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THE ESTABLISHMENT OF PROFESSIONAL EDUCATION SYSTEM IN THE HOTEL INDUSTRY OF THE RUSSIAN FEDERATION

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The Establishment of Professional Education System in the Hotel Industry of the Russian Federation

The article deals with the first steps of formation of the system of professional education in the hotel industry of the Russian Federation.

We detached three periods of the formation of Professional Education System in the hotel industry of the Russian Federation – 1) Soviet (from the beginning of establishment of USSR to the time of its collapse), 2) 1991–2000 years and 3) years after 2000-till present.

The first period describes the formation of Professional Education System in the hotel industry during Soviet times when it was decided to launch targeted training of specialists for the hotel industry.

Second period – starting from the 1990s – reveals the orientation of professional training of specialists for hotels on international experience; occurrence of secondary vocational education specialties – 2302 “Organization of service in hotels and tourist complexes” and higher vocational education – 230500 “Social and cultural service and tourism”; implementation of professional educational programs of primary, secondary and higher professional education which gave an impact to lay the foundations of continuing education in the hotel industry; approval of state requirements for minimum of content and level of a graduate, curricula and standards of secondary and higher professional education.

In further studies will take place the study of Professional Education System in hotel management from 2000s till present.

Key words: professional education, personnel training and Hospitality.

Development and efficient operation of any industry is impossible without qualified specialists whose training is to be provided by the sectoral system of professional education. It is clear that each sectoral system of professional education has its own history, certain features of the formation and development of its main components.

The domestic system of professional education in the hotel industry of the

Russian Federation started its formation only last ten years, and before that its formation took place within the Soviet system of training, which was common for Ukraine and the Russian Federation. However, by the separate criteria the professional education in the hotel industry of the Russian Federation is few steps ahead the domestic one. Therefore, the study of the formation experience of professional education of the Russian Federation as a system will allow to identify certain patterns of the process and facilitate the development of appropriate measures to improve the system of training, retraining and advanced training of personnel in the hotel industry of Ukraine.

Analysis of recent research and publications shows that Russian scientists K. M. Garanina, T. S. Eliarova, M. E. Kurdakova, O. V. Filatov and other carefully studied the experience of personnel training for hospitality areas first of all in European countries (Switzerland, United Kingdom, France, Germany, etc.). Domestic scientists, A. V. Vindyuk and N. A. Fomenko, expanded the subject of research. Besides European experience of professional training of future professionals for the hospitality industry, A. V. Vindyuk also described training of such specialists in the United States and Russian Federation. N. A. Fomenko has applied a comparative analysis of professional education systems of different countries and highlighted the genesis of European training programs for professionals in the hospitality industry. But today there is no complete analysis of the formation and development of professional education of the hotel industry of the Russian Federation neither in the scientific heritage of domestic nor foreign scientists.

Therefore the aim of this article is to explore the process of formation of Professional Education System in the hotel industry of the Russian Federation and to allocate its features, identify problems of formation and development.

Russian system of personnel training for the hotel industry compared with personnel training in medicine, education, industry, agriculture has relatively little history, due to the specifics of hotel management and its dependence on many factors (economic, political, social, etc.)

In this regard, the problem related to understanding of the nature of

professional education, especially the features of its formation and development, can be solved having considered the system of professional education in the hotel industry in a particular historical situation which processes of development or delay of the hotel industry depended on. This determines our selection of three periods of formation and development of professional education in the hotel industry: the first - Soviet, the second – 1990-2000 years, the third – from year 2000 – till today.

In this study, we will focus on the first two periods, as the limited size of the article does not allow us to analyze the last period.

Formation of the system of professional education in the hotel industry of the Russian Federation took place on the ground of the Soviet system of training for this field.

Although the need for training specialists for hotel industry emerged back in the XVIII – XIX centuries (during the period of active construction of hotels), a targeted training of specialists at the territory of Russia started still during Soviet time the when are established the foundations of formation and development of professional education in the hotel industry.

The impetus for the formation of professional training of specialists was the need to provide a skilled workforce for the growing number of hotel companies (aided by World Festival of Youth and Students in Moscow (1957) and Olympic Games (1980)). Ministries, departments, management and municipal councils broke into staff training for the hotel industry. Under their command were:

- specialized universities that acted on the basis of previously established training courses and training centers of the departments of All-Union Central Council of Trade-Unions, Intourist– RITA, RSUTS and others with many branches around the country;
- independent special educational establishments, that prepared personnel for the hotel industry under the specialty 1740 “Hospitality” and gave an opportunity to get a diploma with qualification “technician-organizer of hotel management” (technical schools in Moscow) [1];
- specialized departments and faculties for professional training and

advanced training for managers and professionals of Hotel Management (Institute of technical training in Leningrad and others);

- training centers, courses and training facilities for staff of mass professions of Hotel Management (Training center at the Moscow City Council of Tourism and Excursions All-Union Central Council of Trade-Unions, training center of preparation and advanced staff training of hotel enterprises at the Department of skyscrapers and hotels, etc.);

- separate Institutions at large academies and universities (institutions of professional training and advanced training for managers).

To provide a common methodology and orientation of personnel training of Hotel Management typical recommendations for the compilation of the training plans and training programs for different categories of hotel staff were developed. Applications could be supplemented and vary, taking into account specificity of hotels that were subordinate to various departments.

A typical thematic plan recommended for preparation of specialists in this specialty, was designed for 200 – 300 academic hours of theoretical training. If necessary, the number of hours could be increased by practical classes, excursions. Call Duty on the floor were prepared for 80 hour training program and maids and senior maids – under the program, calculated at 72 hours [2, p. 34].

During the preparation the considerable attention was paid to the study of the foundations of ethics, general culture, emphasizing that not only professional training but also behavior culture affects the guest's impression; and providing of high quality service in hotels depends on each employee, including the doorman, cloakroom attendant, lockers storekeeper, luggage carrier.

Despite the considerable work of ministries, departments of the organization of staff training for the hotel industry, the destructive processes and changes in the Soviet economy had a negative impact on the physical facilities of the hotel enterprises; staff disinterest, reluctance to expand the range of services, lack of service culture have led to lower quality of service, among other reasons this caused recession in the sector and the emergence of so-called “Soviet service”.

The next stage of formation and development of professional education in the hotel industry covers 90s years of the twentieth century – beginning of XXI century.

Problems of Hotel Management during this period were associated with a low level of service, poor material and technical base, lack of professional staff, including hotel management professionals able to work in the new market conditions, be mobile, flexible and focus on the needs and requests of customers.

However, in the 90s years of the twentieth century we've got an expansion of opportunities for Russian citizens to travel abroad and for foreigners to enter the country. Russian tourists abroad were able to experience the level of international standards of service that created a situation of indirect competition of Russian hotel product with a similar foreign offer. The desire to receive foreign tourists prompted Russian hoteliers to increase the level of service. Criteria and principles of personnel certification that have been developed theretofore, have lost their relevance in the new conditions.

In the Russian market of hotel services appeared foreign hotel chains (“ACCOR”, “Marco Polo”, “Kempinski”, “Marriott”, “Holiday Inn”, etc.) that raised standards of service in their hotels, entered a flexible pricing policy, increased competition in the market of hotel services and began to demand from of Hotel Management professionals a high level of professional knowledge and skills, thereby increasing requirements for the professional education of such specialists. So, scientists say, there appears a direct and indirect competition for hotel industry of the country from the side of international hotel chains [2, p. 35].

Foreign hotel chains performed the professional training for their companies in Russia in their own corporate universities only under their standards and programs. Mostly, the foreign managers who came to Russia basically didn't hire Russians with experience in the hospitality industry, because they believed that it is impossible to retrain them, as training of specialists for dynamic in its development Hotel Management in Russia was still committed to the training system created in Soviet times [3, p. 56 – 57].

The situation started to change due to the factor of variable consumer that

began to appear in Russia: the client demanded increased comfort and international level of room equipment and quality services that can be ensured only by well-trained professional staff of the hotel sector. Therefore, in this period, the task of improving training of specialists of Hotel Management, the formation of their professional and business skills come to the fore in the general program of further development of the hotel industry and reformation of the educational system in Russia.

Beginning from 1992 the work of establishing a system of continuous professional education in the sector of hospitality industry was started. However, this was only the first step in creating a comprehensive system of the professional education in this sphere. The newly created structure of training specialists for the hotel industry evolved spontaneously, didn't take into account the needs of industry during the transition period of the country to a market economy, and didn't have appropriate methods and material support.

During this period, several schemes of training specialists for hotel companies start working – enter level at the Lyceum classes at school, post-secondary education, higher professional education, personnel development, advanced training and short-term training.

The purpose of the Lyceum classes was a professional orientation for future profession at the stage of secondary education. Lyceum training program was designed for one or two years and acquainted pupils of the 9 – 11th grades with the basics of professions, considered career opportunities in the field of tourism, including hotel management and had to generate interest in this type of activity [4].

Lyceum classes were usually organized on the bases of secondary schools, but there they were taught by university teachers on specially designed programs. The largest number of such Lyceum classes was established on the basis of RITA [2, p. 36].

As a result of the fact that there were not enough specialists with secondary special education and training in the hotel industry, secondary professional education in hotel management started to become more popular. However, such specialized secondary special education units in the country were also not enough. Thus, Moscow

had only two of them – Higher School of Tourism and Hospitality Management [5] and the Moscow College of employees of hotels, restaurants, small business specialists “Tsaritsyno”.

The program in colleges was designed for three years and set the task of training subject matter experts, staff and leaders of the lower and middle management, administrative management and qualification of basic training – manager.

Training of specialists of secondary vocational education was carried out under a specialty 2302 “Organization of service in hotels and tourist complexes” [6] and as a part of specialties: 0607 “Marketing (by industry)”, 0602 “Management (by industry)” and others.

In April 1997 state educational standards for secondary special education were approved, including the specialty 2302 “Organization of service in hotels and tourist complexes”. In these standards, the ratio of lectures and practical exercises was close to optimal and worked out 60% and 40% accordingly. Under these specialties students were supposed to study two foreign languages.

Higher education for the hotel industry has evolved not as active as specialized secondary. Although graduates with degrees in hotel industry at that time were prepared by RITA, Institute of Tourism and Hospitality, Russian Economic University named after G.V. Plekhanov, Commercial University, Academy of hotel and restaurant business at the Government of Moscow, and almost in every major regional center (Vladivostok, Kaliningrad, Kostroma, Saratov, Sochi, Stavropol, Omsk, Orel, Ufa, Khabarovsk, Chelyabinsk, etc.) at the labor market they were almost not in demand.

On March 5, 1994 the specialty 230500 “Social and cultural service and tourism” [7] was introduced in the Classification of areas and specialties of Higher Professional Education. It was the first specialty in the Russian Federation, under which specialists for the hotel industry were trained. Subsequently, most institutions carried out training of specialists for hotel businesses namely under this specialty.

Except the stated specialty the training of personnel for the hotel industry was

carried out under a number of non-core specialties: 080507 “Organization Management”; 100102 “Organization of servicing in the field of service”; 080502 “Economics and Management of the enterprise (by industry)”; 080112 “Marketing (by industry)” and some other.

However, the experience of training under these specialties testified to the general deficiencies in specialists training: standards of higher education in these specialties did not reflect the specific of personnel training for the hospitality industry; employers complained about the lack of knowledge of graduates in professional disciplines, foreign languages, computer technologies, lack of practical skills.

Originally the training of specialists was implemented as per Government requirements for minimum of content and level of graduate's training under the specialty 230500 “Social and cultural service and tourism”, and from March 27, 2000 moved over to the state educational standards of higher professional education (SES HPE) for this specialty [8].

Personnel retraining and advance training for the hotel industry in this period was performed both by universities and specialized training centers, offering the following training:

- Short-term (at least 72 hours) thematic training course on the hotel business that ended with the passing of the relevant examination, test or essay defense;
- Topical and challenging workshops (from 72 to 100 hours) of actual problems of hotel business that occur at the level of industry, Moscow region, company, organization or institution;
- Prolonged (over 100 hours) training of specialists in an educational institution of advanced training for in-depth study of topical issues for the of hotel business within professional activity [9, pp. 126 – 128; 10, p. 8].

Since 1996, a considerable attention in Russia at the state level was paid not only to the development of the hotel industry, but also on the issues of staffing of this industry with qualified experts: was adopted the Federal Target Program of tourism

development in Russia (1996), the Law “About the basics of tourist activities in Russian Federation” (1996), in which much attention was given to the personnel training in the hotel industry.

In 1997–1999 as part of implementation the EU/TACIS project the qualification requirements (professional standards) to four main services of the hotel were developed: for the reception and accommodation, food, cooking and hospitality fund that would give a start for developing of educational standards. But the qualification requirements, contained not a complete list of specialties of Hotel Management, were not approved in the prescribed manner and do not fully meet modern requirements of the hotel industry.

In the early 1990s in Russia there appeared an urgent need to establish a scientific, methodological and teaching institutions, scientific and industrial enterprises involved not only in solving of current problems of hospitality spheres, development of scientifically based projects for the hotel business in market conditions, but also in the organization of the process of training of specialists in the sphere of hospitality, problem-solving of training and methodological support of the educational process and so on.

The first such academic institutions in the system of professional education were:

- Interregional Public Organization Academy of Tourism (1994), from 1999 reorganized into the National Academy of tourism, bringing together scientific potential of theorists and practitioners of tourism and Hotel Management[11];
- Voluntary Civic Association National Tourism Association (NTA) (April 1994) [12];
- Association “University hotel, tourism and restaurant business” (July 1996) [13];
- International Union of Public Associations “Joint University of Tourism CIS member states” (May 1997), [14, pp. 7 – 14] and others.

In the organization of training programs and personnel training, advanced personnel training at all educational levels in all professions of hotel business linking-

up with specialized schools also participated Russian Hotel Association, All-Russian national tourist company (ARNTC) and others.

Thus, we have identified three periods of Professional Education System in the hotel industry of the Russian Federation – 1) Soviet (from the beginning of formation of the USSR to the time of its collapse), 2) 1991 – 2000 and 3) years 2000s – till present.

The establishment of professional education in the hotel industry started in Soviet times, when it was decided to launch a targeted training of specialists for the hotel industry. Much attention was paid to the time to secondary education, there courses, faculties of training, retraining and advanced training of hotel staff appeared. But the destructive processes in the USSR also affected sphere of hospitality, which resulted in the emergence of the “Soviet service” that destroyed interest to this field.

Starting from the 1990s in the training of specialists for hotels a focus on international experience occurs. The appearance of European hotel chains alters not only the understanding of the service in hotels, but also the training of specialists for hotel businesses. Professional educational institutions begin to implement professional educational programs for primary, secondary and higher vocational education. Mortgaging basis for organization of continuous education in the hotel industry are approved state requirements to the minimum for the content and level of graduate, education programs and standards of secondary and higher vocational education.

Training of specialists of secondary vocational education was carried out under specialty 2302 “Organization of service in hotels and tourist complexes”, higher professional education under specialty 230500 “Social and cultural service and tourism”. In addition to these specialties, training for the hotel industry was also performed within other unprofessional specialties.

This period was characterized by the appearance of scientific, methodological and teaching institutions, scientific and industrial enterprises.

As you can see, vocational training in the hotel industry as a complete system begins to take shape only in the period of 1991 – 2000 years, and already has all the

elements of the system of professional education in the hotel industry. Before this period there was no integrated system, but only attempts of creation and development of one or two elements of the system.

Perspectives of future research lay in the need to study Professional Education System of the hotel industry in Russia and the characteristics of its state today.

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Кашинська О. Є.

Становлення системи професійної освіти в готельному господарстві Російської Федерації

У статті розглядаються перші кроки становлення системи професійної освіти в готельному господарстві Російської Федерації: розпад радянської системи підготовки фахівців, що не змогла задовольнити потреби готельних підприємств у кваліфікованих фахівцях та призвела до виникнення «радянського сервісу»; зростання конкуренції зі сторони іноземних готельних ланцюгів та їх подальший вплив як на розвиток готельного господарства, так і на процес професійної підготовки фахівців; відкриття спеціальності «Соціально-культурний сервіс та туризм», підготовка фахівців галузі в межах інших спеціальностей тощо. Визначені проблеми та особливості професійної освіти в готельному господарстві Російської Федерації.

Ключові слова: система професійної освіти, підготовка кадрів, готельне господарство.

Кашинская Е. Е.

Становление системы профессионального образования в гостиничном хозяйстве Российской Федерации

В статье рассматриваются первые шаги становления системы профессионального образования в гостиничном хозяйстве Российской Федерации: распад советской системы подготовки специалистов, которая не смогла удовлетворить потребности гостиничных предприятий в квалифицированных специалистах и привела к возникновению «советского сервиса»; рост конкуренции со стороны иностранных гостиничных цепей и их дальнейшее влияние как на развитие гостиничного хозяйства так и на профессиональную подготовку специалистов; открытие специальности «Социально-культурный сервис и туризм», подготовка специалистов отрасли в

рамках других специальностей и тому подобное. Определены проблемы и особенности профессионального образования в гостиничном хозяйстве Российской Федерации.

Ключевые слова: система профессионального образования, подготовка кадров, гостиничное хозяйство.

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