



BART – PUBLIC-PRIVATE PARTNERSHIP IN BARENTS TOURISM

**2.2. Assessing tourism knowledge pool in
Murmansk region institutions**

MAIN GROUPS OF INDICATORS OF ASSESSING HUMAN RESOURCES IN THE SPHERE OF TOURISM IN THE REGION

INTERNAL

- Tourist organizations, hotels and other types of accommodation in the region
- Regional vocational education in the sphere of tourism and hotel business
- Regional policy in the sphere of tourism-related human resources

EXTERNAL

- Geopolitical location of the region
- Natural, historical and cultural resources of the region
- Political factors
- Scientific resources
- Tourist infrastructure

CHARACTERISTICS OF HUMAN RESOURCES IN THE SPHERE OF TOURISM IN THE MURMANSK REGION (2009)

Organizations:

48 tourist firms

- 10 tour operators
- 33 tour agents
- 5 firms with other tourist activities

114 accommodations

- 62 hotels
- 52 specialized enterprises



AVERAGE NUMBER OF EMPLOYEES:

1. Tourist firms – 246 people

- Tour operator activities – 75 people

- Tour agent activities - 124 people

- Other tourism-related activities – 47 people

2. Means of accommodation – 2251 people

69 employees have Tourism - related education



STATE OF REGIONAL VOCATIONAL EDUCATION IN THE SPHERE OF TOURISM AND HOTEL BUSINESS

In the Murmansk region there are 53 institutions of vocational education

- 25 Institutions of SVE
- 28 HEI

In 7 educational institutions Programs of professional training and supplementary education have been developed

Professional training for the tourism sector is carried out at 6 EI:

- 2 HEI
- 4 institutions of SVE

REGIONAL POLICY IN THE SPHERE OF TOURISM-RELATED HUMAN RESOURCES

Main Program Documents:

- Strategy of Socio-Economic Development of the Murmansk region up to 2025;
- Law on State Support of Tourism Development in the Murmansk region;
- Subprogram “Tourism Development in the Murmansk region for 2012-2014”, developed within the Program “Development of Competitiveness of the Murmansk region in 2011-2013”



SUMMARY OF STRENGTHS AND WEAKNESSES OF TOURISM-RELATED HUMAN RESOURCES IN THE MURMANSK REGION



STRENGTHS

In the Programme of socio-economic development of the region, tourism is seen as a key sector of the economy. Mass media generate the image of the region as a favorable tourist destination. In the region there are eight tourist information centers, as well as a regional tourist portal on the Internet

Developed network of tourist companies, hotels and accommodation in the region, as well as institutions of higher, secondary and supplementary education, implementing training programs for employees for the tourism industry, contributes to the development of tourism in the Murmansk region

A considerable degree of autonomy of educational institutions provides mobility in the market

The high educational and scientific level of the faculty at educational institutions, a reflection of the territorial specifics of the region in educational programs, the presence of methodological expertise and sufficient material base in certain specialties of secondary professional education

WEAKNESSES

There is no program of tourism development in Murmansk

Mechanisms of interaction between business, government and education are not regulated

Regional authorities` poor coordination of various educational institutions` activities reduces the effectiveness of vocational training in tourism and hospitality industry

The low level of awareness of possibilities for training and skills development in tourism region

Insufficient number of organizations that implement tour operator activities

The low percentage of trained employees in the tourism and hospitality industry

Poor orientation of tourist firms` management at their staff development.

Competition from other regions (St. Petersburg, Moscow) in training for enterprises in the tourism and hospitality industries

Curricula do not reflect the real needs of regional businesses in the area of professional qualities of employees in the tourism and hospitality industry

ASSESSING PERSPECTIVES OF HUMAN RESOURCES DEVELOPMENT IN THE SPHERE OF TOURISM IN VIEW OF EXTERNAL FACTORS



OPPORTUNITIES

Strategically important geopolitical position in terms of tourism development

The unique nature of the region, a large number of rivers, a great variety of landscape

The subprogram "Development of small and medium –enterprises enterprises in the Murmansk region" in the long-term target program "Development of the competitiveness of the Murmansk region" in 2011 - 2013" contributes to the development of small businesses in the region

Sufficient scientific and research potential of the region; High concentration of scientific and research organizations.

Relatively well-developed system of telecommunications; Relatively well-developed system of transport communications: railway, road, air and sea routes

THREATS

The region is remote from the central regions of Russia, which causes transportation isolation and expensive transportation costs of tourism products

Hard climatic conditions limit the possibilities of full development of many areas of tourism;

Seasonal nature of tourism forms a narrow market segment

Underdeveloped mechanisms to support small and medium enterprises in the tourism sector

Lack of funding for regional research projects in the tourism sector; There is no Tourism marketing strategy.

The uneven development of regional transport infrastructure.

MAIN INSTITUTIONS, INVOLVED IN THE RESEARCH

- Ministry of economic development of the Murmansk region
- Educational institutions of secondary, higher and supplementary education
- Tourist firms, hotels
- Tourist Information Center in Mochegorsk
- Lapland Nature Biosphere Reserve
- Northern Chamber of Commerce
- Association of tourist enterprises “Gulfstream”
- Murmansk regional branch of the Russian non-governmental organization of small and medium-sized entrepreneurship “Russia’s Support”



MAIN EDUCATIONAL INSTITUTIONS, INVOLVED IN THE RESEARCH

- Murmansk State Humanities University;
- Murmansk State Technical University;
- Murmansk Institute of Economics – branch of non-state educational institution of higher professional education “Saint-Petersburg University of Management and Economics”;
- Murmansk Marine Fishing Industry College named after Mesiatsev ;
- Murmansk Technological College of Service;
- Saint-Petersburg industrial and economical college, Murmansk branch;
- Northern College of Physical Culture and Sports in Monchegorsk;
- Institute of supplementary vocational education at Murmansk State Technical University



GOOD EXAMPLES RELATED TO TOURISM
DEVELOPMENT WHERE OUR REGIONAL
INSTITUTIONS HAVE BEEN INVOLVED

Murmansk
International
Tourist Forum
«ARCTIC TOUR
INVEST»

Murmansk
International
Economic Forum



BUSINESS-KNOWLEDGE IN STUDY PROGRAMS

- Secondary-level vocational education:
 - Hotel service (manager);
 - Organization and service (basic level)
 - Tourism (specialist in tourist services);
 - Administrator
 - Waiter, barman (primary vocational education);
- Higher education:
 - Tourism (Bachelor in Tourism)
- Supplementary Education
 - Manager of resort, hotel business and tourism



3 MAIN CHALLENGES

Isolation of educational institutions and business in solving problems of training the staff for the tourism sector

No regional legislative acts, regulating the level and profile of education (for tourism related staff)

Lack of information for business and education



3 STRENGTHS

Strategically important geopolitical position in view of incoming tourism, development of international cooperation

Mass media form the image of the Murmansk region as a favourable one for the tourism

High concentration of scientific and research organization



○ Thank you!

