

FROM THE EXPERIENCE OF STAFF TRAINING FOR TOURISM INDUSTRY (A CASE OF THE EAST SIBERIAN STATE INSTITUTE OF CULTURE)

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Abstract. The East Siberian State Institute of Culture (ESSIC) has 25 years of experience in training staff for tourism industry and successfully provides training, retraining and in-service training in this sphere.

Key words: staff training, models of graduates for tourism industry, educational trajectories in tourism.

Tourism is a priority branch of economy in the Republic of Buryatia. In the first eight months of 2017 the number of incoming tourists in the Republic of Buryatia amounted to 643.000 persons. This is 5.6% higher than in 2016. The tourists were provided with paid services in the amount of over 1.7 billion roubles and 177 new workplaces were created in tourism industry. Involvement of local population in the sphere of tourist services helps reduce unemployment rate in the republic, specifically youth and rural unemployment [3]. Often the people employed in tourism have no elementary or basic professional education. In this connection the issue of staff training is highly topical for the Republic of Buryatia.

In Buryatia the system of training staff for tourism and hospitality industry originated in 1993 from the implementation of educational tourist programs at the East Siberian State Institute of Culture (ESSIC). Presently, four state institutions of higher education and four institutions of secondary vocational education provide staff training for tourism in the republic. Staff training is in compliance with the state educational standards in higher and secondary vocational education. Training is provided in the following areas: “Tourism”, “Hotel industry”, “Recreation and sports and health tourism” (bachelor’s program) and “Tourism” and “Hotel services” (secondary vocational education).

In all educational institutions of secondary vocational education tuition is covered by the budget of the republic (from 25 to 105 state-financed places annually). Besides, some educational programs are paid. That said, the annual demand for professional cadres in tourism industry amounts to 175 specialists with secondary vocational education and 50 – with higher professional education. The competition to the ESSIC is consistently high and reaches up to six persons per place. It is noteworthy that the median wage in tourism industry of Buryatia is rather low.

Over the years of implementation of educational programs the number of graduating tourism majors amounted to almost three thousand people. Over a half of them, 1400 persons, are graduates of the East Siberian State Institute of Culture. The competitive employment rate during the first years after graduation is 50 to 70%. Employment geography of many graduates includes many regions of the Russian Federation: Krasnodar region, the Republic of Crimea, Moscow, St. Petersburg and so on.

At present major work is done in the Russian Federation to implement state policy of standardization and certification of qualifications in the sphere of hospitality and tourism. It is expected that this will lead to a higher quality level of staff training for tourism and hospitality in Russia. Actualization of the Federal State Education Standards of Higher Education in accordance with the professional standards is a task for a workgroup to apply professional standards in the system of professional education and teaching of the National Council on Professional Qualifications under the President of the Russian Federation. The adoption of the Federal State Education Standards of Higher Education 3++ was a result of this workgroup’s activity. Such direction of state policy requires from modern higher education program a considerable share of practice-oriented education in the educational process [1]. The designing of the models of staff training for tourism industry draws a lot of attention of the Academic Methodological Association in the field of education “Social Sciences” in the sphere



of higher education on the Bureau of State Standards code 43.00.00 “Services and Tourism”. This allows every student to independently generate an individual educational trajectory.

An innovation tendency of staff training for tourism is underway in the modern educational system. The concentration of student attention on the problems and challenges awaiting him in his professional future and on the alternative ways and methods of solving them is important in the course of study. Therefore, the model of tourism education at the ESSIC is formed on the basis of a multi-level, territorially distributed system of continuous training, retraining and in-service training of staff in the sphere of tourism.

Educational and pedagogic environment of the East Siberian State Institute of Culture allows cross-professional communications between “Tourism” majors and majors in the sphere of culture and art. Implementation of multi-vectored projects, such as the Baikal summer school (“The Baikal Touriad”, “The Silver Age”, “Summer School for Talented Children”, “The Baikal Plein-Air”, etc.), in which students and faculty develop both professionally and creatively, has become a tradition. The activity of the tourist club “Vysota” (“Altitude”) encompasses the entire student community of the institute. The annual regional exhibition “Baikal Travel Mart – 2018” is an educational platform for comprehensive training of the ESSIC students. Students majoring in “Museology and Preservation of Cultural and Natural Heritage Objects” are permanent quest organizers during various cultural events in Ulan-Ude and the Republic of Buryatia (Town Day, Museum Night, etc.). Students majoring in “Stage Direction of Theatrical Performances and Holidays” form a part of a team of script writers and directors of cultural events in the Republic of Buryatia. The interaction between secondary vocational education institutions and higher education institutions is carried out within the frameworks of the International Tourist Forum “Baikal-Eurasia” (Nairamdal) and so on. On all of the above-mentioned platforms the students form necessary professional competences.

The East Siberian State Institute of Culture is an educational facility for the retraining and in-service training of tourism workers in East Siberia. It runs two programs of professional retraining, six in-service training programs, six programs of further professional education, etc.). For example, for many years the ESSIC has been a methodological facility for professional training and retraining of tourist guides. Every year tourist guides and guides-interpreters are accredited by the ESSIC with the support from the city administration of Ulan-Ude.

The development of tourism is impossible without tour guides, animators, craftsmen and other specialists contributing to the range expansion of programs and itineraries of cultural and educational, ethnocultural and environmental tourism. It is exactly this that defines the priority role of the East Siberian State Institute of Culture in staff training for tourism, hotel services economy and management in the social and cultural sphere [2].

The above-mentioned examples of interaction between the stakeholder ministries and authorities in the process of staff training for tourism and hospitality (secondary school – secondary vocational school – higher education), implementation of joint ventures within the educational and pedagogical space and obtaining of positive results testifies to the relevance and efficiency of such interaction. The existing long-term experience of implementing educational programs in the field of tourism in the Russian Federation reflects the needs of the tourist market and confirms that the chosen vector is, indeed, correct.

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