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

Zaitseva N A [1] and Larionova A A [2]
[1] Doctor of Economics, Professor of the Hospitality, Tourism and Sports Industry Department, Russian Economic University, Moscow, Russia.
[2] Candidate of economic sciences, associate professor, Russian state University. A. N. Kosygin (Technology. Design. Art), Moscow, Russia.

E-mail: zaitseva-itig@mail.ru; annla@list.ru

Abstract. 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.

Keywords: quality of education, tourism, hotel business, funds of valuation means, educational standard

Currently, the Russian higher education system is moving to the educational standards of the new generation - 3 ++. Federal state educational standards 3 ++ in the areas of preparation "Tourism" and "Hospitality" were adopted in the summer of 2017. These educational standards were already developed taking into account the professional standards previously adopted by the Ministry of Labor of Russia.

In particular, the development of educational standards for the level of bachelor degree in the "Tourism" specialty the requirements of the professional standard "Guide (excursionist)" were taken into account. In addition, educational standard for the level of Master's degree was prepared referring to the requirements of the professional standard "A teacher of vocational training, professional education and further professional education." After the approval of the new federal state educational standards in the preparation of "Tourism" specialists, the development of exemplary basic educational programs (BNAP) has started.

In the educational standards of the new generation, higher education institutions are given greater authority in defining professional competencies. The educational organization in the formation of a professional educational program in the field of "Tourism" training should include all the mandatory professional competencies provided for in the PHEP, one or more recommended professional competencies, as well as one or more independently developed competencies, based on the focus (profile) of the program itself.

According to the analysis conducted by the authors, the following profiles (specialties) in areas of "Tourism" training in the universities of the Siberian region were identified (Table 1).

Table 1. Summary of educational programs in the specialty 43.03.02 Tourism (Bachelor), implemented in the high schools of the Siberian region

Profile	High school
Technology and organization of tour operator and travel agency services.	Irkutsk State University Kemerovo State University Novosibirsk State Technical University Siberian Federal University Tomsk State Pedagogical University
Development and management of programs in recreation and tourism	Tomsk State University
Without specifying the direction (profile)	Novosibirsk State University of Economics and Management

Thus, according to Table 1, it can be concluded that most universities are implementing an educational program in the area of "tourism" training with the specialty (profile) "Technology and organization of tour

Content from this work may be used under the terms of the Creative Commons Attribution 3.0 licence. Any further distribution of this work must maintain attribution to the author(s) and the title of the work, journal citation and DOI.
Published under licence by IOP Publishing Ltd

operator and travel agency services." In addition, the Tomsk State Pedagogical University is implementing a master's program "Innovative technologies in the tourism industry.

Choosing this specialty of the program, universities, on the one hand, provide the widest opportunities for the subsequent employment of graduates in tourism firms, on the other hand, the analysis of program curricula showed that with the same profile, programs have their own specifics. This is primarily reflected in the list of disciplines studied.

However, despite the difference in the specialties (profiles) of educational programs in the direction of "Tourism", all graduates of programs should have a level of professional competence sufficient for their employment in the enterprises of the tourist industry. It is the issues of the formation and evaluation of professional competencies that currently cause the greatest scientific discussion [2].

Thus, I.V. Bushueva and L.I. Skabeeva write about the need to apply practice-oriented approaches for the preparation and evaluation of the competencies of students studying in the service areas of training [1]. The most complex and systematically these questions were considered by Polevaya M.V. in the thesis research [3]. The authors of the article also repeatedly examined the issues of improving the training of Russian specialists in the sphere of services [4, 5], also based on applying the best foreign practices.

The study allowed the authors of the article to develop the following scientific and practical recommendations on improving the quality of education in the areas of "Tourism" specialty:

1. When developing educational programs in the area of "Tourism" training it is necessary, on the one hand, to take into account the provisions of the EAP, and, on the other, to reflect the regional characteristics of the labor market. It is the structure of the regional tourism product that largely determines which segments of the tourism industry in the region are most developed. Such a structure of the educational program will help to increase the demand for graduates on both the regional and national labor markets.

2. Modern educational programs should be based on the principle of advanced development, i.e. reflect not only the current needs of the labor market, but also the prospects for its transformation under the influence of the processes of globalization and the transition to a digital economy. International tourist and hotel chains having their own business standards and Internet technologies will have an increasing influence on the formation of requirements for staff, and, consequently, for graduates of higher education institutions trained in the areas of "Tourism" training.

3. When developing evaluation funds, it is important to develop effective tools that allow to determine not only the level of professional knowledge of students, but also their ability to implement certain production business processes implemented at the enterprises of the tourism industry. If different forms of testing are traditionally used to assess the level of knowledge, then the assessment of students' skills often presents difficulties. In the opinion of the authors, the most optimal solution would be to create a single open database of valuation funds that can be used for both intermediate or final certification, and for independent evaluation, for example, in the Qualification Evaluation Centers.

Thus, according to the results of the conducted research, it can be concluded that the transition of Russian universities to the educational standards of the generation 3 ++, on the one hand, gives the universities a considerable freedom of action, and on the other hand, it focuses on the evaluation of professional competencies formed in view of regional features of the labor market and the regional tourist product as it is. At the same time, new forms of integration of the scientific and educational community, as well as employers, as well as their associations, should play an important role in ensuring the quality of education in the areas of "Tourism" training.

References

[1] Bushueva I V and Skabeeva L I 2016 On the modern practice-oriented approach to the development of the Master’s study programs in the field of "Hospitality industry." *Bulletin of the Association of Universities of Tourism and Service*. **10 (1)**, pp. 12-20.

[2] Kaurova O V, Saak A A, Revyakina T U 2015 Small Business in Tourism Industry as a Functional Element Region's Tax Capacity. *Contemporary Problems of Social Work.* **1 (1)**, pp. 61-66

[3] Polevaya M V 2011 Modernization of the training system for the tourism industry. *Dissertation for the Doctorate degree in Economic Sciences*, Moscow, Russian Economic University.

[4] Yumatov K V, Kiriyanova L G, Yakimova N S, Zaitseva N A, Larionova A A, Korsunova N M 2017 Problem-based learning methods for training staff for tourism and hospitality clusters**.** *Eurasian Journal of Analytical Chemistry.* **12(5b)**, pp. 803-812

[5] Zaitseva N A, Larionova A A, Minervin I G, Yakimenko R V, Balitskay I V 2016 Foresight technologies usage in working out long term forecasts of service and tourism personnel training system development. *International Journal of Economics and Financial Issues*, **6(1)**, pp. 185-191.

Information about authors:

Natalia Alexandrovna Zaitseva, Doctor of Economy, Professor, Professor of Department of Hospitality, Tourism and Sports Industry, Plekhanov Russian University of Economics, 117997, Stremyany street, 36, Moscow, Russia, E-mail: zaitseva-itig@mail.ru

Anna Anatolyevna Larionova, PhD, Associate Professor, Associate Professor of Department of economic security, audit and controlling, The Kosygin State University of Russia, (Technology. Design. Art), 117997, Sadovnicheskaya street, 33, p.1, Moscow, Russia, E-mail: annla@list.ru