



СВІТОВІ ТЕНДЕНЦІЇ ТА ВІТЧИЗНЯНІ ПЕРСПЕКТИВИ РОЗВИТКУ ВИЩОЇ ОСВІТИ

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TRAINING OF PHD STUDENTS IN THE FIELD OF STUDY “SERVICES”: CHALLENGES AND TRENDS

Abstract

The article deals with the issue of efficient training of PhD students in the field of study “Services”, in particular, future researchers in hospitality. Today, the hospitality industry plays a significant role in solving problems of bringing the national economy out of the crisis, contributing to its structural transformation, which is of exceptional importance for our state. The martial law and hostilities have negatively affected the hospitality industry in Ukraine, which resulted in a number of challenges for its successful further development. Key challenges the branch under study is facing at the moment include disruption of supply chains, reduction in the purchasing power of customers, changes in consumer demand, shortage of certain types of products, shortage of personnel, business unprofitability. Thus, ensuring sustainable development belongs to strategic goals of hospitality industry in Ukraine along with maintaining its economic competitiveness through introducing modern technologies.

In the rapidly evolving service industry, a PhD degree may be crucial for achieving success in today's job market. One of the primary benefits of pursuing a PhD in service industry is the opportunity to specialize in a particular research area. This level of specialization allows students to acquire a deep understanding of their chosen field, making them experts in their respective branches. However, the educational-scientific potential of PhD students may be strongly affected by various social, economic, psychological, and political factors. At the same time, providing future researchers with hands-on experience is regarded as a significant aspect of their professional training. Internships or job shadowing programs are efficient ways to achieve this goal in the hospitality industry. In addition, the competency-based approach is a necessary component at training students of educational and research level. Since a PhD in the field of study “Services” goes beyond theoretical knowledge, it is a comprehensive education and training program, which provides young scientists with necessary set of special competencies, including ability to perform in-depth research accompanied by up-to-date technical and communication skills.

Key words: *service industry, hospitality business, national economy, professional training, special competencies, hands-on experience, professional growth.*

Introduction. Service industry is an industry that provides a service for people but does not result in the production of goods [7]. It provides people with intangible products or services and completes tasks that are useful to customers, clients, businesses or the general public. Service industries, unlike, for example, manufacturing and production industries, do not rely on the sale of material goods and products to earn a profit. Instead, the individuals who work in the service sector focus on completing tasks and providing services [3].

At the current stage of industrial development which is constantly aiming to meet fast-growing customers' needs, the field of service has become a vital aspect of every industry. With the global economy relying heavily on customer satisfaction and experience, the demand for well-equipped professionals in the service sector is on the rise. As a result, the need for comprehensive training and education of future researchers in the field of study “Services” has become crucial. The service industry encompasses a wide range of sectors, including hospitality, retail, transportation, healthcare, etc.

Each of these branches requires professionals with specialized knowledge and skills to serve customers effectively. This is where the role of trained scientists becomes an issue of particular importance. Hospitality (including tourism, catering, hotel service etc.) is regarded as a significant branch of service industry, providing a variety of opportunities for individuals' career development, on the one hand, and economic growth for a region or a country, on the other hand.

The hospitality industry is a relatively new sector in the system of the national economy, where business entities from seemingly different fields, interacting with each other, form a fairly homogeneous sector of the economy, which can make a fairly significant amount of GDP and powerfully determine the socio-economic development of the country, its regions and territories. The modern hospitality industry has become a separate sphere of the national economy, formed by business entities whose activities are focused on meeting the needs of consumers in tourism, recreation, accommodation, catering, and entertainment [10, p. 245].

The hospitality industry plays a significant role in solving problems of bringing the national economy out of the crisis, contributing to its structural transformation, which is of exceptional importance for Ukraine nowadays. For example, O. Hromyk and K. Prykhod'ko state that despite the huge recreational potential, the Ukrainian market of hotel and restaurant services is significantly lower than the world market of the hospitality industry in terms of economic efficiency. The main problems of the hospitality industry development are insufficient amounts of investment in renovation and building of new establishments, an inadequately developed market for providing hospitality services, imperfect infrastructure, technological backwardness of the industry, low solvency of the population, and the use of environmentally hazardous raw materials [9, p. 197].

The full-scale military aggression of a neighboring state against Ukraine has created a completely new socio-economic reality of functioning for absolutely all sectors of the national economy [4, p. 6]. The war has devastating consequences for humanity, especially regarding lives and livelihoods. Due to a complicated economic situation in Ukraine caused by military actions, entrepreneurial activities should be intensified to strengthen the state's economic stability and ability to effectively resist the aggressor [8, p. 141].

Obtaining a PhD in service industry is an incredibly valuable achievement for anyone seeking professional growth in this dynamic and ever-evolving field. The specialized knowledge and skills gained through this higher education program can open doors to a wide range of career opportunities in various sectors. A PhD in service industry equips individuals with the ability to conduct in-depth research, analyze complex data, and develop innovative strategies to enhance customer experience and drive business growth. It also provides a deep understanding of the importance of service quality, customer satisfaction, and service innovation in today's highly competitive market. With a PhD in service industry, one can become a leader and contribute significantly to shaping the future of this crucial sector.

The aim of the research. The article has the following objectives: to provide a description of the current state of the service industry, in particular, its hospitality branch, in Ukraine; to identify the main challenges of this sector of the economy and ways to cope with them; to determine the importance of obtaining a PhD degree for successful professional activity in the industry under study; to determine key priorities for the process of training of future researchers in the field of study "Services".

Presentation of the main material. The analysis of current trends in the development of the Ukrainian hospitality industry by O. Osinska and I. Lanitsa has identified the following key challenges: weakening of the role of the industry in the national economy; slowdown in the growth of the number of operating business entities, hiring employees and labor costs; a predominant share of individual entrepreneurs whose activities are less controlled and limit budget revenues; a low share of capital investments in intangible assets; small amounts of capital expenditures for the modernization and renewal of the material and technical base; a high share of unprofitable enterprises and constant growth of their number [10, p. 248].

The critical consequences of the full-scale war for the Ukrainian hospitality market are as follows: disruption of supply chains, reduction in the purchasing power of customers, changes in consumer demand, shortage of certain types of products, shortage of personnel, and business unprofitability. However, it can be confidently stated that despite the martial law and active hostilities in the territory of Ukraine, its hospitality market is trying to resume its development [8, p. 148].

According to I. Levytska and A. Klymchuk, the hospitality business in Ukraine, operating in the conditions of martial law, although it suffered significant losses, including destruction, nevertheless proved itself to be very flexible and active. It was the initiative and significant media activity of representatives of the hospitality industry that drew the attention of the world associations to the problems of Ukrainian business and stimulated the receipt of significant charitable contributions in this sphere, which allowed to survive the most difficult months of the war [4, p. 12].

It should be mentioned, however, that in recent years, there are certain changes in the hospitality industry, as the clients have the opportunity to compare the features and quality of service in Ukraine and abroad and require an appropriate level of comfort during their stay. This factor forces enterprises to adapt to the existing needs of consumers to meet their demand, which contributes to the further development of the domestic and global hotel service market [12, p. 141].

At the same time, improvement of modern infrastructure and introduction of modern technologies in the field of hospitality is recognized as one of the priority areas of the national economy development. The martial law declaration has negatively affected the activity of hospitality business in Ukraine [9, p. 197]. Thus, to strengthen competitive positions and create the necessary prerequisites for the further development and efficiency of hospitality business, measures

should be taken in the direction of their innovative and technological modernization, digitalization of business processes, as well as digital communication with customers, implementation of diverse projects in the field of formation of cluster structures, development of a network of service facilities. According to O. Osinska and I. Lanitsa, the strategic priorities of state policy in this area should be the following: realization of the innovative potential; implementation of marketing innovations, development of Internet marketing and digital communications; innovative and technological modernization, implementation of smart technologies; activation of cooperation processes and business integration; implementation of networking strategies and programs [10, p. 249].

In the context of traditional economic development parameters, an obvious strategic goal of hospitality business is to ensure sustainable development. However, the service sector cluster differs significantly from the manufacturing or financial components of the economic space. The success or profitability of a business depends on many factors. When the tourism or hotel and restaurant segment is covered, attention is immediately focused not only on who provides the services and their specifics (organizational, logistical, production, quantitative, and qualitative) but also on the customer [6, p. 127].

In the rapidly evolving service industry, a PhD degree may be the key to achieving success and standing out in the competitive job market. Combining in-depth knowledge of educational theories with practical skills, a PhD in service industry provides individuals with the expertise to lead and innovate in this dynamic field. With the increasing complexity and diversity in this industry, there is a growing demand for highly qualified professionals who can navigate and adapt to its ever-changing landscape. This is where a PhD in service industry education comes into play, giving an opportunity to acquire specialized knowledge and skills needed to excel in this field.

In general, securing a job in a service industry often includes focusing on and developing a specific set of skills and expertise. Performing tasks and completing services that develop those skills daily can sharpen your expertise and knowledge in a certain field. This allows individuals working in a service industry to more quickly reach high levels of expertise than those working in other industries and may present opportunities for professional growth and advancement [3].

One of the primary benefits of pursuing a PhD in service industry is the opportunity to specialize in a particular research area. This level of specialization allows students to acquire a deep understanding of their chosen field, making them experts in their respective branches. In particular, special (professional) competencies of PhD students of the specialty "Tourism and recreation", which belongs to the field of study "Services", include: ability to identify, pose, and solve research problems in the field of tourism and recreation, assess and ensure the quality and effectiveness of research; ability to carry out original research, achieve scientific results that create new knowledge in tourism and recreation and related fields of study and interdisciplinary areas, which can be published in leading scientific editions in tourism and related sciences; ability to apply modern digital technologies, databases and other electronic resources, specialized software in scientific and educational activities; ability to orally and in writing present and discuss the results of scientific research and/or innovative developments in Ukrainian and foreign languages, understand foreign-language scientific texts in the field of research; ability to conduct scientific and organizational activities, manage scientific and research projects; ability to carry out scientific and pedagogical activities in higher education [11, pp. 6-7].

The analysis of scientific papers shows that the following factors affect the educational-scientific potential of PhD students in the conditions of martial law in Ukraine:

- social climate in society, which is characterized by the general level of stability or tension, the employment status of the population, social structure and social stratification, the nature of national-ethnic problems and relationships;
- the economic well-being of the country has worsened, which, accordingly, negatively affects the state budget, and therefore the financing of the education system, including higher education;
- specific political actions and situations also form general background of the educational activity, for which a calm, constructive, creative socio-political situation in society is extremely desirable;
- socio-psychological and ethical factors are the general moral-psychological climate in society, the way and style of life of different strata of the population [2, p. 154].

The PhD training for the service industry begins with a thorough understanding of the sector, its dynamics, and the expected level of customer service. This can be achieved through formal education, training programs, and hands-on experience. A comprehensive approach to the process of education in hospitality can provide future researchers with necessary skills and knowledge.

Scientists in the field of study "Services" must be equipped with technical skills, including data analysis, problem-solving, and service delivery. With the advancement of technology, customer service has also gone digital. Therefore, students must be trained in the use of various software and tools that can enhance customer interactions and satisfaction. This will not only help in providing efficient service but also in creating a seamless experience for customers.

Another crucial aspect of preparing scientists for the hospitality industry is providing them with hands-on experience. This can be achieved through internships or job shadowing programs. By being placed in real-life service scenarios, young scientists can apply their knowledge and skills in a practical setting, gaining a deeper understanding of the industry. This experience also allows them to develop a customer-centric mindset, which is vital in this sector of the economy.

According to the results of the survey conducted by V. Meniailo, the first ten responses regarding the efficiency of forms and methods of PhD students' innovative research training include: publishing in international peer-reviewed

journals; participation in workshops, thematic meetings with successful scholars and entrepreneurs; internship at the leading Ukrainian research centres; participation in interdisciplinary discussion workshops, including those conducted in English; participation in youth contests of innovative ideas and projects; participation in scientific conferences and workshops; participation in research, educational, social and other projects; participation in programs of international academic mobility; participation in project groups on the writing grant applications; preparation of applications for the acquisition of intellectual property rights [5, p. 105].

One of the key elements of training future researchers in hospitality is instilling the importance of empathy and emotional intelligence. In the service sector, professionals are expected to interact with customers from various backgrounds, cultures, and temperaments. Therefore, having a strong ability to understand and connect with customers is essential. Through specialized training, scientists can learn how to handle difficult situations, communicate effectively, and provide exceptional customer service.

In our opinion, a significant role in training of young scientists in the field of study “Services” belongs to the competency-based approach which aims to equip them with a broad range of skills, knowledge, and attitudes, enabling them to adapt, thrive, and contribute meaningfully to the society. The competency-based approach is a set of general principles for determining educational goals, selecting educational content, organizing the educational process, and assessing educational outcomes. These principles include: the meaning of education is to develop the ability to independently solve problems in various fields and types of activity, using social experience, of which students’ own experience is a part; education content is a didactically adapted social experience of solving cognitive, moral, worldview, political, and other problems; the sense of organizing the educational process is to create conditions for the formation of students’ experience in independently solving cognitive, organizational, communicative, moral, and other problems that make up the content of education; the assessment of educational outcomes is based on the analysis of results achieved at a certain stage of learning [1, p. 576].

Finally, the PhD training in service industry offers a wide range of career opportunities. With the service industry encompassing various sectors and sub-sectors, individuals with a PhD in this field can pursue diverse career paths such as research and development, consulting, teaching, and corporate leadership. In addition, the high demand for qualified professionals in the service industry often translates to attractive salary packages and opportunities for career growth. Earning a PhD in service industry education also facilitates networking opportunities. Through interactions with fellow students, educators, and industry professionals, individuals can build strong connections that can lead to collaborations, job opportunities, and mentorship. This network can prove invaluable in one’s career development and advancement.

Conclusions. The martial law and hostilities have negatively affected the service industry in Ukraine, which resulted in a number of challenges for its successful further development. However, as cultural and historical experience shows, the period of post-crisis and post-war recovery becomes a stage of opportunities and potential realization. This will be facilitated by the significant international support for Ukraine, which will be manifested by a significant increase in interest from investors and foreign citizens [6, p. 136].

It should be emphasized that a PhD in the field of study “Services” goes beyond theoretical knowledge and is closely connected with practical applications. Through hands-on research, students are exposed to real-world challenges and are equipped with problem-solving skills to implement innovative solutions. This combination of theory and practice not only enhances one’s academic qualifications but also prepares for the demands of the hospitality industry. The future researchers’ training in the service sector is vital to meet the ever-increasing demand for highly skilled professionals. Through a comprehensive education and training program, students can acquire the necessary skills and knowledge to stay competitive in the job market. With a deep understanding of the sector, along with empathy, technical skills, and hands-on experience, they can provide exceptional service and contribute to the success of their respective industries. As the world continues to place a high value on customer satisfaction, the need for well-prepared scientists in the field of study “Services” will only continue to grow.

A PhD in hospitality not only meets this demand but also creates prerequisites for success in this constantly evolving industry. By combining a solid theoretical basis with practical skills and specialized knowledge, professionals with a PhD in service industry are better equipped to lead and innovate in this competitive field. In conclusion, pursuing a PhD in service industry is an investment in one’s future career. It equips young scientists with the expertise, specialization, and practical skills needed in this dynamic branch of the economy. In addition, it offers a wide range of attractive salary packages, career chances, and networking opportunities.

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ПІДГОТОВКА ДОКТОРІВ ФІЛОСОФІЇ ГАЛУЗІ ЗНАНЬ “СФЕРА ОБСЛУГОВУВАННЯ”: ВИКЛИКИ ТА ТЕНДЕНЦІЇ

Анотація

Стаття присвячена питанню ефективної підготовки здобувачів наукового ступеня доктора філософії в галузі знань “Сфера обслуговування”, зокрема майбутніх дослідників у сфері гостинності. Сьогодні індустрія гостинності відіграє значну роль у вирішенні завдань виведення національної економіки з кризи, сприяючи її структурним перетворенням, що має виняткове значення для нашої держави. Воєнний стан та бойові дії негативно вплинули на індустрію гостинності в Україні, що призвело до низки проблем для її успішного подальшого розвитку. Основні виклики, з якими зараз стикається досліджувана галузь, це порушення ланцюгів постачання, зниження купівельної спроможності клієнтів, зміни споживчого попиту, дефіцит окремих видів продукції, дефіцит персоналу, збитковість бізнесу. Таким чином, забезпечення сталого розвитку належить до стратегічних цілей індустрії гостинності в Україні разом із підтриманням її економічної конкурентоспроможності шляхом впровадження сучасних технологій.

У сфері послуг, яка швидко розвивається, ступінь доктора філософії може мати вирішальне значення для досягнення успіху на сучасному ринку праці. Однією з головних переваг здобуття ступеня доктора філософії в галузі послуг є можливість спеціалізуватися в певній галузі досліджень. Цей рівень спеціалізації дозволяє студентам отримати глибоке розуміння обраної ними сфери, що робить їх експертами у відповідних галузях. Проте на освітньо-науковий потенціал здобувачів освіти досліджуваного рівня можуть істотно впливати різноманітні соціальні, економічні, психологічні та політичні фактори. Водночас надання майбутнім дослідникам практичного досвіду є важливим аспектом їх професійної підготовки. Стажування або програми спостереження за роботою фахівців є ефективними способами досягнення цієї мети в індустрії гостинності. Крім того, компетентнісний підхід є необхідною складовою підготовки студентів освітньо-наукового рівня. Оскільки ступінь доктора філософії в галузі знань “Сфера обслуговування” виходить за рамки теоретичних знань, саме комплексна освітня програма є засобом, що надає молодим вченим необхідний набір спеціальних компетентностей, включаючи здатність здійснювати поглиблені дослідження у поєднанні з сучасним рівнем технічних і комунікативних навичок.

Ключові слова: сфера послуг, бізнес гостинності, національна економіка, професійна підготовка, спеціальні компетентності, практичний досвід, професійне зростання.

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