour's study and practical trips, Le Roche students meet with prominent figures in the hotel business. One of them is Vincent Van Deck, a marketer and hospitality forecasting specialist. He is also a co-founder and partner of HBMEQ, founded in 2000.

One of the new methods of training managers for the hotel is the formation of mobility and rapid interaction with colleagues and customers around the world.

The new method «365 nights - 365 hotels» became the Amsterdam challenge of finding housing, and then a kind of project, the meaning of which was to stay for a day in each of the 365 hotels. During the 12 months he spent in various hotels, Vincent realized what hotel guests really needed. He became seriously interested in the field of hospitality, began to think about concepts to improve conditions for customers. The specialist continued similar experiments in the future, which allowed him to gain considerable experience in the field. Now Vincent Van Deck is cleverly focused on current trends in the hotel business, which he shared with students of La Roche [5, 15].

The «high-tech and high-touch» method proposed by Vincent Van Deck allows people to explore the hotel business from the inside. After such an experience, views on industry change, materialism disappears, but comes the love of services. The hospitality industry today needs to find a balance between High Tech and High Touch. When booking a hotel, customers want simple comfort and non-boring accommodation. Self-check-in and a technically equipped room make life easier, which is why the concept of reasonable hospitality is appropriate. But it is important to remember that the core of the industry is people, and this requires close contact with the client, in other words, high-touch.

Awareness of the importance of using digital technologies in the industry and understanding the trends in the hotel business are needed to succeed. To understand how to give guests an unforgettable experience, hoteliers need to think carefully and use the big data method. This method will help to find out about the client's wishes before he asks for something. Managers need to innovate, and that's teamwork

(Vincent Van Deck): "We can't drive innovation alone. Today hotels do not have to buy things, they have to pay for their use! Brands should consider hotels as showrooms to showcase their new products and services so that people can buy them for the home. Hotels are the best marketing platforms".

Modern hotel service is impossible to imagine without the use of digital technology. The development and implementation of the latest digital technologies allows the use of innovative solutions to improve the quality of service in a modern hotel with the help of special mobile applications. Currently, many companies offer their services for their development, such as Unisol Apps, Shelter, etc. [6; 11].

Mobile applications are of the same type and include:

- gradual transition to «chip and PIN»; a smart card with a built-in chip and a personal PIN code is used, which is an identification number that allows you to use the hotel services;
- introduction of new payment systems;
- payment is made directly from the mobile device;
- possibility of a photo complaint and loyalty program;
- encouraging the guest for activity in networks;
- system of bonuses and points for purchases;
- QR codes on the territory of the hotel enterprise (reception, elevator, number);
- mobile application is an ideal replacement for guest books, which allows you to quickly make changes and additions to the list and cost of services and save on printing [13].

The program allows for operational management, increases control over the implementation of all levels. Efficiency of communication allows to optimize costs and increase the quality and efficiency of customer service. Many hotels that have switched to this system have experienced a real economic effect.

However, the issue of training managers capable of working with such application software also requires detailed study. Specialists must master the basic capabilities for operational management of hotel staff and increase efficiency in the current activities of the company: the transition to a cloud automation system PMS, including: booking, guest file, accounts, receipts, communication with online booking systems, financial report, analytics sales are performed in a single system; mobile systems to notify employees about current tasks and important events that are currently happening at the hotel; order a taxi with a choice of car; online booking of tickets to the theater and cinema with room delivery; air and rail tickets booking with courier delivery; online menu of the partner company with courier delivery to the room; laundry services with individual containers of different capacity and the ability to control all processes online [14].

These services are available from the room by using a smart TV, smartphone. All of the above reduces

production costs and reduces the risk of the human factor.

Mobile technology has set new standards for so-called contactless luxury. They are slowly but surely conquering the market, purposefully meeting the needs of gadget owners in full information and with maximum freedom of self-service. This information can be obtained by a hotel employee using their smartphone. In addition, the introduction of mobile systems carries the risk of information leakage and personal data. Therefore, hotel businesses are forced to use the services of IT specialists in information security [16; 18].

The indisputable advantages of foreign educational systems in the field of services include:

- balanced training programs for highly qualified personnel, including internships in reputable hotels of international hotel business representatives;
- recognized in most countries of the world diplomas of education that guarantee employment in the best hotels;
- the presence of a multi-level system of education, which gives the student the right to choose a course, as well as the duration of study;
- rich practical experience gained in the process of paid internships, which account for at least half of the entire period of study [12].

Not everyone is accepted to this educational institution, as it is necessary to pass the selection. After the applicant has provided all the necessary documents and passed the exams in general education disciplines, he must pass complex and responsible tests: a test for analytical skills; a test for suitability for work in the field of hospitality; perform exercises, participate in business games; to demonstrate the presence of interest in the field of hospitality and the desire to link their professional activities with this industry; a test for the ability to work in a team, as well as the presence of leadership qualities in entrants; demonstration of creative abilities, ingenuity, etc.; personal interview.

Conclusions. Thus, the application of the world experience of training hotel business specialists will allow future specialists to enter real life freely and take an active part in the restructuring of the Ukrainian economy and society. Successful passing of such tests is the evidence that the future specialist combines the qualities so necessary for work in the field of hospitality and tourism. Studying hotel management, taking into account the experience of the world's best schools of hotel management, internships and business courses in hospitality management, the use of mobile technology and educational trips is the key to quality training of future hotel business professionals.

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