

Uhodnikova, O. (2022). Organization of entertainment education to train public marketing specialists for the service sector. *Special Humanitarian Issue of Ukrainian Scientists. European Scientific e-Journal*, 2 (17), 75-79. Ostrava: Tuculart Edition.

DOI: 10.47451/ped2022-04-02

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Organization of entertainment education to train public marketing specialists for the service sector

Abstract: Modern society is developing in the face of global challenges, the dynamics of which are constantly increasing. Youth is one of the most mobile and changeable parts of the population. Students of higher educational institutions are the vanguard of these processes, which is associated with a high level of intellectual potential, academic mobility and the search for opportunities for arranging a future life. One of the innovative approaches to the formation of effective methods of training specialists in the system of public marketing for the service sector is the development of proposals in entertainment. The study's purpose is to search for entertainment methods for training public marketing specialists in the field of services. The research topic was considered in the works of various authors. The author offers to develop entertainment methods to increase the effectiveness of training of public marketing specialists for the service sector based on practical experience of events that were held for students majoring in public administration, hotel and restaurant business, tourism, hotel, resort, and tourism service management.

Keywords: marketing, education, services, educational component.



Introduction

Issues of education system development are a priority. After all, it is education that ensures the further development of social and economic processes in the state. It is important to determine the specifics of each specialty and to search for effective innovative methods to provide specialists with the necessary competencies.

The study's purpose is to search for entertainment methods for training public marketing specialists in the field of services.

The objectives of the research are:

- determining the prospects for the development of the education system for the training of public marketing specialists for the development of the service sector,
- description of practical methods to increase the effectiveness of training of public marketing specialists for the development of the service sector,
- identification of potential results from the introduction of innovative methods of training public marketing specialists for the development of the service sector.

The research topic was considered in the works of various authors, in particular: M. Russell, Jeanine Guidry, Richard D. Waters, Gregory D. Saxton, M. James and G. Derrick, H.H. de Haan, D.Y. Dahle, and A. Wæraas, and others.

The results of the study

Modern society is developing in the face of global challenges, the dynamics of which are constantly increasing. Youth is one of the most mobile and changeable parts of the population. Students of higher educational institutions are the vanguard of these processes, which is associated with a high level of intellectual potential, academic mobility and the search for opportunities for arranging a future life (*Russell, 2005; Guidry et al., 2014; James & Derrick, 2021*).

One of the innovative approaches to the formation of effective methods of training specialists in the system of public marketing for the service sector is the development of proposals in entertainment.

We offer the development of entertainment methods to increase the effectiveness of training of public marketing specialists for the service sector based on practical experience of events that were held for students majoring in public administration, hotel and restaurant business, tourism, hotel, resort and tourism service management. In particular, on November 20-22, 2014, the first in the history of the University “Student Opportunities Fair 2014”, organized by the research’s author, hosted at the Kharkiv National University of Municipal Economy named after O.M. Beketova. This event was aimed at realizing the potential of young people, informing students about the opportunities and prospects provided by the University for their personal development. Since 2014, the event has been held annually as part of the BeketovUrbanFest project. In 2020 and 2021, due to quarantine restrictions, the event was held online. In 2022, in connection with the hostilities in Ukraine, the event was held by accumulating information and bringing it to students through social media resources.

Kharkiv National University of Municipal Economy annually expands the range of opportunities for student development. This applies not only directly to the learning process, but also to the realization of creativity, sports, the intellectual potential of young people, their leadership qualities, and abilities. The range of international cooperation is expanding, which allows students majoring in public administration, hotel and restaurant business, tourism, hotel, resort, and tourism service management of the University to gain practical experience in leading universities in the world, which young professionals will be able to implement for the benefit of our state.

The fair was organized by the students themselves, trade union activists, who made every effort to bring the event as close as possible to the interests and needs of young people, development of soft skills specialties in public administration, hotel and restaurant business, tourism, hotel, resort and tourist service management. The fair was held in two stages. The first stage was the presentation of structural units of the University, which work directly on the implementation of student projects and programs. Opportunities were presented to students of the University for international internships, grants for study abroad, and academic exchange programs with leading universities in Germany, Portugal, Slovenia, Czech Republic, in particular under the project “Infinity” – International Fellowship IN transdisciplinaryITY.

Students received information about the possibilities of starting their own business, which is important since the service sector is highly commercialized. The business incubator of the University works in this direction. The business incubator is focused on the successful implementation of business ideas and projects of students, graduate students, and young scientists. The business incubator provides:

- consulting, organizational and informational support of business ideas and innovative projects aimed at the revival and development of economy, science, culture, and education in the region and the country as a whole;
- technical support to youth business ideas and projects by attracting funding from various sources for implementation and infrastructure of start-up entrepreneurs;
- indispensable experience in teamwork and friendly team.

The project is implemented through a partnership with the International Organization for Polish-Ukrainian Cooperation PAUCI. Residents' business plans are funded by the Polish Ministry of Foreign Affairs within the framework of the Business Incubator for Students, Teachers, and Business project.

The fair gave students majoring in public administration, hotel and restaurant business, tourism, hotel, resort, and tourist service management to get acquainted with the prospects of realizing their own intellectual potential by participating in research, developing of economic and contractual topics at departments, participation in All-Ukrainian scientific competitions and competitions.

Opportunities for students to work at the Center for Regional Development, which, given the specifics of our university, is actively working in the development and implementation of regional projects and programs, as well as international cooperation in this area.

The Kharkiv National University of Municipal Economy named after O.M. Beketov actively implements programmes aimed at improving the level of foreign language learning by students. Ukrainian-Canadian and Ukrainian-Polish cultural and educational centers have been opened. Cooperation with higher educational institutions of Germany, Italy and France is underway.

Students' sports achievements were presented in the exhibition pavilion of the University Sports Club. Our students have won 339 medals at European, world and international competitions, including 150 gold, 92 silver and 97 bronze medals, the World Cup in arm wrestling, the silver Cup of the European Championship and the bronze Cup of the World Rally Championship. Four Cups of the Ukrainian Women's Volleyball Championship, ten Cups of the winners of the Student Games. For the first time, on the basis of the Kharkiv National University of Municipal Economy named after O.M. Beketov, a set of applicants for training in women's football will open.

Student creative teams presented the cultural life of the University creatively and creatively, demonstrating the creative abilities of students.

University students are real leaders who have their own public position and defend their interests through successful self-organization. Youth leaders can implement their organizational skills in the Student Trade Union and the Student Senate. Students work here and only for students. High achievements of student organizations were presented at the presentation: participation in student government at the regional and All-Ukrainian levels, victory in the All-

Ukrainian competition for the best student union, participation in plenums of the Central Committee of the Trade Union of PONU Ukraine ([Haan, 2015](#)).

The second stage of the Fair was a master class held for students on the following topics:

1. Starting your own business.
2. Personal growth strategy. Career dominance.
3. International projects and programmes.
4. Leadership and success.

Thus, the proposed event, which is an element of entertainment allows students to specialize in public administration, hotel and restaurant business, tourism, management of hotel, resort, and tourist services.

The main directions in which development is directed entertainment for students majoring in public administration, hotel and restaurant business, tourism, management of hotel, resort and tourist service:

- determination of the reasons for students to choose the direction of study, higher education institution of public administration, marketing, management in the service sector;
- opportunities and prospects for employment in Ukraine and abroad;
- attitude to international internships and practices;
- interest in starting a business in your country;
- issues related to the development of civil society;
- issues of realizing the potential of students, their interests and opportunities;
- most students are interested in the possibility of internships, internships and study abroad;
- the main issue that students face when choosing internship programs is financial;
- one of the main problems is the passivity of students. This is due to a dubious attitude to the prospects for planning one's own career, career growth;
- a low percentage of students know where they plan to work after graduation;
- most students do not speak foreign languages, which limits their opportunities to participate in international projects and programs, as well as to find highly qualified work abroad ([Dable & Wæraas, 2020](#)).

Conclusions from this study and prospects for further exploration in this direction

Thus, it is possible to form a picture of the interests and potential opportunities of young people in Ukraine. And, to consider the possibility of internships for students abroad to return them to their native country and use the accumulated experience for its development. The fair of student opportunities of Kharkiv National University of Municipal Economy named after O.M. Beketova will become a traditional event and will help students find their way into the future.



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