

**INNOVATIVE METHODS OF DESIGNING PROFESSIONAL  
DEVELOPMENT TRACKS IN TOURISM AND RECREATION: EXPERIENCE  
AND PERSPECTIVES**

The article is devoted to the study of innovative methods of designing the trajectory of professional development in the field of tourism and recreation. The current state of the industry was analyzed, and the challenges faced by professionals in this sector were considered. In particular, it is noted that the problem of research and development of innovative methods and approaches to designing trajectories of professional development of specialists in the tourism and recreation industry is actualized by modern requirements for improving the quality of tourism and recreation services, ensuring the competitiveness of the industry and meeting the needs of tourists. This applies to both tourism operators and the service sector, as well as organizers of entertainment events and other subjects of the tourism industry. The trajectory of professional development is defined as an individual path that a person chooses in his professional life. It includes a sequence of different roles, practical implementation and opportunities for learning and growth; covers changes in jobs, specializations, acquisition of new competencies and achievement of professional goals. Designing the trajectory of professional development in the field of tourism and recreation is the process of systematically creating and managing the career path and development of a person working or studying in the field of tourism and recreation. This process includes defining the purpose of professional development, selecting and developing the necessary skills, acquiring knowledge, improving skills and using innovative methods to achieve career and personal goals in the industry. Innovative methods are revealed as modern and creative approaches (strategies) used to achieve new results, improve processes or solve problems in a specific industry or field of activity. Designing the trajectory of professional development in the field of tourism and recreation by means of innovative methods is a systematic and strategic approach to the development and improvement of the qualifications of industry

specialists, which uses advanced technologies, innovative methods and approaches to create individual development trajectories.

Ensuring the effective and sustainable development of specialists in the field of tourism and recreation using innovative approaches and methods includes several key principles: individualization and flexibility, continuous learning (Lifelong Learning), application of innovative technologies, active implementation of practice, constant updating of the content of education, partnership and professional networks, assessment and reporting. Innovative methods of designing the trajectory of professional development in the field of tourism and recreation reflect modern approaches to professional development and development of specialists in the field of tourism and recreation. Innovative methods for career planning and development of industry workers include methods of: digital professional training, personal career coaching and mentoring, development of professional networks and communities, experimental learning in professional development, project and research activities in tourism, international tourist mobility and integration. Innovative approaches to solving these problems are proposed, in particular, the educational project "Tourism industry of the future: innovative strategies of professional development" is presented. It is concluded that innovations in the field of tourism are becoming a key factor in designing the trajectory of professional development, helping to improve the skills and knowledge of specialists, as well as to provide tourism services with greater value for customers. A professional development trajectory helps a person realize their potential and achieve career success. It can be diverse depending on the specific specialization and personal goals of each person include reasonable approaches and appropriate methods. Designing the trajectory of professional development of tourism and recreation specialists will help strengthen professional development in the field of tourism and recreation, promote innovation and improve the tourist experience, as well as reduce the negative impact of tourism on the environment and culture. The perspective of further research is presented in the development and implementation of interactive educational platforms and courses using modern information and communication technologies to improve the quality of education and training of specialists in the field of tourism and recreation.