

## ENHANCING THE EFFECTIVENESS OF PROFESSIONAL TRAINING IN TOURISM EDUCATION THROUGH VIRTUAL GUIDE SIMULATION SYSTEMS

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### ABSTRACT

The rapid digital transformation of the global tourism industry necessitates the modernization of professional training systems in tourism education. Traditional instructional methods often fail to provide sufficient practical immersion, interactive learning, and real-world professional experience. This study explores the pedagogical potential of virtual guide simulation systems as an innovative digital learning technology aimed at enhancing professional preparedness among tourism students. The research analyzes the impact of virtual guiding simulators on students' professional competencies, including communication skills, situational decision-making, cultural interpretation, and service quality management. The findings demonstrate that the integration of virtual guide simulators significantly improves learning outcomes, learner engagement, and professional readiness, thereby contributing to the development of a competency-based tourism education model.

**Keywords:** Tourism education, virtual guide simulator, professional training, digital learning technologies, competency-based learning.