Innovation-based development of vocational education in tourist-excursion activities and accommodation&food service

Valeria Provotorina¹*, Lyudmila Kazmina¹, and Vadim Makarenko¹

¹Don State Technical University, 1, Gagarina Sq., Rostov-on-Don, 344000, Russia

Abstract. The present article is concerned with issues of innovative development of modern of vocational education in tourist-excursion activities and accommodation&food service; materials related to the study are reviewed, ways to put innovations into practice are analyzed. Moreover, the main types of innovative technologies in tourist-excursion and accommodation&food service education are identified. Among the identified innovative education technologies in the tourism and hospitality sectors are problem-based learning, project activities, business games and methods of distance technologies. Main trends of development of vocational education in tourist-excursion activities and accommodation&food service are researched. The main educational innovative technologies are considered as an element of education in tourism education and in the training of hotel and restaurant service specialists. Each of the technologies is analyzed from the standpoint of practice-oriented learning, as a result of which recommendations for their use in education are outlined. The prospects for the use of selected technologies in tourism education are also considered.

1 Introduction

Fast developing service sector and changing customer needs for service types and quality make vocational education quality and upgrade of personnel qualifications to be one of the main factors of effective operating of enterprises in the tourist-excursion and accommodation&food industry. Actual knowledge and skills of personnel of hotel and tourism enterprises become dated, insufficient, and irrelevant sooner or later. Therefore, workers of such a dynamic sphere as tourism and hotel industry should constantly upgrade their skills and go into further vocational education in addition to their basic education.

Tourist-excursion and accommodation&food education, in line with other areas of vocational education, shall meet up-to-date needs of the industry of tourism and excursion activities. Moreover, special attention shall be paid to issues of teaching process optimization and innovation. Within this context, application of innovative technologies that enable future tourism workers to get required expertise, knowledge and skills by means of unstandardized techniques may become a tool to develop vocational education.

* Corresponding author: a.lera@mail.ru
Application of innovative technologies may enhance theoretical education by practical skills, promote utilizing of individual approach to teaching, applying new educational forms and methods, which make it possible to train students with consideration for present-day imperatives and conditions for tourism development.

The objective of the present article is to analyze vocational education in tourist-excursion activities and accommodation&food service and to define ways to develop it applying innovative educational technologies.

In accordance with the object in view, the following tasks were completed:
- to cover special aspects of vocational education in tourist-excursion activities and accommodation&food service;
- to defines the key lines of application of innovative technologies, their functions and types of activity in vocational tourist of municipal formations of tourism and hospitality education.

2 Background and methods

The sphere of education is one of the most rapidly changing industries, largely determining creation of innovative climate and competitiveness of the economy as a whole. That is why in present-day conditions of reformation of the Russian educational system, various innovative processes get more widespread. Approbation and implementation of new forms, technologies and methods in the education system are the ways to develop vocational education.

Application of innovations against the backdrop of the fast-developing service sector is a key tool of sustainable development as education in whole and tourist-excursion and accommodation&food education in particular.

To identify special aspects and specifics of vocational tourist-excursion and accommodation&food education it seems necessary to study key aspects of industry performance. A body of hotels and other accommodation facilities and catering facilities, as well as organizations providing services of guides (guides), guide-interpreters and instructor-guides are the main component of the tourism industry.

Trends and specifics of development of the hotel business both in Russia and abroad are a subject matter of papers of such authors as: Mehmet Ali Köseoglu, Mehmet Altin Eric Chan, Omer Faruk Aladag, 2020 [1], A. Oukil. N. Channouf, Channouf Asma Al-Zaidi, 2016 [2], L. N. Kazmina, V. S. Makarenko, V. V. Provotorina, T. N. Grigorenko, A. S. Petrenko, G. E. Ekinil, E. M. Shevchenko [3-10].

Special aspects of operating of catering facilities as a part of accommodation means and specifics of requirements applicable to hospitality personnel are a subject matter of papers of the following scientists: Tuan Ahmad Tuan Ismail, Rosmaliza Muhammad, Norhayati Mohd Yusoff, Mohd Shazali Md Shariff, 2016 [11], Taeshik Gong, Chen-Ya Wang, Kangcheol Lee, 2020 [12], Sung Gyun Mun, Eunhye Olivia Park, Linda Woo, 2022[13], Heesup Han, Sunghyun Seun Hyun, 2017 [14].

Methods to research tourism are studied by such authors as: S. Karampela, D. Kavroudakis, T. Kizos, 2019 [15], T.Y. Dewanti, D. Susiloininyas, Supriatna, 2019 [16], S. Li, C. Li, J. Li, 2019 [17], J. Cheng, Jing Xu, Zhenfang Huang, 2019 [18].

When studying special aspects of innovations in higher education, the authors used academic paper of the scientists, who noted the necessity to apply innovations in higher education, such as Anna Lašáková, Ľubica Bajziková, Indra Dedze, 2017 [19], Ana Dias Daniel, Rui Augusto Costa, Mariana Pita, Carlos Costa, 2017 [20], Valentina Ndou Gicónda Mele, Pasquale Del Vecchio, 2019 [21], Jianwei Qian, Rob Law Xinchuan Li, 2019 [22]. Moreover, the authors considered opinions of such scientists as Barkathunnisha Abu Bakar, 2020 [23] Abu Bakar Barkathunnisha, Diane Lee, Anne Price, 2017 [24]. Cathy H.

The study is based on provisions of academic papers of Max Juraschek, Lennart Büth, Niels Martin, Stefanie Pulst, Christoph Herrmann, 2020 [32] on opportunity for training on the basis of newsworthy events that is a kind of innovation in education. The rationale for development of new expertises on the ground of higher education digitization is studied in the papers of the author Nicole C. Jackson, 2019 [33].

In the study, the authors used scientific findings in the sphere of innovative approaches in tourism education, which proved to be effective Zuzana Sándorová, Terézia Repáňová, Zuzana Palenčíková, Norbert Beták, 2020, Susan L. Slocum, Daniela Y. Dimitrov, Kelley Webb, 2019, Jude Walker, Vimbiso Ngara Manyamba, 2020 [34-36].

The following research methods were used when conducting the research: descriptive, complex, and system-oriented. These methods make it possible to study trends and processes taking place in vocational education. In the course of the study, the authors applied a typological approach that permits to define not only the current trends, problems and contradictions in transformation of vocational education, but also to identify possible prospects for this process. Scientific provisions, conclusions and recommendations contained in the article are based on the use of logical analysis method.

3 Results

Geopolitical changes triggered a new era of Russian tourism industry. Problems in development of all stages of education in the area of tourism and hospitality are growing more urgent from year to year in terms of employability of specialists in this sphere. Vocational education in the tourism and hospitality industry may be defined as a process and result of professional formation and enhancement of the personality followed by mastering knowledges, abilities, skills and expertises the tourist-excursion and accommodation&food industry. Every stage of development placed the education system before various challenges of vocational education. Currently, vocational education faces tasks of both saturation of the labor market with competent specialists, and generating opportunities for professional development and personal enhancement.

Main trends of development of vocational education in tourist-excursion activities and accommodation&food service include:
- acceleration in development of the economics and society, rapid upgrade of technologies necessitate such an educational process, which could train specialists for work in fast paced environment and provide them with lifelong education;
- communicability and information competency of the personality enter into in the foreground in terms of a shift to information society and scale expansion of inter-cultural collaboration;
- rising competition, dynamic changes in the tourism market, growing needs of consumers of tourism and hospitality products make a need for continuous professional development and retraining of specialists of this sphere.

A significant place in professional training belongs to innovative educational technologies. These technologies form a system of methods, approaches, steps, execution sequence of which enables to complete tasks of education, training, and personal development of a learner. The activity as itself is presented procedurally. The process of using basic educational technologies and their components is constantly being improved by
introducing new elements that meet the requirements of development of modern society. Therefore, we can talk about the continuity of introduction of innovations in this area of activity. Main components of educational technologies are presented in Figure 1.

![Fig. 1. Components of educational technologies.](image)

Scientific literature distinguishes such innovative educational technologies as developmental learning, problem-based learning, multilevel learning, collective learning system, technology for solving research problems, applying of the research method in teaching, project methods, debate technology, technology of modular and block-modular learning, lecture-seminar-credit training system; technology for development of “critical thinking”, technology of using game methods in teaching: role-playing, business and other educational games, learning in collaboration, information and communication technologies, health-saving technologies, a system of innovative assessment - “portfolio”, distance learning technology [29].

In terms of the content specifics, informational learning technologies, game learning technologies, interactive learning technologies, problem learning technologies and project-based learning technologies are distinguished [5]. The defined technologies are also relevant for vocational education, targeted at training a specialist in a particular field of activity, orientable in modern economic and social realities and able to optimally fulfill himself or herself in the chosen profession.

At that, it is necessary to focus on advanced technologies, that is, those that both correspond to the current level of development of the hospitality industry and are also oriented to the future, since, as a rule, a learner starts active professional activity upon completion of the training process, that is, in several years after receiving basic knowledge and skills.

In modern vocational education in the tourism and accommodation&food service, the most relevant are project technologies (project learning), brainstorm (problem learning), training in the format of management decision simulation (dialogue and game learning), interactive and video technologies (information learning).

Project technologies are related to development of a tourist, excursion, accommodation or food product that meets modern needs of the tourism sector and tasks of tourism development at the regional and state level. The projects developed in the learning process cannot be separated from reality and shall take actual regional tourist resources, infrastructure of accommodation and catering establishments, and availability of promising excursion sites into account. Therefore, it is important to develop skills of analyzing the resource base, which is formed, among others, in the course of practices, in particular in potential territory for sale of a tourist and accommodation product. Vocational education in tourist-excursion and accommodation&food service shall comply with tasks of modern development of the tourism industry. That is why, application of innovative educational
technologies in this sector should be, first of all, practice-oriented. In this regard, in the course of practical training and job training it seems necessary to focus on introduction into the specifics of natural landscapes, cultural and historical territories, familiarization with activities of hotel and catering business of the territory under study, obtaining a set of knowledge about the peculiarities of using certain regions in tourist activities. The innovativeness of this direction shall consist of a combination of office job training and "field" practice, implemented in hotel and catering complexes and in places of tours and excursions.

In terms of project technologies, a variety of projects is especially relevant both by type of tourism: educational, ecological, health resort, sports, business, ethnic, religious, gastronomic, weekend tours, and by types of excursions: sightseeing tours, architectural, religious, naturalistic, and others.

Brainstorm technologies make it possible to simulate specific situations of hotel/restaurant service and tourist-excursion activities. Optimization of formation of necessary knowledge and skills shall follow the line of maximum immersion of learners into the atmosphere of professional activities. For this purpose in the course of training it is essential to use specific professional situations, reflecting the specifics of clients' requests, seasonality of certain types of tourism, the specifics of promoting a tourist product, etc.

Technologies of management decision simulation imitate work in the tourist-excursion industry and accommodation&food service. Students obtain practical skills of working with different segments of clients, guiding excursions, etc. Participation in practical touristic, hotel and catering activities, even in the form of management decision simulation, enables students to experience the specifics of their future profession. For optimal implementation of these technologies, it is also important to take the regional specifics of tourism development into account. Management decision simulation, oriented on identifying prospects of touristic activity in any given region is considered acceptable. The described technologies may include management decision simulation “manager-guest”, “tour operator-travel agent”, “tour guide-tourist”, workshop, quest-events, etc.

Interactive and video technologies include, first of all, distant training and visual elements of training. Distance education is relevant at all times, as gives students, living far from industry-specific higher education institutions, the opportunity to be professionally educated. Distance education increases opportunities of applying state-of-the-art technical and multimedia technologies, enhances visibility of the information provided. When implementing distance learning forms, it is possible to use innovative technologies that are difficult to apply in a classroom with a large number of students.

4 Discussion

The described technologies of tourism and hospitality education shall be implemented within the frame of several major directions. In this case, they will be proactive and will promote the formation of students' skills that are relevant in the medium term. It is important if upon completion of the education process students could fully fulfill themselves in practical activities. Each of the described technologies has its own functional significance, and in the course of its implementation, certain types of activities are used (Figure 2).
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<tr>
<th>Project</th>
<th>Innovative educational technologies in vocational tourist-excursion and accommodation&amp;food education</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Functions</strong></td>
<td>pedagogic, cognitive, introduction to state-of-the-art technologies, personal enhancement, obtaining of professional skills</td>
</tr>
<tr>
<td><strong>Type of activity</strong></td>
<td>development of a touristic product, development of an excursion service, development of a net of tour circuits, development of a program oriented to promotion of touristic products and services, project of a touristic enterprise establishing, development of a regional tourism development program, project of a regional tour-excursion cluster, development of a new hotel service, drawing up a new menu, development of a catering service program</td>
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<th>Management decision simulation</th>
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<td><strong>Functions</strong></td>
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<th>Interactive and video technologies</th>
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<td><strong>Functions</strong></td>
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<th>Brainstorm</th>
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<td><strong>Functions</strong></td>
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Fig. 2. Innovative educational technologies in tourism and accommodation&food service.

Nevertheless, they all have a unifying basis and are oriented to implementation of vocational education, reflecting today’s trends in development of the tourist-excursion sphere and accommodation&food sector. The optimal educational process should be
implemented in several selected directions. According to the authors, one of the main directions is practice-oriented education. Tourism and hospitality industry are unique types of activity, as when selling a tourist product and hotel services, the place of sale and the place of consumption are often geographically distant from each other.

Therefore, optimum preparation requires knowledge of not only sales technologies and the specifics of office work, but also knowledge of the area where the tour or and scope of hotel services will be realized. Optimum content of practical trainings should include acquaintance of students with the specifics of office work, functions of tourism managers and receptionists, as well as field practical exercises in the locations of the main tourist resources and accommodation&food establishments of the region of study and other regions.

When implementing this direction, it is possible to use all major technologies, especially project technologies, management decision simulation and video technologies. If necessary, it is possible to implement practices in the format of distance learning.

The second line - parallel education. In the course of teaching, forms of further education including club activities majoring in profession and participation in students’ sciences societies play an essential role. Implementation of this direction is possible for all the selected technologies, especially in project technologies and brainstorm technologies. The advantages of such forms of education are that they are focused on learners, who want to realize themselves as fully as possible in the specialized field and provide an opportunity for in-depth research work. While participating in such activities, learners can both obtain additional knowledge about the tourism sector, and participate in scientific activities, publish articles, and apply for scientific grants.

The third area is simulation. Optimization of formation of necessary knowledge and skills shall follow the line of maximum immersion of learners into the atmosphere of tourist activities. At the same time, the simulated situations should correspond to the real ones as much as possible. Simulation is possible both in project technologies, in the case of using real-life projects, tourism development programs, and management decision simulation, and brainstorm technologies. Optimum distance education, orientation to practical skills and knowledge, should also include solving of problems based on specific professional situations. Application of advanced technologies in this case consists in the use of specific situations that took place in activities of tour operators, travel agents and receptionists. Note that in simulation, presence of problematicity and variability of potential solutions is essential.

5 Conclusions

In Russia, the training system for tourist-excursion activities and accommodation&food service includes elements of secondary vocational and higher education, which provides development of expertise, and organizations offering services of further vocational education, which enables formation of new expertise of personnel. The formed system of education is influenced by various factors, from rapid upgrade of technologies due to acceleration in development of the economics and society, which necessitate training specialists for work in fast paced environment; formation of communicability and information competency of the personality in terms of a shift to information society and scale expansion of inter-cultural collaboration; and to rising competition, dynamic changes in the market of tourist-excursion and accommodation&food services.

Subjects of the training process in the tourism and hospitality industry note that a good deal of training is a theoretical part, which dominates over application and practical ones to a significant degree, while outdated technologies and methods of teaching are used. Today’s trends in vocational education in the tourism industry and accommodation&food
service are based on application of innovative technologies, necessary knowledges and skills in students within the framework of modern trends in the tourism and hospitality industry, oriented on satisfaction of the citizens’ needs in learning new wide, general professional and professional expertise. At the same time, such technologies are oriented to solving problem situations, relevant challenges of development of the tourism sector, formation of sustainable development of tourism in regions, development of innovative services, i.e. are inherently advanced.

The authors gave accent to project technologies, brainstorm, management decision simulation, as well as interactive and video technologies as to mainstreaming innovative technologies in vocational education. Application of these technologies should be complex (technologies should be applied in parallel, but at the same time complement one another), as well as end-to-end, that is, consistently go through the entire learning process.

Application of innovative technologies seems to be optimal in view of several areas of education. Major directions are practice-oriented education, parallel learning and modeling. Within the framework of these directions, innovative technologies can be the most effective ones and contribute to formation of a harmonious personality and a skilled specialist related to tourist profile.

In general, application of innovative advanced technologies in vocational tourism and accommodation&food education can bring the process of specialized education to a higher level, to provide the tourism and hospitality industry with human resources that may become one of the “growth points” of the industry and be consumer-oriented.

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