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**К ВОПРОСУ ОБ АКТУАЛЬНОСТИ ПОДГОТОВКИ КАДРОВ В  
ИНДУСТРИИ ТУРИЗМА И ГОСТЕПРИИМСТВА  
IMPORTANCE OF TRAINING PERSONNEL IN TOURISM AND  
HOSPITALITY**

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**Аннотация.** В эпоху глобализации, влияние которой ощутимо в любой сфере экономики, и стремительного экономического роста индустрия гостеприимства является одним из краеугольных камней мировой экономики. Данная отрасль,

наряду с туристическим сектором, в настоящее время сталкивается с рядом проблем, связанных с необходимостью выхода за рамки стандартного обучения и профессиональной подготовки кадров. Данное исследование посвящено описанию традиционных подходов в профессиональном обучении, подготовке и переподготовке кадров в сфере туризма и гостеприимства, а также рассмотрены современные тенденции, требующие нового подхода и дальнейшего развития. Работа носит аналитический и описательный характер и основывается на исследованиях отечественных и зарубежных специалистов в области подготовки кадров для отрасли. В ходе работы автор формулирует сложности, с которыми сталкивается индустрия при подготовке персонала, а также предлагает пути оптимизации процесса для создания конкурентной среды и успешного развития туристического бизнеса.

**Abstract.** In the era of globalization with its notable influence in all economic spheres and rapid economic development the hospitality industry is one of the cornerstones of the global economy. The given sector alongside with tourism is currently facing a number of challenges that require moving beyond the boundaries of standard personnel education and vocational training. The given research is devoted to the traditional approaches and techniques in staff education, training and further development, as well as the modern requirements based on the modern trends and demand for innovative approach are considered. The given paper is of analytical and descriptive character and is based upon the researches by Russian and foreign specialists in the sphere of personnel training for the industry. The author defined the main issues the hospitality industry comes across and suggested the ways for improving the process of training for creating competitive environment and ensure future successful development of tourism and hospitality.

**Ключевые слова:** индустрия гостеприимства, туристический сектор, обучение персонала, профессиональная подготовка, курсы повышения квалификации, требования, овладение навыками, специфические характеристики, методы обучения, профессорско-преподавательский состав.

**Keywords:** hospitality industry, tourism sector, training staff, vocational training, professional development, requirements, acquiring skills, specific characteristics, training techniques, teaching staff.

Modern society lives in the era of globalization that influences drastically each sphere of economic activity. Hospitality and tourism sectors are not an exception currently facing a range of challenges that require moving beyond the boundaries of standard personnel education and vocational training.

The given paper is of analytical and descriptive character and is based upon the researches by Russian and foreign specialists in the sphere of hospitality and tourism and vocational training of the staff for these industries in particular [1, 3, 4, 5, 6, 9, 10]. The author relies on the investigated material and their own experience in an attempt to define the peculiarities and basic complications of the branch in the process of personnel training. The ways of improving the process of training and professional development are suggested for further successful development of hospitality and tourism.

Great Soviet Encyclopedia offers the following definition for vocational training: it is a complex of specific knowledge, proficiency and skills that allow execute a piece of work in a particular sphere of activity [2] We can also add that it is also a process of acquiring specific knowledge and skills by non-qualified staff which allow them to fulfill tasks in accordance with the standards and requirements specified by the definite industry.

Vocational training in the field on hospitality and tourism is a gradual and organized activity aimed at training highly-qualified specialists for hotels and other types of accommodation, recreation, catering as well as business, rehabilitation, sport, educational facilities [3].

The essential components of personnel training are formed as a means of adaptive and dynamic social and economic system which provides continuous improvement of the system of education. The following groups of factors influencing the educational and training process can be distinguished:

- the influence of the social environment;
- local and global political and economic situation;
- managerial and regulation activities of federal and regional authorities in the sphere of hospitality and tourism.

In September 2022 the head of Rostourism Zarina Doguzova announced that Russian tourism industry provides 10 mln jobs and the industry will see 10-15 % increase annually concurrently. She claimed that tourism has outrun IT sector as for the dynamics of work positions growth for the past 7 years [7, 8]. You can see the development in the number of employment in Picture 1. The Number of Employed in Tourism.

Picture 1. The Number of Employed in Tourism

<b>Year</b>	<b>The number of employed</b>
2015	500, 000
2019	2,5 mln
2020	1,7 mln
2021	2.3 mln
2022	4.5 mln

So hospitality and tourism industries are undoubtedly advanced and rapidly growing sectors requiring thorough approach to education and vocational training of their staff. In this regard let us consider the main on-the-job and out-of-job training techniques. See Picture 2. Training Techniques.

Picture 2. Training Techniques

<b>Training techniques</b>	
<b>on-the-job</b>	<b>out-of-job</b>
<ul style="list-style-type: none"> <li>- attending lectures and webinars</li> <li>- attending conferences and workshops</li> <li>- taking part in case-championships</li> <li>- sharing experience with colleagues from other regions</li> </ul>	<ul style="list-style-type: none"> <li>- changing jobs</li> <li>- delegation of tasks</li> <li>- tutoring</li> <li>- solving unauthorized problems</li> </ul>

The above mentioned techniques are not eliminated. On the contrary, they complement each other as on-the-job training is likely to integrate with training in educational and other institutions [5].

Foreign scholars have suggested some urgent requirements for training and development of the staff. Some of them are as under:

- impact of globalization and tourism industry;
- need of quality leadership;
- strategic importance of the training and development;
- innovative and more skilled techniques requirements in hospitality sector;
- need of quality service in hospitality sector;
- economic requirements of tourism sector;
- focus on skill development of the staff engaged in tourism business;
- need of Human Resource Development programs [9].

Notwithstanding the continuous development and improvement of the personnel training for hospitality and tourism, there is a scope of imperfections that prevent from comprehensive education of highly-qualified staff:

- insufficient level of training of college and higher educational institutions' graduates. Educational establishments require new advanced methodology and techniques as well as highly-qualified teaching staff with modern professional and practical experience in the field;
- low level of students' motivation. Nowadays students are more interested in new interactive activities rather than academic approach in acquiring knowledge;
- professional development programs are of formal character, they do not provide with necessary modern knowledge and skills and usually are not linked to corporate programs of staff training [1].

Taking into account such characteristics of the industry as diversity, constant modernization, opportunities for dynamic training, high-quality platform for implementation of new means and methods of education and training, we have worked out the following suggestions for improving and further development of vocational training for hospitality and tourism:

– establishing education and training platforms and the system of industry-based educational centers. It is essential to train specialists in accordance with domestic and foreign standards on various work-related levels;

– transforming and reshaping the system of teaching staff professional development in the field of hospitality and tourism which will enhance the quality of vocational training and flexibility of teaching staff in educational institutions:

– establishing innovation scientific and practice centers which allow to forecast the stages of domestic and foreign tourist markets' development, implement innovative policy, persistently create and shape the industry-oriented demand for specialists, elaborate the system of personnel training alongside with tangible and technical components.

In conclusion it is necessary to admit that under the contemporary global conditions education is a part and parcel of any activity. Creating and implementing educational programs and trainings for staff is crucial for developing the level of services and making competitive environment for the industry. In the prospect of training highly-qualified personnel one should take into account the specific features of hospitality and tourism sector, the above mentioned challenges in the process of professional training and development as well as the impetuous globalization that puts forward new conditions and requirements for successful running of tourism business and performance of hospitality industry as a whole.

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