

IMPROVING THE TRAINING SYSTEM AS A BASIS FOR IMPROVED MANAGEMENT OF SUSTAINABLE DEVELOPMENT OF TOURISM

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Sustainable development of tourism is impossible without the availability of highly qualified personnel. The goal of the article lies in the study of approaches to the definition of “sustainable tourism” and in the determination of directions of training system’s perfection in the field of effective territory management. For the analysis of the problem methods of systematization and generalization, quantitative and qualitative study were used. They allowed considering the problem comprehensively, taking into account many factors that affect the dependence of economic development on a stable environment. In the article, the questions of creation and formation of the term “sustainable tourism development”, the evolution of ideas for sustainable tourism development in Russia were covered. As a result of the study there were identified the main approaches to the improvement of the management efficiency of tourism and hospitality sustainable development by training improvement: the introduction of the discipline “sustainable tourism development” to the “Tourism” educational program, the increase in time of practical classes of bachelors in the “Tourism” educational program and qualification improvement for managers in tourism and hospitality industry. The article will be useful for Federal and Regional authorities, higher educational institutions that are engaged in training of students who attend “Tourism” educational program, and for anyone who is interested in sustainable tourism development.

Keywords: Qualification, training, education, tourism, sustainable tourism development, bachelor of tourism.

INTRODUCTION

The last few decades was marked by rapid development of tourism. Currently, tourism is one of the largest industries in the world and one of the most rapidly growing sectors of the economy. Tourism has both positive and negative impacts on the environment (McCool & Moisey, 2001; Miller, 2001; Harris & Leiper, 1991; Hunter, 1997; Mingaleva & Bunakov, 2014). It is obvious that tourism began to affect significant financial resources, incomparable with many other sectors of the economy. Tourism is no longer a soft tool for the economic development, which has been done by the advertising in the recent past (Mingaleva & Bunakov, 2014).

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Nowadays tourism plays an important social role, bringing together people and cultures, blurring the boundaries. In connection with the increasing accessibility and freedom of movement across continents and cultures, the tourism market has expanded significantly. Of course, the number of proposals to respond to all the broader interests of travelers also increased. This is manifested in the construction of better housing and in expanding the boundaries of tourism in little-known region of the world.

When the number of destinations grows, people become more discerning. There is a desire to find and experience something unique and one of a kind. Accordingly, requirements to the tourist destinations are growing, to cater to these special interests (McCool, 1995; Hall, 2013).

In 1987 a report was published by G.H. Brundtland (1987) in which the concept of “sustainable development” is defined and the term “sustainable tourism” is firstly used. The prospect of tourism development on the principles of sustainability have received greater support from Western governments, NGOs, tourist companies and the scientific community. In Russia at that time, the majority of the population was not familiar with this concept, and even if people heard about it, they didn’t understand all its depth and complexity. Currently the situation has changed slightly.

Sustainable tourism development meets the needs of present tourists, while protecting nature and enhancing opportunities for the future development of the area. This can be achieved by skillful management of all resources in such a way that can be achieved economic, social and aesthetic needs, as well as cultural integrity, the current environmental situation and the diversity of life forms and life support systems can be supported (Ko, 2005; Frechtling, 1999; Bramwell, 1993).

All these factors require highly qualified personnel, who will be able to achieve the harmonious sustainable development.

RESEARCH METHODOLOGY

The emergence of the term “sustainable tourism development” in Western Europe

The Western world has already recognized that the tourism industry not only entertained and occupied millions of people worldwide, but also broke the balance of nature through pollution, destroyed habitats and is largely responsible for deforestation, to make way for the construction of hotels. And these are only a few negative aspects. In the 1960s, the first negative effects of mass tourism on the environment were pointed out by the researchers. Anthropogenic pressure and development of its influence has been observed in many tourism sectors and regions.

In 1962, L.C. Rachel (1962) published a book, “silent Spring”, which tells about the pollution of the environment. Six years later, G. Hardin (1968) released

work “the Tragedy of the Commons in Science”, in which he proposed to entrust responsibility for the protection of natural resources. In 1983, the Austrian journalist L. Lysander (1987) published the book “Save the Alps”. He was one of the first to describe the problems that endanger the mountains due to unbridled tourism development.

In 1972 at the Conference of the United Nations in Stockholm, the question about the deterioration of the environment was raised. In 1980, the world wildlife Fund and other conservation organizations has published a work dedicated to saving the Earth’s resources. In 1987, G.H. Brundtland (1987), the leader of the World Commission of environment and development, published its report “Our Common future” which introduced the term “sustainable development” which is now so well known to the General public. The report showed that human survival depended on the adaptation of a new paradigm of economic development that is called sustainable development. This strategy was a new approach to problems that have not attracted adequate attention earlier. Strategy actually has become a natural reaction of the human civilization after it realized that the traditional path of technological progress is futile and that more and more the growing contradiction between the increasing needs of people and the inability of the planet to meet them are. The report changed the attitude of many countries and scientists on problems of limited technical solutions. Probably for the first time in human history, environmental lobbyists got a chance to be heard in the choir of the economic lobbies.

The implementation of the strategy for sustainable tourism development - a way to make the future of Russia prosperous. As a country that has close ties with the West, Russia missed the moment of the emergence of this new concept. The collapse of the Soviet Union and the subsequent economic instability is reflected in the scientists more than on many other experts. Political instability and the idea of continuous accumulation at the expense of natural resources, certainly did not simplified the task of preserving nature.

In a situation when the preservation of nature and the concern for the environment was strictly the business, a large part of the population did not know such concepts as sustainability, ecology, ecotourism...and only a few scientists began to study these phenomena in the 1990s. The Term “sustainable tourism” did not exist in the Russian tourist literature of the time. Most of the profits from tourism belonged to foreign operators or tourism firms located in the capital, while locals almost never participate in this business. No one has expressed serious concern about obtaining special education (in General, this possibility in Russia did not exist) and the participation of local populations in developing such type of tourism.

On the threshold of the new millennium the situation began to change. Some tourism operators (often with the help of foreign organizations and foundations)

began to organize ecological tours, at the same time scientific articles and books on this topic written by Russian scientists began to appear. In recent years, many professionals working in institutions and administrations adopted the terms «sustainable tourism» and «sustainable development».

The formation of the sustainable development

Concern among scientists about the stability problems probably existed much longer than the term itself. C.M. Hall and A.A. Lew (1998) argues that the political debate on sustainability is the continuation of the debates that have occurred in the economy since the 1870's, and there is evidence that contemporary discussions of the nature of sustainable development occurred over a century ago. However, the concept of sustainable development and sustainable tourism are concepts of the twentieth century.

Step-by-step the impending danger that natural resources can be exhausted was understood at the global level. In 1972, a number of authors have put forward the idea that economic growth cannot last forever because of the limits of natural resources. In the same year in Stockholm, the Conference of United Nations on the Social environment, devoted to the problems of environmental protection in the world was held. The conference was attended by representatives of 113 countries, 19 intergovernmental agencies and more than 400 intergovernmental and non-governmental organizations. The result was a Declaration containing 26 principles concerning environment and development; an action Plan with 109 recommendations and a Resolution. The Stockholm Conference is widely recognized as the beginning of modern political and public awareness about the global problems of environmental protection.

The next step on the way to the emergence of the concept of sustainable tourism development was the publication of the World Conservation Strategy in 1980 by the International Union for Conservation of Nature and Natural resources in cooperation with the world Fund of protection of wildlife and other UN agencies (International Union for Conservation of Nature and Natural Resources, 1980; UNWTO Sustainable Development of Tourism, 2004). This is a strategy for the conservation of the resources of the Earth before the face of the main international problems of the environment such as deforestation, desertification, violation of ecosystems, extinction of species and loss of genetic diversity, pollution and soil erosion. The main objectives of the strategy were as follows:

1. conservation of resources for sustainable development;
2. maintenance of existing ecological systems for life support process;
3. the conservation of genetic diversity;
4. sustainable use of species and ecosystems.

These goals have formed four chapters of the Strategy.

The world Conservation Strategy laid the Foundation for fundamental Bruntland's research, which States that development and conservation are an essential integrated principles on which people will base in the future. Bruntland's work "Our Common future" (Brundtland, 1987) was the report of the Peace Commission of the United Nations on environment and development, published in 1987. The report defined sustainable development as "development that meets the needs without compromising the ability of future generations to meet their own needs". The report identified five key principles:

1. the idea of holistic planning and strategy creation;
2. the importance of maintaining the existing ecological condition;
3. the need to protect human heritage and biodiversity;
4. develop in such a way that production would not violate the ecological balance for future generations;
5. achieving a balance of fairness and opportunity among countries.

In "Our Common future" not only the dependence of economic development on a stable environment is shown, but also it is proved that human survival depends on the adaptation of a new paradigm of economic development, which is called "sustainable development". McCool and Moisey stress the following: "This paradigm is significantly different from previous calls for environmental and economic progress in the sense that it is a combination of both, paying attention to the needs of quality of life." The Commission argued that the only effective method of protection of the environment is to appeal to economic progress, alleviating poverty and preserving human rights (McCool & Moisey, 2001).

Butler adds that the Bruntland's report added two elements to the call for sustainable development, which were not mentioned in earlier discussions, namely, ethics and action (Butler, 1993; Butler, 1998).

Although the term "sustainable development" was already used in a Strategy of 1980, the Bruntland's report became the impetus for the introduction of the term into wide circulation (Brundtland, 1987). The principles of sustainable development have received enthusiastic support over one hundred government and academic community. The General public in developed countries became actively interested in sustainability issues. At this time in Western countries, the curriculum with the subject "sustainable tourism development" began to appear. As practice shows, it contributed to the effective management of tourism at European tourist destinations, in particular in the resorts of Switzerland and Spain.

The evolution of the ideas of sustainable tourism development in Russia

In Russia, researchers became engaged into the questions of sustainable development of tourism in the late 90-ies of the XX century. The meaning of the term affect the works of V.G. Gulyaev & I.A. Selivanov (2008), A.Y. Aleksandrova (2010), O.A. Bunakov *et al.* (2015).

Sustainable tourism is poorly developed in Russia and at its core is not consistent with the definition given by the world tourism organization. However, the authorities of some regions have taken the initiative to promote sustainable tourism. Over the last few years scientific-practical conference were regularly held, and in 2010 the journal “Economics of sustainable development”, where reflected many of the works in particular on tourism topics began being published.

One of the Russian regions, where the leadership is trying to follow the basic principles of sustainable tourism development is Republic of Tatarstan. In the period from 2004 to 2016 number of tourists visiting the Republic increased from 400 thousand to 3 million people. The region has a tourism development programme aimed at creating several places of tourist attraction (tourism clusters), and is able to meet almost any customer request. A similar cluster was the city of Bolgar, which in 2015 was included in the world heritage list of UNESCO. Nowadays, this object hosts about half a million tourists annually, although it is located at a considerable distance from the capital city of Kazan. Proper planning of the territory, the involvement of the local population, concern about the natural environment allow us to say that the management here is based on the principles of sustainable tourism development.

Another object that has become a major tourist center in Tatarstan, is the Island town of Sviyazhsk. Unusual geographical location, as well as the rich culture and history, recreated by the indigenous inhabitants of the island, became very attractive for review (State Committee on tourism of the Republic of Tatarstan, 2017).

Such significant growth of tourism in Tatarstan became possible due to the fact that the attention of the authorities was drawn to the practical implementation of principles of sustainable development, its implementation in existing tourism activities. However, almost immediately a problem of quality of personnel-managers who understand tourism specificity became very acute. It turned out that, despite the abundance of Universities that train these professionals (and there are 8 of them in Kazan), the quality of training does not correspond to the modern realities.

Therefore, the principles of sustainable development require early implementation in the tourism education system.

RESULTS

The study has revealed the following basic approaches to improve the efficiency of sustainable development management of tourism and hospitality at the expense of improving the system of training:

Introduction to the educational program in the direction of preparation “Tourism” discipline “sustainable tourism development”

It is no secret that currently many Universities train specialists for the tourism industry. This function is often performed by not relevant universities, e.g. technical

Universities. Students get the necessary knowledge about the basics of tourism, tourist and recreational design, however, modern realities dictate the need not only to know all the components of the field, but to understand the relationship of its components. Sustainable development involves not just the development of tourism in any destination, but systematic approach that will include:

- development of tourist infrastructure;
- the environmental control and permanent reproduction of natural resources through tourism;
- the involvement of local residents in the provision of tourism services and, consequently, increase its wealth;
- increasing recognition of the territory;
- use innovations;
- respect for the existing cultural and historical heritage, etc.

It is this system approach that lies in the discipline of “sustainable tourism development”. Currently, the subject is taught for masters training in the southern Federal University and Saint Petersburg State University of Economics and Finance. At Saint-Petersburg State University, the masters programme “Sustainable development and environmental management” operates since 2010; however, it only briefly refers to tourism and is aimed generally at the business.

The increase in time of practical classes of students of bachelors in a direction of preparation “Tourism”

Today in Russia acts the Federal state educational standard according to which the practice of students during 4 years of training is just a few weeks, including the mandatory teaching that most students are unlikely to be useful. For the quality of training it is evidently not enough. The peculiarity of tourism and hospitality is to work actively with people and these skills can only be obtained in real conditions.

In Europe, the training of such students is based on the principle of equality of practical and theoretical training that allow you to quickly and effectively master the material. In addition, at the end of the school the student do not need to go through a long period of adaptation for a specific organization and, indeed, students are immediately ready to begin carrying out their professional duties. Internship as part of training involves the stay in different positions in the organization and, therefore, a detailed study of the mechanism of the organization’s functioning. This factor is also very important for the authorities in tourism destinations, as in most cases nowadays the heads of the regional tourist destinations are experts from other areas and do not have the necessary knowledge, including the knowledge about the governance of sustainable development.

Refresher courses for managers in tourism and hospitality

So that managers, who are engaged in the management of tourism sphere, develop skills in creating conditions for sustainable development, it is possible to organize short-term refresher courses. Such studies should be conducted by the practitioners of a high level, which will be on concrete examples to explain features of management of sustainable tourism development. It is possible to organize special tours for small groups up to 10 people who will travel into a successful tourist centers and to meet on-site with the heads of tourist destinations.

In Russia as a platform for teaching management of sustainable tourism development the largest tourist centers can be used: Moscow, Saint-Petersburg, Sochi, Kazan. In the framework of such courses-workshops there is a rich exchange of experience, it is possible to learn something from successful practices and embed directly in your region or city.

The main difference between training of the students and managers is that the already established managers can immediately begin to implement the acquired knowledge and skills, while the majority of students after graduation for a long time are moving up the career ladder, or are changing their field of activities.

CONCLUSION AND RECOMMENDATIONS

This study allows to conclude that in the process of training for the tourism industry there is no comprehensive approach that addresses all aspects of the essence of sustainable development of tourism and hospitality.

As a result of implementation of measures aimed at changing the system of training in Universities it is possible to increase multiplier effect in the tourism destinations. In addition, the tourism industry of Russia have tremendous opportunities for sustainable development, in conditions of economic crisis and high rate of foreign currency there will be a contribution to the growth of inbound and domestic tourism.

The article will be useful for Federal and regional authorities, higher educational institutions engaged in training students in the direction “tourism”, and for anyone interested in sustainable tourism development.

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