

KEY PROBLEMS OF TRAINING HORECA SPECIALISTS

Tomalia T., Cand. of Econ. Sciences, Assoc. Prof.
Blazhkun S., student
Khmelnysky National University, Khmelnytsky, Ukraine

The HORECA segment was developing rapidly before the introduction of global measures related to the COVID-19 pandemic and the beginning of the full-scale invasion, due to the growing number of clubs and hotels, restaurants, and bars. HORECA training is a combination of theory (educational and cognitive activities in a higher education institution) and practice (laboratory classes, on-the-job training and production practices: familiarization with the material and technical base of hotel and restaurant complexes, management structure, rules of use and internal regulations of the enterprise), etc. The training of hospitality professionals has several key issues that affect the quality of education and professional development. Here are the main ones:

1. The need for an appropriate material and technical base with specialized laboratories. In its absence, students cannot master practical skills in conditions close to real life. The availability of well-equipped laboratories allows students to gain the necessary experience by working with the latest equipment and management systems used in the hospitality industry.

2. The need to ensure proper practical training of students. Practical skills are key for hospitality professionals. It is important to organize regular internships, simulation classes, and practice in real enterprises. Cooperation with the industry allows students to gain access to current work processes and understand how modern hotels, restaurants, and other facilities operate.

3. Weak methodological differentiation in the training of managers and specialists. Training programs for managers and ordinary employees in the hospitality sector often do not differ methodologically. This leads to a lack of flexibility in training specialists at different levels. For effective training of managers, it is necessary to implement training with an emphasis on management strategies, leadership and decision-making, while for lower-level specialists, it is necessary to develop operational skills.

4. Low interest on the part of employees in personal development and professional development. Often, employees are not motivated to improve their skills due to the lack of a clear motivational system at enterprises. Underestimation of the importance of professional development by employees and employers can lead to stagnation in the labor market. Motivation systems that include tangible and intangible rewards should be developed to encourage continuous improvement.

5. Lack of professionally trained personnel to conduct in-house training courses in the hospitality sector. Many companies are unable to organize high-quality in-house training due to the lack of specialists with the necessary training. This complicates staff development and reduces the overall level of service quality. To solve this problem, it is necessary to train trainers and teachers to conduct internal courses, as well as to engage external specialists.

6. Lack of constructive interaction between enterprises and educational institutions. The lack of effective cooperation between educational institutions and businesses leads to a gap between theoretical knowledge and practical labor market needs. Students often do not have access to current trends and industry requirements, which makes them less competitive in the market. It is important to establish partnerships between educational institutions and enterprises to organize internships, exchange experience and introduce the latest technologies into the educational process. 7. Systematic introduction of modern computer and network technologies into educational and cognitive activities. The use of modern computer and network technologies is critical for adapting the educational process to market realities. This includes the integration of hotel management systems (Property Management Systems), digital booking platforms, CRM systems and other tools used in the industry. The use of such technologies allows students to be prepared to work in the digital transformation of the hospitality industry.

Solving these problems requires an integrated approach, including updating the material and technical base, strengthening practical training, improving methodological differentiation of training, developing motivational programs for employees, attracting professional staff to conduct advanced training courses, developing partnerships between educational institutions and enterprises, and actively introducing digital technologies into the educational process.

References

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