

**Название публикации:**

PRACTICAL ASPECTS OF IMPROVING THE QUALITY OF EDUCATION IN PREPARING "TOURISM"

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**Аннотация:**

The article presents the research results of education quality formed in areas of "Tourism" training implemented in higher education institutions of Siberian region, and the process of transition to a new generation of educational standards - 3 ++. The authors of the article substantiate scientific and practical recommendations on improving the quality of education in the areas of "Tourism" training, taking into account the regional features and the labor market and the regional tourist product as it is.

**Ключевые слова:**

quality of education; tourism; hotel business; funds of valuation means; educational standard