Good Opportunities in Training of Personnel for Travel Industry

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Abstract

The travel industry in the present-day world has become a large service trade for population. Research on development of traveling industry stresses that professional education of the staff is an indispensable condition that dictates success of a company. From the above reasoning, it is clear that there is need for monitoring and generalization of factors influencing the quality of training of personnel for the travel industry in a global context. The object of the study is travel companies, educational institutions, state and private agencies. Subject of the study the economic relations between the various constituents of the travel business in relation to the global economic changes.

1. INTRODUCTION

Market conditions that prevailed at the turn of the end of XX – beginning of XXI centuries has destroyed the educational system which had existed several decades. This had negative impact professional qualities of graduates of educational institutions. An amendments in the content of education, has also led to the emergence of new professions and specialties. There are stable forecasts that employment structure will continue to change, focusing

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on specializations of service industry, thereby presenting new challenges to professional qualities of graduates. In conformity with this, analyzing the external environment and the educational system – the labor market, it is necessary to consider demand for specialists of a certain level (Bulanov, 2007, p. 139).

Currently, the travel industry is very promising and it is developing fast enough. In this context, we would like to note that a specialist who choses this area as an application of his/her work will surely find him/herself a fitting place in the labor market.

However, researches in this area do not always reflect subject and object of the research and which can be considered both from educational and economic point of view. In this context, this article offers a good opportunity to express certain solution to the on problems of training managers for the travel business.

Objective of the research is to identify and integrate factors influencing on the improvement of quality of personnel training for the travel industry in the context of globalization.

1. Method

In the course of our research we analyzed publications of leading experts on the development of industry on social and economic tourism. First of all, we referred to the works of Yu.K. Bainazarov, Yu.A. Vedenin, E.N. Ilyina, V.A. Kvartalny, V.B. Saprunova, Erdavletova, K.N. Musin, Zh. Kantarbayeva, O. Sauranbayev, A. Shchurova, who had done survey and analytical studies of World Tourism Organization.

The first school for training of specialists for the hospitality industry was opened in the late XIX century in Switzerland – Ecole hoteliere de Lausanne. This country has remained a leader in the training of personnel for the travel industry. Other schools began to open in Spain, Ireland, the USA, the UK, Australia, in the beginning of XX century. They have expanded the scope of the program, not limiting in to hotel management only, “Travel and Tourism” specialization has been included. Until now, these two programs (hotel and tourism management) are basic, and are sometimes offered by the schools either separately or together (Mikhailova, 2008, p.179).

The training of personnel for the travel industry should be based on innovative development principles of the international professional education. These principles have been formulated and adopted at the summit of the Group of Eight in July 2006 in St. Petersburg. The innovative development principles of the international professional education involve:

- Creation of modern effective educational system, compactable with the requirements of the global innovative society and allowing everyone to participate;
- Formulation of policy and investments in the educational sphere favoring the development of effective professional educational institutions that providing high quality education;
- Expansion of the system of scientific researches for accumulation of knowledge, encouragement of innovations and provision of rapid advance of new technologies into the market;
- Expansion of exchange in the scientific-technical and other fields in all levels of the professional education, attraction of high-qualified teachers and organization of students’ mobility (http://www.g8rus sia.ru).

Currently we observe growth of the share of tourism in the world economy structure. The industry shows an example of a fast jump in the development and accordingly a significant effect of the profitable business. Kazakhstan, having a large number of monuments on its territory, and possessing huge potentials in respect of the travel resources, should change the economic priorities in favor of not raw material, but tourist and recreational economy.

Within the framework of the basic principles of the Bologna process, UNWTO EdQual quality standards certification remains to be an important activity of the educational institutions, this certification was developed and conducted by the World Tourist Organization in order to improve quality of the tourism education and its efficiency, that allows to determine competitiveness of the educational programs implemented by HEIs and their compliance with the international quality standards (http://www.unwto.org).

Our educational institutions should also revise their relation to the formation and development of new state educational standards, and introduce new teaching methods that meet the international practice.

Therefore, increase professionalism, is a key element in assuring quality and competitiveness of the specialists in the global market, which has become one of the main problems of the travel industry and government agencies that control this area (Khortova, 2013, p.112).

Scientific methods, which include system analysis, logical-historical analysis, and also theoretical analysis and methods of generalization for assessment of the advanced tourist experience, have been used to carry out this work.
At the same time, a method of records and review on the travel industry development in Kazakhstan and abroad, a method of self-certification, as well as direct and indirect observations for the real activity of the students, have been partially used.

2. Results and discussion

Prior to 1992, neither in Kazakhstan nor on the territory of all the republics of the former USSR, there were no any experiences of training specialists on tourism and hotel structures operating in the tourist industry. The first institutions were built by the government which is geared towards the training of managers, preparation of academic curriculum and programs. The restructuring of the whole educational process was carried out empirically, without sufficient scientific analysis. Nowadays the country is working on training and retraining of the professional personnel for the travel industry, education pertaining to tourism and hotel industry is being rapidly developed and improved. Certainly, it is too early to compare Kazakh tourist education with the foreign one which exists 50-80 years ago, but there is a hope to come up with standards in Western countries on this indicator ten years time (Vukolov, 2001, p.47).

To solve this problem it is possible to develop a program characterized by monitoring research activities of postgraduate of the students who will show the viability of knowledge of their specialty. Obviously, these studies will make some adjustments into the training programs and improve the system of relations between enterprises and companies, educational institutions and society (http://www.eurekanet.ru).

Modern economy, science and information technologies rely on educational institutions to reconsidering their approaches to the issue of improving the process of training of personnel, including personnel for the travel industry. We should be concerned about the level of the professional training of specialists of the travel industry which will able to ensure a competitive system of professional personnel training, promptly responding to the challenges of the new economy, focused on the innovative development.

Analysis of scientific literature, surveys of specialists-practitioners of the travel industry show that the system of personnel training is a complex and multifaceted set of processes combining study of the various disciplines, and where parallel with theoretical calculations, it is necessary to pay attention to the practical training of the future tourism manager.

In the State program for development of tourism on 2007 – 2011 years, eco-tourism was highlighted as one of the priority directions, and there was specified formulation of national, regional and local policy on its development. However, nowadays the policy and uniform organizational approaches have not been formed yet.

As a whole, potential interest to the ecological tourism on the international market comprises 8,9 million people (or 63% from general potential). The present touristic product occupies the best position on the global touristic market and must be one of the key for development in Kazakhstan.

Kazakhstan has ancient and unique history, as evidenced by presence of twenty seven thousand ancient monuments such as Sakaburial mounds/hills, Issyk’s Gold Cataphract Warrior, and many others.

Kazakhstan interval of the Great Silk Road presents itself a unique complex of historical monuments of archeology, architecture, town planning and monumental art. All this should promote effective development of cultural-informative tourism, but considering dependence of the given sector on many factors, such as lack of promotion-informative material, weak infrastructure, including paucity of locations near touristic objects, poor quality of access roads, there is seen its low competitiveness.

In connection with this, considering feasible capacity of market of the present branch, it is necessary to develop national tourism.

| Table1. Dynamics of export and import of services connected with travels, in million US dollars |
|---------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
|                                 | 2005            | 2006            | 2007            | 2008            | 2009            |
| Export                         | 700,9           | 837,9           | 1013,0          | 1011,6          | 962,8           |
| Import                         | 753,0           | 820,7           | 1081,9          | 1077,8          | 1130,9          |

Source: Sectorial program on development of Kazakhstan content for 2010–2014 years

There is no journal entry on tourism in the statistics of National Bank of the Republic of Kazakhstan which carries out
monitoring of export and import of services. At the same time there is monitoring of export and import of services connected with travels. According to the statistics, export volume of services connected with travels in 2009 was 962,8 million US dollars, import volume – 1130,9 million US dollars.

Survey of national and foreign top managers showed that recruited graduates of educational institutions with tourist profile have to be retrained. Consequently, there is a contradiction, under the huge deficit of qualified personnel for the travel industry graduates of profiled higher educational institutions often remain unclaimed because of the lack of skills and knowledge in specific specializations (Tastemirova, 2011, p. 120).

According to the researchers and practitioners, the graduates do not possess by skills and set of competencies that would enable them to adequately assess the supply and demand in the travel market.

To our opinion, the future specialist in the travel industry should:
• Know one or two foreign languages;
• Be able to know geographic features of different countries and know fundamentals of country study;
• Be skilled user of software products and modern means of communication;
• Possess skills in the sales of travel product;
• Know fundamentals of hotel business;
• Be familiar with legal aspects of the travel business;
• Be able to compose touristic offers competently.

At the same time, psychographic skills of the graduates, such as interpersonal skills, responsibility, punctuality, kindness, and stress-resistant skills are very important for employers.

3. Conclusion

Despite the efforts by educational institutions to give professional orientation to the process of training, the education still has an academic rather than applied character, because serious difficulties arise in the organizational matters.

The problems of the personnel training in the travel industry are typical not only for scientists and teachers, but also for employers, because quality of the travel product depends on the quality of the personnel training in the final conclusion.

Successful solution to all listed problems will allow provide the national travel industry with the qualified professional specialists.

It is necessary to shorten the distance between modern educational opportunities and demands of the labor market as that will help the students to estimate the potential of the chosen specialty, modify steep demands, and supply defects in the special knowledge.

In this connection, we can give the following recommendations:
1. Pay priority attention on the development of personnel resources in the industry;
2. Carry out monitoring of needs of the travel industry in specialists of different profile;
3. Identify mechanism of the joint activity of the educational institutions and employers;
4. Develop opportunities for the state – private partnership in the training of personnel, including technique of HEIs, targeting training of the specialists, advanced training of the personnel, joint scientific investigations and introduction of scientific developments into production;
5. Integrate new technologies and information systems into the sphere of training the travel personnel.

Improvement of the personnel training system for the travel industry in terms of the Bologna process will be a very effective burst, as it will allow active use the potential of the European experience for the travel personnel training. In this connection, it is necessary to create legal, organizational and material conditions for provision of students’ and teachers’ mobility, actively develop “Double degree” programs with recognized foreign universities.

Specificity of the tourism education lies in its versatility. It trains students of different specialties and directions of economic, technical, technological, managerial, scientific and other profiles. Thus, here we need more subtle understanding of this complex, constantly improving mechanism which allows actively implement the innovative programs for the tourism personnel training, and use foreign experience.

References


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