THE ROLE OF THE INTERNATIONAL TOURISM PROGRAM IN THE TRAINING OF SPECIALISTS IN THE SERVICE AND TOURISM SECTOR

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Introduction

The purpose of this article is to present the role of the international tourism training program in the training of specialists in the service and tourism sector from the educational and methodological perspectives. To achieve the above goal, the main problems of teaching the international tourism subject were studied, and the groups of the transformed topics of the training program were presented. The methodology presented in the article was largely applied within the framework of the International Tourism subject taught at the Faculty of Economics, YSU Ijevan Branch in 2018-2025. during the academic years, for which the theoretical provisions introduced by domestic and foreign authors served as the basis.

The teaching methodology of the subject has a clear component of organizing practical work, which allows for more effective implementation of practical training and ensuring the process of formation and development of student abilities. Practical training was carried out in writing (in accordance with the requirements for independent work), through oral speech and presentations.

The following results were obtained during the teaching:
• the peculiarities of the subject topics of international tourism were presented
• a comparative analysis was carried out according to tourism macro-regions,
• the ways of development of international tourism in the Republic of Armenia were studied.

Literature review Higher education in tourism, having an important role, is at the center of study of both Armenian and foreign researchers. The basis of information for this research is foreign sources of professional literature (S. V. Dusenko, I. V. Zorin, V. A. Kvartalnov, Yu. M. Lagusev, L. V. Sakun, A. I. Sheshelkin, T. N. Tretyakova, A. A. Fedulin and others), studies of Armenian researchers on the organization of higher education in the field of tourism, and laws and by-laws regulating the sphere of higher education.

Research methodology In order to make the issues raised in the article more visible, a comparative analysis was conducted. The following sources and literature were used:

- Legislative acts of the Republic of Armenia, official documents of the Ministry of Higher Education, as well as research and educational centers.

- Curricula and programs of tourism education of the Republic of Armenia. Russian Federation. Republics of Belarus and Kazakhstan.

- Republic of Armenia. Russian Federation. Online resources of higher educational institutions of the Republics of Belarus and Kazakhstan.

- Materials of academic conferences on higher education and tourism in the Republic of Armenia and abroad.

Scientific novelty

The scientific novelty of the methodological article is manifested in the new approaches to the training of specialists in the field of tourism as part of the new subject program on international tourism.

Using the advanced experience of compiling educational programs on tourism, an attempt is made to improve the educational level of future specialists in the field of tourism by including new topics. The research reveals the need for a direct connection of the topics of the educational program with the processes taking place in the field of international tourism, proposing an educational program, the application of which would create an opportunity to deepen students' knowledge, as well as to make them a prize in the labor market.

Analysis

Professionally trained personnel have a positive impact on the development of any country, the state of the economy and social sphere depends on them [Ananeva, Kobeleva, Sakharchuk, 2010, 59-94]. This is currently one of the most problematic issues for our country.

The tourism and hospitality sector in the Republic of Armenia, having a period of active growth, imposes new conditions on specialists in the labor market. In order to ensure a qualified workforce in the sector, it becomes imperative to improve educational programs to meet the requirements of employers through innovative approaches.

The International Tourism Educational Program plays an important role in the preparation of specialists in the tourism and services sector. Studying the program allows them to develop the necessary communication, organizational and language skills, as well as provides knowledge about the management of services, hospitality and tourism products.

This subject is of great importance for future specialists in finding professional work in the labor market. Having acquired deep insights into the specifics of the international tourism industry, market processes, as well as the specifics of certain countries, future

specialists are able to organize a successful career in large tourism companies or create and implement their own unique projects, also involving inbound tourists.

The issues of recruiting and training tourism specialists have become relevant since the beginning of the 1990s, when the Republic of Armenia gained independence. It became even more relevant when the Law of the Republic of Armenia "On Tourism and Tourism Activities" was adopted on December 17, 2003. This law defined tourism as one of the most promising sectors of the economy.

In the current conditions, both in our country and abroad, employers give priority to those specialists who are able not only to communicate freely with incoming tourists, but also to provide potential clients with comprehensive information about the tourist resources, economic, political, national characteristics and the criminogenic situation of the destination country. And for this, it is necessary that specialists have the necessary experience and in-depth knowledge. The organization of work with incoming tourists is of particular importance.

During training, future specialists study various subjects related to tourism, which allow them to become specialists in the field of hospitality and tourism, perform various types of professional tasks [Semenova, 2016,71-74].

One of them is the subject of international tourism.

The peculiarities of the subject of International Tourism are its transnational nature, the need to adhere to international norms and principles (freedom of movement, liberalization of formalities, respect for the sovereignty of countries and their national traditions), and the diversity of its types. International tourism is characterized by people traveling from their place of permanent residence to a country other than their own.

Taking into account the important fact that the amount of knowledge required for any academic subject is determined by the program intended for applicants [Ashaev Y., Ashaev S. Parfomyuk, Mukhov, 2015, 40-48] to increase the scope of the studied material, as well as the participation of students in the educational process.

Taking into account the importance of the educational program, 9 main sections have been selected in it, thanks to the study of which students will have the opportunity to deepen their knowledge in the field of tourism, develop professional skills and acquire new abilities necessary for a successful career. This will allow them to better understand current issues in the field of international tourism, as well as to apply the theoretical knowledge they have gained in their professional work. The first section deals with the theoretical and methodological foundations of international tourism, the main types of international tourism, the factors affecting it, as well as its socio-economic significance. The purpose of the selected topics is to familiarize with the theoretical foundations, characteristics, types and factors affecting international tourism. This includes the study of various theories explaining the reasons for entering international markets.

Table 1. Structure of the International Tourism Curriculum

Sections	Topics
Section 1 Theory and methodology of international tourism	Topic 1 Theoretical and methodological foundations of international tourism, main aspects of international tourism, factors influencing it.
Section 2 Typology of tourism	Topic 1 Typology of countries from the point of international tourism. Topic 2 Ranking of countries by the level of tourism development
Section 3 International cooperation in the field of tourism.	Topic 3.1 Goals and objectives of cooperation in the tourism sector. Topic 3.2 Bilateral cooperation. Topic 3.3 Multilateral cooperation. Topic 3.4 Peculiarities of international agreements in the field of services. Topic 3.5 Large international tourism organizations. Topic 3.5 The policy implemented by the state in the tourism sector. Topic 3.6 The role of international structurs and tools for tourism market.
Section 4 Methodology of global tourism statistics.	Topic 4.1 International tourism statistics concept.The main units of tourism. Topic 4.2 Statistics of tourist flows. Topic 4.3 Statistics of tourist income and expenditure. Topic 4.5 Organization and methods of accounting of international tourism.
Section 5. The impact of tourism on the national economy.	Topic 5.1 Tourism impact on national, and the share in the world economy. Topic 5.2 Tourism export and import. Topic 5.3 The impact of tourism on employment. Topic 5.4 The direct and indirect impact of tourism on the economy. Topic 5.5 The income multiplier effect for some countries and regions.
Section 6 State regulation of international tourism activities	Topic 6.1 International tourism as a business. Features of its organization. Topic 6.2 The nature, structure and tools of state regulation of tourism. Topic 6.3 The nature, tools of tourism regulation in foreign countries. Topic 6.4 Regulating tools in tourism (certificats, standards, franchise, etc.). Topic 6.4 State policy and planning of tourism development. Topic 6.5 Models of state management of tourism.
Section 7. World markets of the international tourism sector	Topic 7.1 Western European tourism markets. Topic 7.2 Southern European tourism markets. Topic 7.3 Eastern and Central European tourism markets. Topic 7.4 Northern European tourism markets. Topic 7.5 North American, Central America and the Caribbean Topic 7.6 South American tourism markets. Topic 7.7 Asian tourism markets. Topic 7.8 Main African tourism markets. Topic 7.9 Middle Eastern tourism markets. Topic 7.10 International tourism business in the Republic of Armenia.
Section 8. Innovation strategy for global tourism growth	Topic 1 Innovation strategy for the development of international tourism.
Section 9. Globalization, renationalization in international tourism.	Topic 2 Forms of state support in promoting innovation strategy.

The types of international tourism and the features of using them are also discussed.

The second section of the educational program is devoted to the typology of countries of the world from the point of view of the level of development of international tourism. Having acquired knowledge on the selected topics, students will have the opportunity to understand how countries differ in their role in the global tourism sector, including their tourism potential, infrastructure development, and the volume of tourist flows.

The typology of countries allows us to understand why some countries in the global tourism market, due to their geographical location, economic development and differences in historical and cultural characteristics, are able to take a leading position in the field of international tourist arrivals. For example, France, Spain, Italy, Germany, the USA and China, thanks to their cultural and natural attractions, developed infrastructure and active promotion of their tourism brands in the international arena, have been occupying leading positions in the number of international tourist arrivals for several decades [Artemova, 2013, 1-13]. The selection of topics included in the third section was based on the important fact that cooperation between countries and economic entities is of great importance in the implementation of international relations (including economic ones). It is thanks to this set of tools that organizations operating in the field are able to establish economic ties with each other and receive mutual benefits through cooperation. The main goal of the selection of topics included in the fourth section is to familiarize with the forms of bilateral and multilateral cooperation between entities engaged in economic activity in the field of international tourism, as well as between countries, and with the management policy in the field of tourism. International cooperation in this field is the interaction of states on tourism issues through agreements, events and participation in international organizations. Having become familiar with the theoretical foundations of international relations, as well as the establishment of bilateral and multilateral relations, future specialists will have the opportunity to take an important role in influencing these processes.

International tourism statistics allow us to assess the impact of tourism on economic growth, employment and the environment in different countries of the world. It plays an important role in the analysis of international tourist flows and serves as a data source for the development of balance of payments indicators and the compilation of national accounts [Butsenko, Gafarova, 2024, 52-55]:

Studying the topics included in Section 5 on International Tourism Statistics allows to develop data analysis, trend forecasting, and planning skills that are necessary for careers in the tourism and hospitality industries, and for regional tourism development specialists.

Fifth, the main reason for including the section on the impact of tourism on the national economy in the curriculum is that tourism is seen as a means of accelerating economic growth [Ivanova et al., 2022, 58-73]. The study of this section allows us to assess how the tourism sector (including international) at the national level affects GDP, creates jobs as a result of its development, stimulates infrastructure and other sectors, and contributes to

the inflow of foreign currency. It allows to analyze both the positive (economic growth, employment) and negative aspects of the economy (overburdened infrastructure). In addition, it is possible to develop recommendations not only for the sector, but also for the sustainable development of the organization engaged in tourism activities.

The study of the topics in the sixth section on state regulation of international tourism provides an opportunity to gain an idea of how the state influences the activities of the tourism sector through support and management tools (certification, standardization, licensing and franchising). The knowledge gained helps to assess the impact of policy on the tourism business and market, as well as to understand the legislative framework and the role of state and local self-government bodies (Ministry of Economy, State Committee for Tourism, tourism departments or departments of cities and large communities).

International tourism is a business based on international economic relations, which includes the development of infrastructure, attraction of investments and the provision of tourist services, such as inbound and outbound tourism. Leasing and franchising are important tools in this business. Franchising allows tour operators to expand their network using a brand and business model, while leasing allows for long-term rental of fixed assets (transport types, hotel equipment) without the need to purchase them. It can be both a mechanism for diversifying the tourism services market and as a format for maintaining the tourism business [Ganebnikh, 2015, 40-48]. By studying the specifics of the international tourism business and topics related to the use of leasing and franchising, students gain knowledge about modern models of tourism business development, and get acquainted with business scaling and management strategies through franchising and leasing.

The study of the topics included in section seven, related to international tourism markets, allows the study and analysis of the main indicators of the industry at the macro and micro regional levels, such as supply and demand, market capacity and its structure. This allows to understand the factors influencing the development of the international tourism sector and subsequently use the knowledge gained in practical work to develop strategies and programs, as well as to provide comprehensive advice to travelers traveling abroad.

Providing comprehensive information on tourism markets allows travelers to make more informed decisions, choose the best offers made by tour agents, plan their budget and avoid unpleasant surprises during the trip. The advice provided increases travel safety, protects consumer rights, and helps them navigate the prices for a given destination.

The choice of section eight is due to the need for continuous innovation to maintain the competitiveness of organizations engaged in economic activities in the international tourism sector, which allows them to develop and introduce new destinations and routes. This allows you to adapt to the changing preferences of tourists, use modern scientific and technological progress to create new unique and distinctive tourist products.

Having an idea of the nuances of using innovative technologies, it is possible to increase the competitiveness, profitability and number of guests of enterprises in the tourism and hospitality sector by applying innovative technologies in practical work [Maksimova et al., 2020, 118-124].

The main purpose of choosing the section on Globalization and Renationalization Processes in International Tourism is that globalization in tourism is defined as a process of sharp growth in tourist flows, as well as flows of services, capital, information and technologies, usually not subject to the regulation of national governments [Milinchuk, 2025].

Globalization processes in the field of international tourism are manifested in the expansion of international economic ties in tourism production, the growth of internationalization of tourism production factors, the spread of international corporations in the tourism business, and are also accompanied by increased competition, an increasing number of acquisitions and mergers [Voronkova, Polozova, 2016, 35-39] .

Taking into account the important fact that in the current conditions, globalization is expanding its borders and transnational corporations in the international tourism sector are restructuring and expanding their network structure [Orlov, Abelinsky, 2018, 122-138], this section of the course focuses on the positive and negative aspects of globalization, transnational companies, and stages of development.

Conclusion

Summarizing the educational-methodological article, we can note that the research conducted allows us to assert that when developing the content of educational programs for tourism specialists, it is necessary to:

• Take into account the economic situation and peculiarities of the given period.
• Make continuous changes to ensure the relevance of subject programs.
• Plan educational programs to meet the current and future needs of tourism companies.
• The developed programs become an integral part of the higher tourism education.

In our opinion, when planning a curriculum, it is necessary to discuss its final version at the department level. This will allow:

• To make changes to the curriculum by listening to the opinions of colleagues.
• To avoid repetition of topics.
• To ensure a unified approach.
• To improve the quality of the curriculum by considering the opinions of colleagues.

We believe that part of the curriculum, for example, seminar work or the defense of independent work, should be conducted in a foreign language (for example, English, French or Russian). Also, an important place should be given to research work carried out by students within the framework of the curriculum. Students' research work allows them to study and master additional material in more depth, promoting the professional development of university graduates. By devoting additional time to subject-specific learning,

students develop such qualities as creative thinking, the ability to make independent decisions and defend their point of view, which are necessary for future specialists [Kokunova, 2014, 53-60].

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The article considers the principles and features of the international tourism subject program and emphasizes its importance in the training of specialists in the service and tourism sector. Taking into account the importance of the subject, studying the advanced experience of some countries (Russia, Belarus, Kazakhstan), a new version of the educational program is presented, the implementation of which, in our opinion, will allow significantly improving the scientific level of students receiving higher education. When compiling the educational program, the standards and requirements for compiling higher education programs of the Republic of Armenia were taken into account. When compiling the program, special attention was paid to the cooperation implemented in the field of international tourism, the mechanisms of state regulation of international tourism activities, and the world markets of the international tourism sector (by macro and micro regions). Moreover, the methodological article presents recommendations for improving the effectiveness of the educational program, the implementation of which will create an opportunity to avoid repetition of topics, as well as a unified approach to compiling a curriculum.