



BART / PUBLIC-PRIVATE PARTNERSHIP IN BARENTS TOURISM

ASSESSING TOURISM KNOWLEDGE POOL IN ARKHANGELSK REGION INSTITUTIONS

BART Workshop
9– 10 November, 2011
Luleå, Sweden



The project is co-financed by EU ENPI CBC





2.2.1. Collecting CVs of tourism experts in Arkhangelsk Region Survey Participants

Survey instruments: SWOT analyses, questionnaires

Regional organizations involved:

Higher and secondary educational institutions - NArFU, NSMU, IM, APC,
regional authorities - MYSTAR,
NGOs, tourism businesses - 4

Total amount of experts: 23.

Number of criteria: 20

Top 6 criteria:

- academic degree / title,
- experience in tourism sector (years),
- Position in the organization,
- language proficiency level (from 1 – «low level», to 5 - «high level»),
- scientific interests / needs,
- participation in international projects.



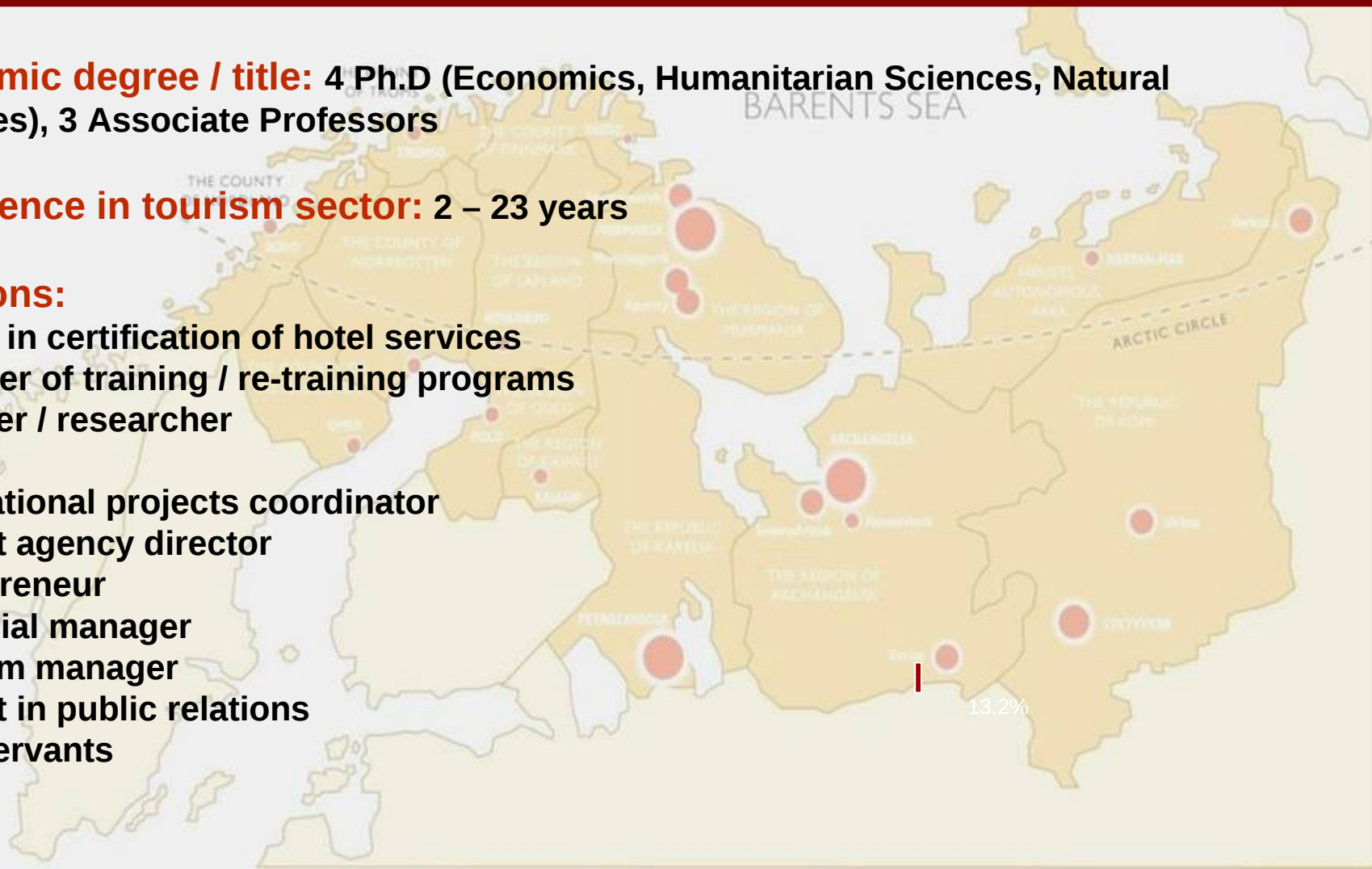
2.2.1. Collecting CVs of tourism experts in Arkhangelsk Region Survey Participants

Academic degree / title: 4 Ph.D (Economics, Humanitarian Sciences, Natural Sciences), 3 Associate Professors

Experience in tourism sector: 2 – 23 years

Positions:

- Expert in certification of hotel services
- Manager of training / re-training programs
- Lecturer / researcher
- Guide
- International projects coordinator
- Tourist agency director
- Entrepreneur
- Financial manager
- Tourism manager
- Expert in public relations
- Civil servants





2.2.1. Collecting CVs of tourism experts in the Arkhangelsk region

CV Content

Languages: English (70%), German (20%), Norwegian (5%), French (3%), Swedish (2%).

Level of language competence: from 2 to 5.

Professional background

- training students, re-training,
- work-out of academic curricula / courses,
- conferences and other academic events organizing and participation,
- research, experts consulting,
- scientific publications
- international and interregional and local projects implementation and coordination,
- tourism company management,
- tourism marketing,
- development of tourism products,
- clients attraction and advertising (promo campaigns),
- promotion of regional tourism projects / destinations,
- participation in international, national and local exhibitions, fairs,
- designing business plans,
- public relations,
- guiding,
- development and pursuing regional tourism policy,
- tourism development coordination, businesses support



2.2.1. Collecting CVs of tourism experts in the Arkhangelsk region

CV Content

Scientific interests / needs:

- integrated research of regional tourism potential
- market survey of tourist and recreational complex
- standardization and certification of tourist services
- analysis of workforce demand in tourist industry
- cross-cultural communications in tourism
- study of tourism promotion technologies
- study of tourism seasonality
- risks analysis
- publications in international journals
- innovative tourism
- creative industries in tourism,
- thorough study of prioritized and innovative tourism types (tourism for kids, Arctic tourism, etc.).
- participation in international projects.





2.2.3. Analyzing the knowledge displayed in the CVs and the survey»

«SWOT-analysis of characteristics of professional educational environment concerning staff training for tourist industry of Arkhangelsk Region»

Strengths	Frequency index
Motivation of students for professional training	0,6
Holding conferences, seminars, round tables trainings	0,5
Sufficient potential for creating / improving educational programs for staff training taking into account specificity of tourism development strategies in Barents Region	0,6
Participation in scientific conferences, seminars, round tables, regional, federal and international competitions dedicated to regional tourism development	0,5
International projects in tourism development with participation of educational institutions	0,6
Interest of Russian and foreign partners to cooperate with educational institutions	0,6
Educational programs in training and/or retraining: Hotel Management, Social and Cultural Service, Tourism Management	0,7
Studying and monitoring of demand for specialists in tourist industry	0,5



2.2.3. Analyzing the knowledge displayed in the CVs and the survey»

«SWOT-analysis of characteristics of professional educational environment concerning staff training for tourist industry of Arkhangelsk Region»

Weak points	Frequency index
Level of theoretical training and/or retraining of students and graduated students	0,5
Training and/or retraining of staff does not conform to tourism market demands	0,6
Suggestions from educational institution do not conform to forecasting demand in staff training and/or retraining for tourist industry	0,5
Lack of teachers with second-language skills	0,6
Lack of unified information database concerning staff training in the region	0,7
Weak usage of practical experience to educate staff in tourist industry	0,7
Competition between educational institutions of Arkhangelsk Region, staff training for tourist industry	0,7
Mechanism of cooperation between an educational institution, business community and tourism enterprises is not worked out	0,6
Low information awareness about possibilities of tourism business development	0,6
Lack of professional guides (professional skills, knowledge about the district)	0,7



2.2.3. Analyzing the knowledge displayed in the CVs and the survey»

«SWOT-analysis of characteristics of professional educational environment concerning staff training for tourist industry of Arkhangelsk Region»

Capacities	Frequency index
Training of students with foreign language skills on an adequate level	0,5
Usage of practical experience for staff training for tourist industry	0,6
Usage of cooperation mechanism of an educational institution with business community, tourism companies, governmental bodies	0,7
Involvement of professionals-practitioners from tourist industry to participate in educational process	0,7
Good perspectives for staff training and/or retraining in the sphere of tourism development in an educational institution	0,7
Interest of tourist companies of Arkhangelsk Region to employ young specialists without work experience	0,6
Participation of tourist companies in international projects in tourism development industry with participation of educational institutions	0,7
Working out of new educational programs on staff training and/or retraining for tourist industry	0,7
State order (budget places) for staff securing, training and/or retraining for tourist industry	0,6
Creation of educational programs (postgraduate level) for tourist industry	0,4
Working out of educational programs in tourist industry on the level of supplementary professional education	0,5



2.2.3. Analyzing the knowledge displayed in the CVs and the survey

«SWOT-analysis of characteristics of professional educational environment concerning staff training for tourist industry of Arkhangelsk Region»

Risks	Frequency index
Employment guarantees for post-graduates	0,7
Under-financing for faculty staff	0,4
Interest/motivation of regional tourist companies in recruiting young specialists having no work experience	0,4



2.2.2. Survey of existing business knowledge Business knowledge in educational curricula

Higher education / bachelor level

1. Specialty: «Social-cultural service and tourism»

Qualification: specialist in service and tourism.

Institutions: NSMU, IM.

Education forms: full-time and part-time.

Period: 5 - 6 years, 8262 academic hours.

Content: Academic curriculum is worked out on the basis of national educational standard and includes disciplines of federal component, national and regional (university) component as well as disciplines for choosing.

Internship: 14 weeks.

Statistics: NSMU – 115 specialists, IM – 60 specialists.

2. Specialty «Company Management»

Major/specialization: «Hotel and Tourism Business»

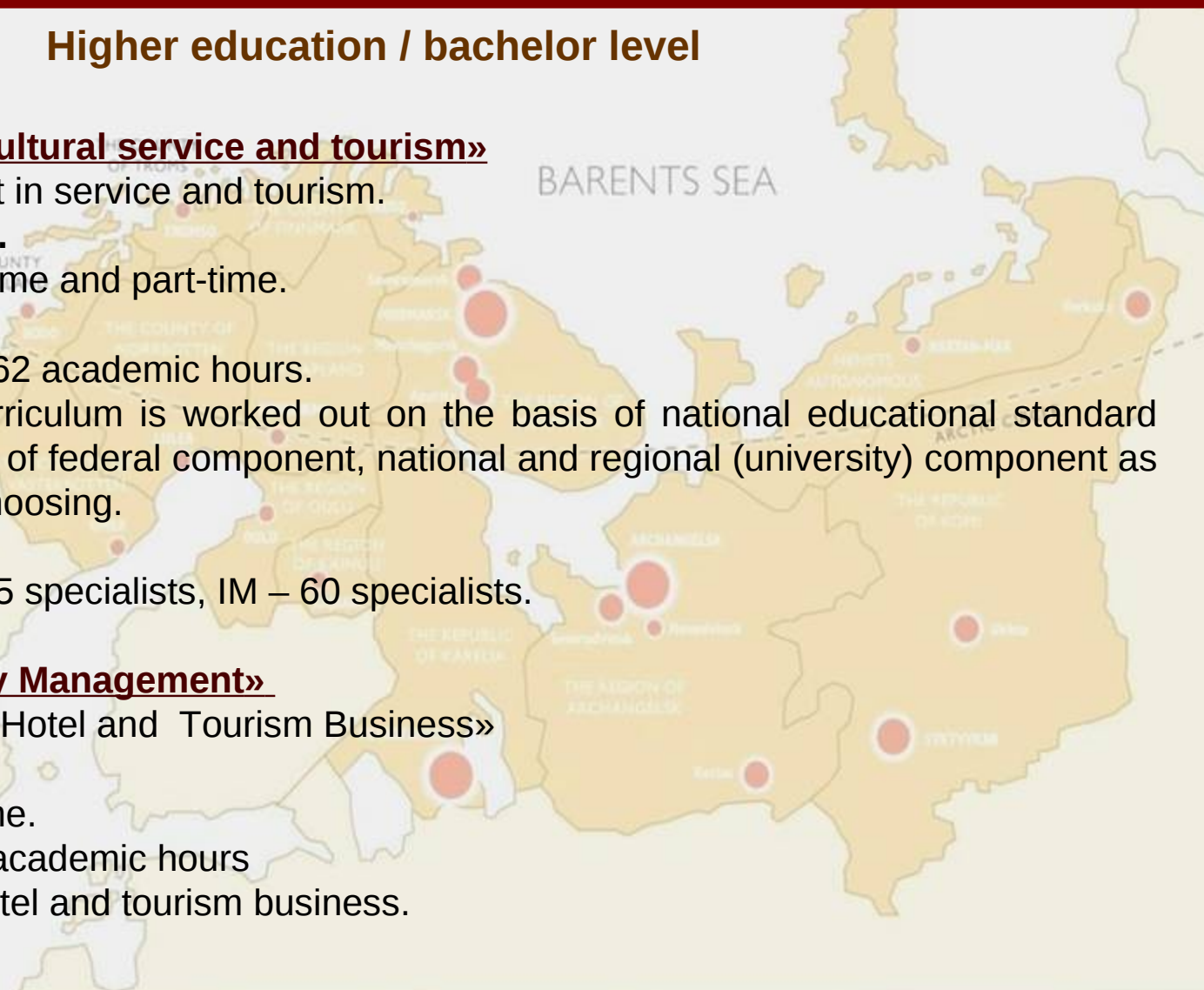
Institution: NSMU

Education form: full-time.

Period: 5 years, 8 250 academic hours

Contents: training in hotel and tourism business.

Internship: 14 weeks





2.2.2. Survey of existing business knowledge Business knowledge in educational curricula

Supplementary education

Specialty: «Tourism management»; «Hospitality management»

Institution: NArFU

Education form: courses

Period: 72 hours

Educational program: E-learning on Travel and Tourism (60 ECTS)

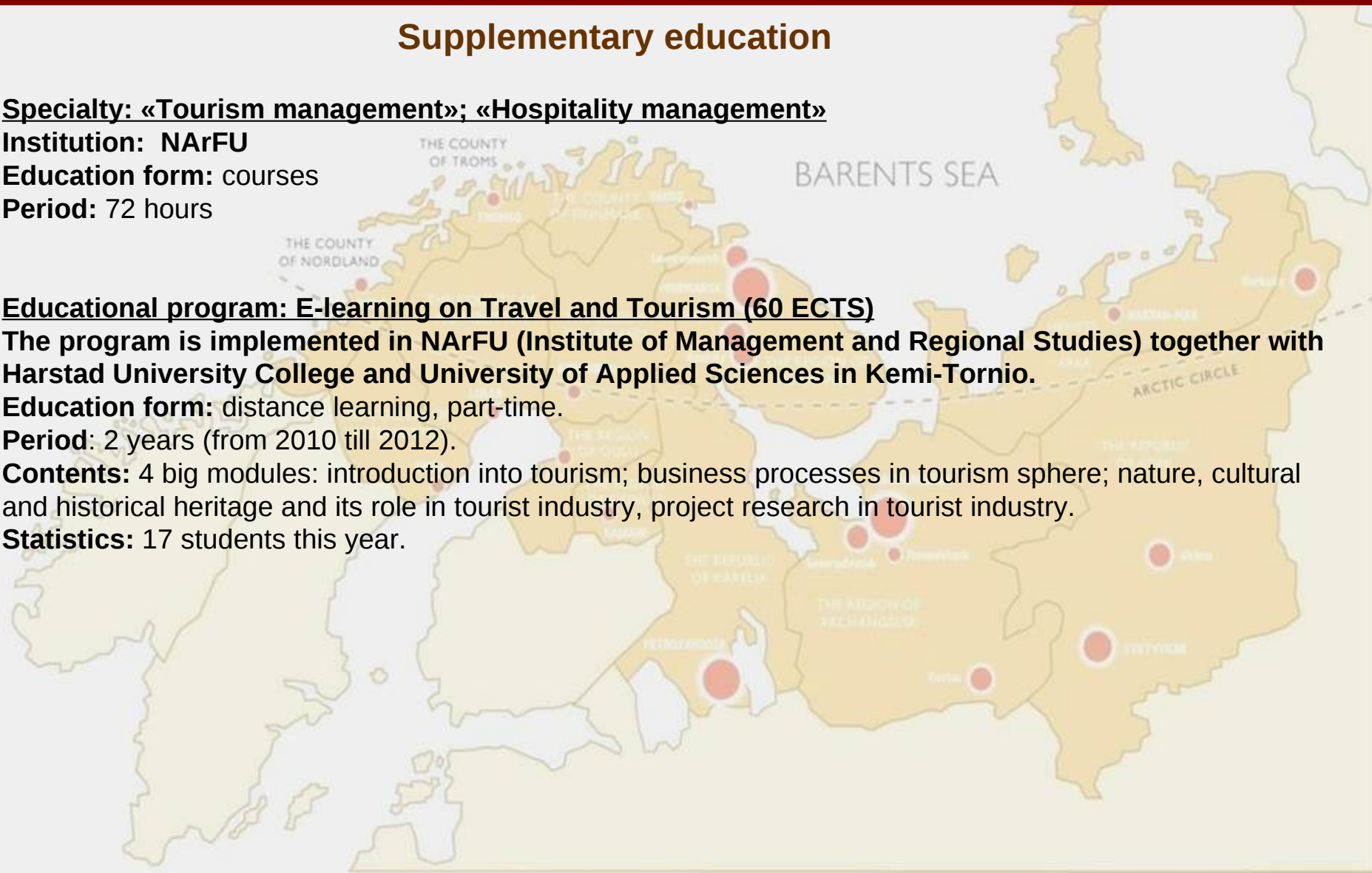
The program is implemented in NArFU (Institute of Management and Regional Studies) together with Harstad University College and University of Applied Sciences in Kemi-Tornio.

Education form: distance learning, part-time.

Period: 2 years (from 2010 till 2012).

Contents: 4 big modules: introduction into tourism; business processes in tourism sphere; nature, cultural and historical heritage and its role in tourist industry, project research in tourist industry.

Statistics: 17 students this year.





2.2.3. Analyzing the knowledge displayed in the CVs and the survey»

Examples of successful projects connected with tourist industry

“Swedish Model of Supplementary Professional Education” (Volksuniversitat), 2006 – 2010

“Network Development and Competence Building in Tourism Management (NCM, Program for Russia), 2008-2009

“Studying Capacities and Development of Event-Based Tourism in Arkhangelsk Region” (NBS), 2009-2010

“Hospitality in Tourism”, PUM Program, Senior Experts from Netherlands, 2009-2010

Umbrella project / German-Russian cooperation of twin cities, 2007-2009

Annual award “Best Service in Tourism Industry”

Arkhangelsk International Tourist Forum, launched in 2011



2.2.2. Survey of existing business knowledge

Main challenges and strengths

Strengths:

- Recently introduced upgraded national educational standards contribute to Russian academic institutions' integration into Bologna process.
- Stable interest in distant learning.
- More young people choose tourism as a second higher education.
- Availability of facilities (conference halls, simultaneous interpretation equipment) to host international and national scientific and educational events.
- Experience in international tourism-related projects implementation.
- Motivated faculty staff for making research and develop teaching methods.
- Financial resources of regional institutions to invite visiting lecturers.
- Strong interest in joint academic programs development and academic mobility.
- Long-term partner relations with foreign institutions.
- Regional authorities are interested in closer cooperation with scientific community and involvement of researchers into regional strategy development.



2.2.2. Survey of existing business knowledge Main challenges and strengths

Challenges:

- Absence of integrated and systematic scientific research of tourism potential, recreation zones, tourist attractiveness.
- Absence of risk analysis for tourism development in Arkhangelsk Region.
- Lack of free education in tourism sector.
- Gap between education and entrepreneurship.
- Need for teacher`s continued professional development (competence-based, more practice oriented, exchange of knowledge and best practices on national and international level)
- Weak interregional relations (within Russian regions)
- Tourism businesses are not willing to take graduates for internship.
- Absence of joint academic programs and academic mobility with foreign schools.
- Weak partnership of education/science and business. Researchers are not involved into business planning, marketing.
- Insufficient level of language competence (not enough highly skilled lecturers fluent in English).
- The graduates are more willing to work in outbound tourism sector, not regional tourism promotion.



2.2.4. Identifying what tourism business knowledge is still needed

- Knowledge of systemic surveys into tourism potential, of allowed recreation load calculating approached.
- Knowledge about the existing regulatory and strategic documents governing tourism development at regional, federal and international levels.
- Knowledge of business planning to foster long-term region-level tourism development.
- Knowledge of the tourist destinations in Arkhangelsk Region.
- Knowledge of the tourist destinations in Arkhangelsk Region as well as boarding Russian regions and Barents regions in order to develop interregional and international tourist products and extended tourism routes.
- Skills and knowledge of operating geo-information systems.
- Knowledge of fund-raising programs (for research making and international projects).
- Knowledge of successful international curricula and best practices in tourism education to be further analyzed, adapted and integrated.
- Knowledge of foreign languages, English, in particular, to enhance quality of teaching.
- Sharing knowledge of mechanisms of collecting, analyzing and summing up statistical data in other countries.
- Knowledge of available on-line resources in tourism education.
- Knowledge of international terminology in tourism industry.



Good examples of MICE sector in Arkhangelsk region

- **May 2011: International Tourist Forum in Arkhangelsk (May 2012)**
- **July 2011: the region's major youth educational Forum "TEAM-29".**
- **September 2011: Second International Arctic Forum**





Thank you for attention!

