

**CURRENT STATE OF PROBLEMS OF PREPARATION
AND REGULATION OF ACTIVITY OF TOUR-GUIDES
ON THE EXAMPLE OF LATVIA, BELARUS AND UKRAINE**

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Abstract. This article deals with modern problems of training, retraining and regulation of professional activities of tour guides in three countries of Eastern Europe, such as Latvia, Belarus and Ukraine. Some centers and organizations of the three countries that are engaged in professional training and advanced training of tour guides are examined in detail. The curricula and programs of educational courses for the training and retraining of these specialists are also analyzed, as well as the requirements of legislation in the field of tourism that regulate the work of tour guides in Latvia, Belarus and Ukraine.

At the present time there is a need for the professional training and retraining of guides, both substantively and organizationally. It is necessary to organize such training of guides that would provide an opportunity to receive professional competencies, in demand by the modern labor market. However, this problem in Ukrainian science has not been fully explored at present.

The object of the study was the process of training, retraining and regulation of the activities of tour guides.

The subject of the study was an analysis of the current state of the problem under consideration by the example of three Eastern European countries.

The purpose of writing this work is a comparative analysis of the preparation, retraining and regulation of the activities of tour guides in Latvia, Belarus and Ukraine, in order to subsequently adopt the foreign experience of other countries for Ukraine in this area.

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In accordance with the object, the subject and purpose of the study, the following tasks were formulated: 1) Review and analyze the process of training, retraining and regulation of the activities of guides in Latvia; 2) To investigate and understand the system of professional training and retraining of tour-guides in the Republic of Belarus, as well as to consider the issues of legislative regulation of these specialists; 3) Understand the issues and problems of training, professional development and regulation of the activities of tour-guides in Ukraine; 4) Formulate the relevant conclusions and proposals for further research.

To solve the set tasks and achieve the goal, a set of interrelated research methods was used: theoretical – analysis of content and legislative base on the research problem; systematization and generalization of provisions; content analysis of normative legal documents, work plans and training programs for understanding the essence of the existing system of professional training of future tour-guides in Ukraine and determining ways to improve it.

Summing up all the above and based on the analysis of the trends characterizing the current stage of development of tourism, the results of scientific research in the field of professional training of tour-guides and the labor market requirements for the professional competence of guides, it can be concluded that there is a contradiction between the growing the need of the tourist business of Ukraine in guides and guides-translators, who have developed in demand on the modern labor market professional competence, and the fact that the content of vocational education theory and technology development of professional competencies insufficiently investigated for such specialists in the course of their vocational training or retraining. This contradiction determines the prospects for further research on this topic, namely: what should be the content, methods, means and forms of professional retraining of guides for tourists to work with the modern requirements of the profession.

1. Introduction

The analysis of the latest studies and publications of Ukraine, in which this topic is considered, provided us with the opportunity to assert that certain issues of the content and methodology of the professional training of guides were considered in detail in the scientific research of many Ukrainian and Russian scientists. At the same time, the analysis of scientific research conducted in the last few years has not revealed any that are devoted to

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modern problems of professional training and retraining of guides. The ways that ensure the level of professional competence of guides that would successfully compete in the modern labor market remain unclear. Therefore, the problem of finding methods means and forms of improving modern professional training and retraining of guides for working with tourists is relevant in Ukraine.

The purpose of writing this work is a comparative analysis of the preparation, retraining and regulation of the activities of tour guides in Latvia, Belarus and Ukraine, in order to subsequently adopt the foreign experience of other countries for Ukraine in this point.

The tasks of the research:

- 1) To review and analyze the process of training, retraining and regulation of the activities of guides in Latvia;
- 2) To investigate and understand the system of professional training and retraining of tour-guides in the Republic of Belarus, as well as to consider the issues of legislative regulation of these specialists;
- 3) Understand the issues and problems of training, professional development and regulation of the activities of tour-guides in Ukraine;
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2. Preparation and regulation of the activities of guides in Latvia

In this section we will consider the problems of preparation and legal regulation of professional activities of guides in Latvia.

According to Paragraph 25 of Article 1 of the Law on Tourism of the Republic of Latvia, a tourist guide is an individual who has a certificate of professional qualification issued by a certifying body that accompanies tourists and excursionists in a certain area and in a language chosen by them acquaints them with the values of culture and nature [2].

In the article 11 of the same law is establishes that tourism services may be provided by a merchant or a person conducting economic activities

registered in accordance with the procedure provided by regulatory enactments, if the purpose of their activity is to provide individual or complex tourist services to tourists [2].

The law “On regulated professions and the recognition of professional qualifications” after the changes introduced on November 2, 2006, refers to the profession of the tourist guide to the regulated professions. In order to work in the regulated profession either in the status of a self-employed person or in the status of an employee, individuals should have a certain education and professional qualifications, the minimum requirements to which are established by regulatory enactments [2].

The tourist guide is required to obtain two documents: a certificate of a tourist guide and a sign of a tourist guide. The certificate confirms the professional qualification of the owner and gives the right to provide guide services in the Republic of Latvia. The sign of the tourist-guide is an identification document with a photograph that confirms the category of professional qualification of the tourist-guide given to its owner. The certificate is issued for five years. If the certificate or nameplate is lost, stolen, destroyed or damaged so that it is not subject to recovery, the guide is issued a duplicate certificate or, if the certificate is issued in the form of an electronic document, the original document.

According to the rules, a person who has mastered the relevant profession an accredited education program or has received a professional qualification, confirmed by a document issued in accordance with the regulations, regulating the sphere of education, procedure or document confirming professional qualification, has the right to conduct activities in the profession of a tourist guide.

After mastering the theoretical and practical training program for tourist guides, a person applying for the qualification of a guide should receive:

- the concept of the processes and development trends in the tourism industry and their skills, respectively, to predict and plan professional activities;

- skills to represent the state, including the following special tourism facilities: the Latvian Museum of Nature, the Latvian Military Museum, the Latvian National Museum of Art, the Latvian National Museum of History, the Latvian Museum of Occupation, the Museum of the History of Riga and Navigation, the Historical Center of Riga, the Rundale Castle Museum, Turaida museum-reserve or planning region and present to tourists and

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excursionists information about the historical, natural and cultural heritage, as well as the modern characteristics of the object;

- skills to synthesize and use the necessary theoretical knowledge in the industry to create an acceptable tourism product in a changing market;

- skills in using both traditional methods and innovative technical solutions that are necessary for conducting professional activities, skills to explain information, basing it on the specific experience of a tourist and an excursionist;

- the skills of using theoretical knowledge in the work in the sciences about the contacts of people and cultures, understanding the needs of tourists and excursionists and motivating actions, and fostering a friendly environment;

- skills to coordinate the interests of long-term use of tourism resources, as well as the interests of the merchant, the organization, the whole society and the individual tourist or excursionist or group of tourists, including the interests of protecting consumer rights, safety and health;

- skills independently, systematically and creatively replenish knowledge and improve skills in the field of professional activity.

The applicant must be proficient in foreign languages in the amount necessary for professional activities.

The minimum duration of a training program for a tourist guide is one and a half to two years, at least 600 academic hours per year.

The curriculum of the guide should include the following subjects (courses):

- world history and culture;

- the main directions, the political and legal system of the European Union;

- the main world religious and philosophical trends;

- history of art and architecture;

- world geography and geology;

- objects that characterize the environment of Latvia (political, social and economic history, the history of art and architecture, cultural heritage, archeology, culture, ecology, climate, population, folklore, mythology, traditions and holidays, the most remarkable people, economic life, modern socio-political system, the basis of tourism and the creation of a product of tourism with ensuring its long-term);

- subjects that develop the practical competence of the guide: the state policy of Latvia on tourism development;

- methodological basis of the tourist guide;
- psychology of communication;
- business communication, including intercultural communication, public speaking and technical aids;
- management of crisis, stress and time; bases of business activity, including entrepreneurship in the sphere of tourism; foreign languages;
- professional ethics;
- first aid.

Training should also include practical exercises.

The following additional requirements are imposed on the activities of the tourist guide:

- the person was not brought to criminal responsibility, he was not subject to administrative fines or disciplinary sanctions in connection with violations of professional standards;
- knowledge of the state language in accordance with A level 3 level A, if the tourist guide is a foreigner and the services of a tourist guide renders in the state language;
- knowledge of the state language in accordance with A level 2 level A, if the tourist guide is a foreigner and the services of the tourist guide provide in a foreign language.

A person who wants to receive a certificate must submit personally or in the form of an electronic document signed by a reliable electronic signature to the certifying authority an application for the issuance of a certificate and a message stating that the applicant agrees to fulfill certification requirements and provide the necessary information.

The agency examines the application of the applicant and on the basis of submitted documents within 10 working days appraise the education, professional experience of the applicant and knowledge of the languages. The body has the right to request additional information from the applicant, state institutions and state registers.

The agency conducts practical testing of knowledge and skills of professional qualification and assesses the suitability of the applicant for the category of professional qualification of the tourist-guide. On the time and place of verification, the authority must notify at least 10 days before the audit.

If the applicant wants to provide tourist guide services in a foreign language, the verification is conducted in the foreign language chosen by the applicant.

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The agency within 10 working days after the inspection takes a decision to grant a certificate or refuse to provide a certificate if the requirements of the rules are not complied with, or a decision on the need for a re-examination. The applicant can apply for re-examination not earlier than in two months. If the applicant has not passed the audit and the second time, he can file an application for the next check not earlier than six months later.

The rules require the tourist guide every year until January 31 to submit to the agency copies of documents confirming the increase in the previous year not less than 18 hours under the licensed education program. At the same time, you need to produce originals or confirmed statements. If documents are sent in electronic form, you should submit their originals or certified statements.

A tourist-guide who is registered and provides tourist-guide services in a country of the European Union or the European Economic Area in the Republic of Latvia may be provided with a tourist guide service without the required professional training certificate if the services are provided in the Republic of Latvia within a short period of time. A tourist-guide who plans to provide short-term services in the Republic of Latvia must, not later than five days before the commencement of services, submit a short-term tourist service announcement to the Tourism Authority of the Republic of Latvia, which, in accordance with regulatory enactments in the field of recognition of professional qualifications, issued abroad certificates of professional qualification of tourist guides.

The rules require that the tourist guide and the client (natural or legal person) conclude an agreement on the services of the tourist guide.

The rules require that, when providing professional services, a personal sign in a prominent place is attached to the tourist guide. A certificate and a registered trademark are prohibited from transferring to another person. A certificate or a nominal sign should be presented at the first request of the client or the person having the right to exercise control.

Supervision and control of professional activities of guides, maintenance and improvement of professional qualifications is carried out by the same body that carries out certification of guides. Supervision and control consists in reviewing applications (complaints) about the activities of the tourist guide and reviewing these copies of documents on the professional development of guides in the previous year, which the guide is required to submit to the institution before January 31 of each year. Control over the

activities of the tourist guide on special tourism objects is carried out by responsible officials of the relevant facility.

Certification of tourist guides is carried out by the state agency Latvijas Nacionālais akreditācijas birojs.

3. Preparation and regulation of the activities of tour guides in Belarus

In this section we will consider the problems of preparation and legal regulation of the professional activities of guides in the Republic of Belarus.

Consider the articles of the Law of the Republic of Belarus “About Tourism”, which govern the work on providing sightseeing services in this country [3].

Article 21. Excursion service [3].

Excursion service is carried out on the basis of:

– a contract for the provision of tourist services when it is part of a complex (the complex) of tourist services provided during a tourist trip or in connection with it;

– contract for the provision of excursion services, when it is provided through the provision of only guides, interpreters, and other persons entitled to conduct excursions, including the use of vehicles.

Legislation may establish cases in which excursion services are provided on the basis of contracts not provided for in part one of this article.

The contract for the provision of excursion services is deemed to be concluded in the proper form from the moment the receipt is given to the excursionist, unless otherwise provided by the contract for the provision of excursion services. The form of the receipt is approved by the Ministry of Sport and Tourism of the Republic of Belarus.

Article 22. Conducting excursions in the territory of the Republic of Belarus [3].

At excursion service excursions in the territory of the Republic of Belarus are carried out by guides and interpreters who have passed professional certification, confirming their qualification, and also working in organizations when conducting excursions to these organizations, other persons in accordance with legislative acts.

The procedure and conditions for the passage of professional certification that confirms the qualifications of guides, guides and interpreters are determined by the Council of Ministers of the Republic of Belarus.

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Article 23. National register of guides and interpreters of the Republic of Belarus [3].

In the Republic of Belarus, the National Register of Guides and Guides and Translators of the Republic of Belarus is maintained, which includes information on guides and interpreters who have passed a professional certification that confirms their qualifications.

The Republican agency of state administration responsible for maintaining the National Register of Guides and Guides and Translators of the Republic of Belarus and the procedure for maintaining the National Register of Guides and Guides and Translators of the Republic of Belarus are determined by the Council of Ministers of the Republic of Belarus.

Today, the training and professional development of tour-guides in Belarus is an important and necessary condition for their professional work. The official duties of the guide are detailed in the Unified Qualification Handbook of the positions of Belarusian employees.

Promotion of the professional skills of the guide is facilitated by: training excursions (without the participation of a group under the guidance of an experienced methodologist); instructional excursions (conducted by experienced methodologists); field classes “at the object”; special exercises for the development of memory, observation.

There are different forms of improving the skills of guides. Let's consider some of them.

Firstly, these are seminars, which are constantly organized by the State Institution “National Agency for Tourism” of the Republic of Belarus. The subjects of such seminars are private matters of excursion, for example: ethics of communication with tourists and tourists, safety on excursions and issues of insurance against accidents, problems of drawing up agreements for excursion services, responsibility of the parties (excursion bureaus, museums, transport enterprises) for breach of contract. Both experienced and novice guides participate in the seminars, which helps them to transmit and comprehend the secrets of the profession.

Secondly, courses for improving the qualification of guides. They are held on the basis of several educational institutions – in Minsk, for example, the Institute of Tourism of the Belarusian State University of Physical Culture and the Institute of Continuing Education of the Belarusian State University. The training programs include, as a rule, the study of new excursion routes, new topics, programs of individual tours.

Thirdly, these are courses for the preparation of guides for beginners. The volume of these courses is not less than 100 academic hours. The training program includes the basics of excursion, methods of preparation and techniques for conducting excursions of various types; basic safety, culture of speech and communication; study of historical and cultural heritage, religious studies; legal issues of tourist and excursion activities, etc. The training is completed by issuing a certificate of attestation.

The State Agency “National Agency for Tourism” of the Republic of Belarus, in accordance with the order of the Ministry of Sport and Tourism, conducts professional certification of guides and guides and interpreters. Its main goal is to improve the quality of work of guides.

Certification is carried out on a voluntary basis and free of charge separately for guides and for guides-translators who have higher education and work experience in the specialty for at least two years. Based on its results, a certificate of attestation is issued (for 5 years, after which its validity can be extended on condition of passing the refresher courses) and a badge. The procedure for attestation is regulated by the Regulations on Attestation.

Today, 20 higher and 8 secondary specialized educational institutions of the Republic of Belarus conduct training and retraining of guides. However, they often do this spontaneously, being in front of the need for a momentary solution of the problem.

The National Agency for Tourism of the Republic of Belarus also participates in the training and retraining of tour guides in the country. This Agency carries out:

- organization of training seminars and study tours for guides and guides-translators;
- conducting courses of guides;
- conducting courses of heads of tourist groups;
- development of methodological documentation (control texts and technological maps) for excursions in Belarus;
- carrying out professional certification that confirms the qualification of the guide and (or) guide-interpreter;

Classes for tour guides at the agency are conducted by experienced teachers, tour guides who have a long working experience in the field of tourism. Duration of training – 5 months. The venue is confirmed in advance. The form of training is evening, 3-4 times a week. The group is engaged in up to 25 people. The practical part is given to most of the study

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time. Documents are accepted from persons with higher, secondary special education and students of 4-5th courses of universities. At the end of the lecture, a certificate is issued.

After that, to obtain the right to conduct excursions it is necessary to pass an attestation, confirming the qualification of the guide.

Qualified individuals who permanently reside on the territory of the Republic of Belarus, having a higher or secondary special education or having mastered the content of the higher education educational program of the first level, which provides the qualification of a specialist with a higher education, at least three courses are allowed to be certified.

During the certification, applicants undergo computer testing and interview, which presents the author's excursion routes of the commission, which includes representatives of the Ministry of Sport, National Tourism Agency, heads of travel agencies, other representatives of the tourist industry. For the certification of guides-translators also invite teachers of foreign languages. Computer testing consists of 53 questions on the history of Belarus, geography and other disciplines. Applicants need to answer correctly not less than 60% of the questions. As a rule, both stages of attestation successfully pass about 70% of those wishing to become guides and guides-interpreters.

The applicant, who passed the certification, is given a certificate, a badge, and a list of the topics of the excursions in the prescribed form. The validity of the certificate and the list of topics for excursions is five years. This term, upon application of the applicant, is extended at the end of the application for the next five years, provided that the applicant passes the advanced training. When extending the validity of the certificate, the validity of the list of excursion topics is considered extended for the same period. Subjects of excursions on the application of the applicant can be changed and (or) supplemented by the results of the oral interview.

The order of certification of guides and guides-interpreters is improved by the Decision of the Council of Ministers of the Republic of Belarus of July 6, 2017 No. 507. Let us examine some provisions of this resolution.

Firstly, if each earlier certified specialist had to confirm his / her qualification every 5 years and undergo testing and an oral interview, now he can instead go to the refresher courses and upon their completion extend the certificate for 5 years.

Secondly, the tours can now be held only for those topics that are protected for certification. If the guide conducts excursions on unattested top-

ics, the effect of his professional certificate can be suspended for up to a year. The reason for the suspension of the certificate can also be complaints about the quality of excursions. The certificate of the guide may be canceled if it was issued on the basis of inaccurate information provided by the applicant, or the certificate was transferred to another person for excursions.

In the guide's certificate, the topics on which he can conduct excursions will be indicated. The tourist company, inviting the specialist to work, will immediately own information on what excursions he is certified.

The updated regulations on the procedure and conditions for conducting professional certification, confirming the qualifications of guides and guides-translators, fines for illegal tours have not yet been registered. Nevertheless, the Ministry of Sports and Tourism proposes to amend the Code of Administrative Offenses and provide fines (from 5 to 20 base units) for those who conduct excursions without certification, that is, in fact, in violation of the law.

4. Training, retraining and regulation of the activities of guides in Ukraine

Ukrainian legislation in the field of tourism does not regulate the procedure for the training and retraining of guides, tourists, nor does Ukraine have a system of certification or accreditation of excursion service specialists. Unfortunately, the legislation does not prohibit excursions to persons who do not have a certificate or certificate of a guide-guide.

Today, qualification improvement in Ukraine is an important and necessary condition for guides. Improvement of the professional skills of the guide contributes [1]:

- educational excursions (without the participation of the group under the guidance of an experienced methodologist-teacher),
- educational and demonstration excursions (conducted by experienced methodologists-teachers),
- outreach classes, special exercises for the development of memory, observation.

There are various forms of advanced training for guides. Let's look at some of them. First, these are workshops that can be organized by employment centers, tourism committees, higher education faculties at universities, and individual subjects in the tourism industry. The topics of such seminars are the issues of excursion activities, for example, the ethics of communi-

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cation with tourists and tourists, the safety of excursions and the issue of accident insurance, the problems of drafting contracts for excursion services, the responsibility of the parties (excursion bureau, museums, transport companies) for breach of the contract. In such workshops, as a rule, guides with experience work. The duration of such seminars is one to two days.

The second form is the courses for improving the skills of guides (50-70 academic hours within 3-4 months). The program of study includes, as a rule, the study of new excursion routes, new themes, programs of individual tours.

Thirdly, there are beginner training courses. Course rates for beginners – at least 100 academic hours. Upon completion of the training, such documents as the certificate and the certificate are issued.

Approximate plan for training and retraining courses for guides and translators (100-150 academic hours). According to the results of the study, the students learn the following skills and gain experience with:

- methodology for preparing and conducting sightseeing excursions;
- methods of development of author's excursions;
- methods of interpretation of historical, cultural and natural heritage;
- methods of development and testing of tourist routes;
- use of information resources when compiling control texts of excursions.

The program of such courses, as a rule, includes: studying features of geological, geographical, historical and ethnographic development of the region; educational and methodological excursions and study of display objects; practice of guided tours. The course is mainly composed of three logically related blocks:

- educational and methodical training of students for the exam;
- method of conducting a sightseeing tour;
- educational and methodical preparation of students for the exam.

Provision of training and advanced training can: travel agencies, excursions, training centers, employment centers, secondary and higher vocational schools, tourism committees in cooperation with educational institutions.

Courses for training and raising the skills of guides exist in many state and non-governmental organizations of Ukraine, so we will consider some of the main ones.

The Kiev Institute of Industrial Training prepares courses for coursework in the specialty “Guidebook, Guide”. Courses last 2.5 months. After

these courses of guides and tourists, the students receive an official permit for excursions in the city of Kiev and receive the prescribed documents. Teachers of these courses are active tour guides, candidates of sciences. The program is very rich and covers historical and cultural disciplines: future guides and guides introduce not only the history and culture of the country, a number of countries or regions, but also “hook” in the field of art, so that their stories were not too “dry” and textured. The course includes more than 8 outbound excursions, popular and authored. Teachers give the students practical advice on how to find a job guide (guide), or to open their own business. After completing courses of guides-guides, students will have skills in conducting excursions, learn to keep the attention of the group, interesting and qualitative presentation of the material, will be able to compose their author's interesting route, will know the features of conducting excursions for foreigners [5].

Since 1986, the State Enterprise “Training and Consulting Center for Tourism” has been established in Ukraine as a branch of the All-Union Institute for the Upgrading of Qualifications of Managers and Specialists of the State Committee of Tourism.

For today, the center is a state educational institution, which is entered in the State Register of Postgraduate Education Institutions and provides courses on the basis of higher education in many specialties. The main difference of the Center from many other relevant educational institutions of Ukraine is that the student who completed the training confirmed this in the expert council on the accreditation of guides-translators and tour guides in the management of tourism KSCA, receives accreditation, which gives the right to work in the profession.

Today the Center is an enterprise that dynamically develops opportunities in the field of education. The directions of the center's activities are:

- course preparation of guides-translators, guides, tour guides of museums and galleries, guides of foreign tourism;
- advanced training: guides-translators and guides;
- methodical development of excursions, transport trips;
- preparation of passports of tourist objects and excursions;
- organization of educational excursions, master classes, and more.

The methodologists-teachers of the center give their students' knowledge, share their unique work experience. Students from the very beginning receive a professional environment that further facilitates job search.

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Each training program provides practice or internship. Upon completion of the training, the students prepare a self-presentation and participate in the Work-shop with potential employers. This center provides distance and field training of guides and guides-translators in Lviv, Kharkiv, Zhytomyr, Ivano-Frankivsk, Sumy and other Ukrainian cities [4].

Despite a fairly wide range of proposals, the modern system of training excursion personnel has one significant drawback – lack of visibility. Due to the high cost of buses, course attendees do not always have the opportunity to work out the theoretical knowledge gained in practice. Once, all beginners-guides were obliged to take a test bus tour. Today, the students almost do not receive the necessary practical training. This has to be compensated for, for example, hiking excursions in separate areas, when the excursion is conducted by the students themselves. Or occupations on slides. But slide classes do not solve the problem.

The problem is that, at the stage of the sightseeing tour, even well-trained listeners who are able to apply all their knowledge and skills in the audience, skillfully analyze the static image of the excursion object, but are lost, being in a “real time” situation, on a bus that moving along the route. For example, the complexity of the story is constantly evolving along the main street of Kyiv, Khreshchatyk. For 5-7 minutes of real-time travel it is necessary to give an idea of the street, an extremely rich historical and cultural monuments that flashing behind the windows of the bus too quickly. Students do not have time to navigate. Therefore, for the success of the tour, it is vital to have multiple trainings on the route.

Today in this situation, the solution to the problem may be the creation of a video tour of the tour in real time from the window of the bus in two versions: with the sound (excursion story) and without it. It is advisable to use this record both during classes and for self-training students in a computer class or at home. Digital video processing and recording on electronic media creates a number of advantages: it can significantly improve the quality of the recording with the help of appropriate computer programs; it is possible to break the record into separate fragments, which will save time in practical classes; can also be included in the video insertion, for example, images of objects in various angles, general types of ensembles, digital materials of the “portfolio of the guide” (additional visual aids that are used for excursions).

In the future, the educational “video excursion” can become a complete multimedia educational and methodical complex, which includes not only

sounded video of the route, but also the full text of the tour, technological map of excursions, photographs of objects, detailed information about each object, “portfolio” a guide, a bibliography, and any other necessary material. This is one of the options for the development and improvement of the system of training excursion personnel at the present stage.

Today tourists who serve tourists in our country are also faced with such a problem that, being certified by experienced guides, they have no right to show and conduct excursions in city museums, an exposition which is included in most standard programs of staying tourists.

The tour guides are faced with the need to listen to other lectures and take exams at courses at museums and historical and cultural reserves in order to obtain a certificate (certificate, permit, certificate, permit) that gives the right to tour in a museum or historic and cultural reserve. The presence of such a right is welcomed by travel agencies, as this makes it possible to avoid the need to pay for museum tour guide services. The cost of special courses at museums is quite high, and the duration of the certificate – only 1 year, or even one tourist season. After this, it is necessary to extend it, which is carried out after the next short-term training on the basis of the museum, again, at its own expense guide.

Tour guides openly talk about these and other issues at annual informational and business meetings, forums and symposiums of guides and guides-translators who periodically organize the All-Ukrainian Organization of Guides (AOG). These meetings provide an opportunity to create a single informational space for the touristic excursion services market, allow you to summarize the past tourist seasons, discuss the issues of creating conditions for improving the quality of excursion services for tourists and tourists in Ukraine. During such meetings, all guides are provided with the promotional materials necessary for their work. Such meetings, of course, can be considered as yet another form of professional development of guides.

5. Conclusions

On the basis of all the above, as well as the analysis of the trends characterizing the current stage of development of tourism, the results of scientific research in the field of professional training of tour guides and the labor market requirements for the professional competence of guides, it can be concluded that there is a contradiction that has developed between the

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growing need of the tourist business of Ukraine in guides and guides-translators, who have developed demand in the modern labor market signal competence, and the fact that the content of vocational education theory and technology development of professional competencies insufficiently investigated for such specialists in the course of their vocational training or retraining. This contradiction determines the prospects for further research on this topic, namely: what should be the content, methods, means and forms of professional retraining of guides for tourists to work with the modern requirements of the profession.

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