

*MODERN TRENDS OF PERSONNEL TRAINING IN HOSPITALITY
INDUSTRY*

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The article considers the state of employment in the spheres of reactive services in Russia. The problems of development of the labor resource potential of the sphere of tourist services are revealed. The directions of personnel training for the hospitality industry in world and domestic practice are determined.

In article the condition of employment of sphere of tourists' recreational services in Russia is considered. Problems of development of labor resource potential of sphere of tourist services are revealed. Directions of a professional training for the hospitality industry in world and domestic practice are defined.

Keywords: Personnel, personnel training, forms of training.

Formation of the sphere of tourist services as a highly profitable industry, which plays a significant role in the economy of entire regions, has become one of the important directions of the economic and social development of Russia. One of the most pressing issues is the problem of professional training. This necessitates special attention to the creation of their own professional scientific schools and educational centers.

An analysis of world practice shows that 6% of the able-bodied population is employed in the field of tourism services. Tourism services, as a sector of the economy, occupies a leading position in the world, ahead of the industry of oil refining and production of petroleum products, the automotive industry and the related production of automotive accessories in many respects.

Considering the state of employment in the sphere of tourist and recreational services in Russia, it can be noted that, while in general consistent with global trends, it, at the same time, has its own characteristics, namely: - a high level of permanent employment, 88% of the total number of employed people work on a permanent basis; - In the future, it is expected that the need for personnel will be

exceeded (by 7%, according to estimates). However, the structure of the need for personnel is heterogeneous. If the expected employment growth for travel agents and tour operators is estimated at 20%, then a slight decline is predicted in the sector of health resorts and boarding houses; - the general turnover of personnel in the field of tourism services is estimated at 10%. In many sectors, staff turnover is not seen as a major problem; - 26% of employees in the entire industry work in accommodation facilities, which is the largest area of employment. The number of employees in the restaurant business - 23%, in sanatorium and resort organizations - 20%, in travel companies - 19%; - the lack of qualified personnel is the main problem in the recruitment process. The biggest recruitment challenges within the hospitality sector are in the catering sector, and for travel agents and tour operators in sales and marketing. At the same time, the development of the labor resource potential of the hotel services sector is associated with a number of problems. There are not enough qualified teachers of tourism disciplines. Training programs are poorly adapted to local conditions. The growth in the number of qualified specialists, which plays a positive role in expanding offers on the tourist and recreational market and improving the quality of services, has not yet fundamentally changed the situation as a whole. The personnel base is formed without determining the need for specialists, since the labor market in the field of tourist and recreational services has not been studied, and marketing research is not carried out on it. Managers-managers are trained in higher educational institutions, while the industry needs first of all lower and middle managers, as well as service personnel. One of the most pressing problems in the formation of this potential is its qualitative component, i.e. the level of training and qualifications of personnel. The most interesting is the experience of training specialists for tourism in Switzerland (the Lausanne school), England (the classical method of training personnel), and America. Compliance of the content of training with the requirements of the future professional activity, the connection of training with industrial practice, on-the-job training, the relationship of theoretical courses with practical subjects, long-term paid practice at the workplace during the course of study - all this forms the basis of a qualified specialist abroad [1, p. 29]. In addition, in foreign experience there is a long-term practice of training specialists in multi-level cycles with pronounced stages of education, including the stages of school - lyceum - college - higher educational institution. The study of their programs, content and basic models of education showed that this system can be within reasonable limits, taking into account the specifics of the sphere of tourist

and recreational services, applied in Russia in the practice of Russian educational structures of the tourism profile [2, p.94]. Today, many educational institutions have opened specialties or specializations in the hotel industry. This is justified, since the capacity of the hotel market is huge, so far there is no tough personnel competition, and work in a hotel is quite attractive for young people. Currently, personnel for the hospitality sector are trained in institutions of secondary specialized, higher and additional education. Recently, the system of continuous training and advanced training of workers, which is based on their training in short-term courses at ascending levels, has become increasingly popular. Training aims to provide a set of organically related theoretical and practical knowledge designed to help the employee master the profession from the initial to the highest level of qualification. Training is carried out according to the same curricula and programs for each level of the profession and provides for the availability of a single educational and program documentation. For the training of specialists in the field of tourism services in Russia, a multi-stage system of training has been developed, the basis of which is specialized and partially specialized educational institutions, among them [3, pp. 45-48]: - career guidance and professional apprenticeship (lyceum); - secondary special qualification education (college); - higher special qualification training (high school). The system of continuing professional education in the sphere tourism services involves the following stages of training:

1. bachelor, specialist, master;
2. postgraduate education;
3. additional education.

The training of specialists is carried out in accordance with the state educational standards of the appropriate level in the areas of management, economics, service, etc. and involves the receipt of primary, secondary and higher professional education in the field of tourism. The next step in obtaining continuous professional education is postgraduate education. This type of education will improve professional skills and conduct scientific research in the field of tourism services for both young professionals, recent university graduates and specialists with extensive practical experience in this field. Postgraduate education is carried out in accordance with the passport of scientific specialties in economics and management of the national economy, finance, money circulation, etc. in the form of competition, as well as postgraduate and doctoral studies.

The implementation of this approach to providing the sphere of tourist and recreational services with qualified personnel will improve the quality and level of professional training of the labor potential and, as a result, the competitiveness of tourist and recreational services that determine the development of the sphere of tourist and recreational services in the region. Which, in turn, creates the basis for the effective use of labor potential through the creation of new jobs, improving the employment system, improving the quality characteristics of labor resources, including through raising the professional level and qualifications.

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