

# Staffing of tourist and excursion services for event events in rural areas of the Rostov region

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**Abstract.** The study examines the aspects of providing event industry organizations with personnel for the development of event tourism, including for tourist and excursion services for events held in rural areas of the Rostov region. Currently, there is an obvious need to activate students in terms of obtaining practical skills directly in the process of holding event events. The authors noted the main directions of the problem under discussion, as well as some ways to solve it.

## 1 Introduction

HR management in the event industry today is one of the urgent tasks of the development of modern tourism business. Specialists of the socio-cultural service see this problem as relevant as the problem of the quality of tourist service. The origins of the problem are clear, based on the thesis about the late inclusion of the Russian tourist business in the economic scheme of the country's development. The formation of an integrated system of training and retraining of personnel in tourism, including event tourism, is associated with growing competition among event companies not so much at the expense of available resources, but due to the level of training of employees with a focus on practical skills. The permanent diversification of the business environment and the ever-increasing pace of the introduction of innovative technologies in all sectors of the economy dictate the need to promptly change the requirements for specialists who come to the event industry. Only the influx of new employees that most fully reflect the specifics.

As the purpose of this study, it is necessary to determine the prospects for improving education in terms of training personnel for the field of event tourism in the Rostov region, including in rural areas. The objectives of the study are: - research of the educational services market in the Rostov region in the field of socio-cultural services with an emphasis on the training of event tourism specialists in rural areas; - analysis of the structure of necessary knowledge for an event tourism professional; - study of students' preferences in the process of obtaining education in the field of event tourism; - determination of the ways necessary for the development of personnel working in event tourism in the Rostov region; - identification of the main trends in the further development of education in the region for event tourism; - development of practical recommendations for training personnel in the field of event tourism in rural areas of the Rostov region, taking into account the identified areas.

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## 2 Materials and methods

Currently, tourism is one of the most actively developing sectors of the economy of the Russian Federation. The success of the development of the Russian tourism industry is determined by the presence of competitive, professional personnel capable of providing high-quality tourist services, building successful strategies of interaction with customers. However, there are many problems in this branch of the economy, the most urgent of which is the problem of personnel management in the tourism sector. In this connection, one of the main tasks of the tourism sector in the Russian Federation is to improve the professional level of specialists in socio-cultural service and tourism. According to experts, today up to 75% of the staff of tourist companies do not have a specialist education in the field of socio-cultural services and tourism. As a result, there is a shortage of qualified personnel in the market of tourist vacancies.

In this study, the authors relied on the works of such scientists as Anna Lašáková, EÚbica Bajzíkóvá, Indra Dedze, 2017 [1], Barkathunnisha Abu Bakar, 2020 [2], Jude Walker Vimbisó, Ngara Manyamba, 2019 [3], Miquel Angel Coll Ramis, 2020 [4], A. Mai Walder, 2017 [5], Meiju Keinänen, Jani Ursin, Kari Nissinen 2018 [6] who consider the variety of forms of tourism education, as well as the problems of human resources in the field of tourism. The works of N. I. Demkina, P. A. Kostikov, K. A. Lebedev, 2019 are devoted to the study of professional competencies of specialists in the field of tourism and hospitality [7], The views of researchers O.V. Rogach, E.V. Frolova, T.M. Ryabova, E.E. Kabanova [8, 9] are of interest, noting the role of educational organizations in the development of tourist attractiveness in relation to the cultural and historical heritage of Russia.

On the other hand, the features of tourist education in the Rostov region were studied, here the authors were interested in the studies of Lyudmila Kazmina, Valeria Provotorina, Vadim Makarenko, Elena Shevchenko, 2020, Lyudmila Kazmina, Valeria Provotorina, Antonina Petrenko, Galina Ekinil, 2020, Galina Ekinil, Antonina Petrenko, Olga Dudkina, 2021 [10, 11, 12], which analyzes trends in tourism education, provides a list of educational institutions that train specialists for the tourism industry, etc.

When studying the specifics of the use and implementation of innovative technologies in the educational process, the authors used scientific articles by scientists who noted the need for innovation in higher education, such as Anna Laha, Lubica Baizikova, Indra Dedze, 2017 [13], Ana Diaz Daniel, Rui Augusto Costa, Mariana Pita, Carlos Costa, 2017 [14], Valentina Ndu Gioconda Mele, Pasquale Del Vecchio, 2019 [15], Jianwei Qian, Rob Low Xingjian Li, 2019 [16], 17) J. Walker, V. N. Manyamba, 2019 [17], Z. Sándorova, T. Repáňová, Z. Palenčíková, N. Beták, 2020 [18], S. L. Slocum, D. Y. Dimitrov, K. Webb, 2022, [19]. Among the authors, J. M. Hernández-Mogollón, J. A. Folgado-Fernández, P. A. O. Duarte, 2014 [20], E.V. Frolova, T.M. Ryabova, E.E. Kabanova, O.V. Rogach, E.A. Vetrova, 2017 [21] dealt with the problems of event tourism development and training for the event industry.

To conduct this study, the authors relied on materials directly related to the event industry of the Rostov region, in which event tourism occupies a special place. Various directions of wine tourism, agrotourism, ethnotourism and others have been developed here, data on tourism infrastructure have been used, factors and directions of development of domestic tourism, including event tourism, have been taken into account [22, 23]. The following research methods are used in this article: statistical, sociological, analysis of scientific literature of foreign and domestic researchers, descriptive, method of systematic and comparative analysis, classification. The scientific statements, conclusions and recommendations contained in the article are based on the use of combined methods of historical and logical analysis.

### 3 Results

The drivers of change for the tourism business today are the increasingly increasing pace of changes in the life of society, as well as crisis phenomena on a global scale. One of such powerful shocks from the end of 2019 - the beginning of 2020 for tourism around the world was the covid-19 pandemic and the development of remote forms of communication in its various forms directly related to it. Significant changes in the political situation in the world have also brought changes to the structure of tourism interests in our country. As a consequence, in order to ensure appropriate changes in the educational process that are necessary for modern event tourism managers, the usual ways of learning are not enough. This does not mean that they should be excluded from teaching practice in modern universities. It's just that the usual ways of learning do not provide the necessary speed of change in educational technologies, which would lead to more effective work of specialists in event tourism today.

Modernity requires the use of the most technologically advanced, flexible, mobile and operational methods of tourist and excursion services in event tourism. And in this regard, the training of specialists in this area of socio-cultural service requires the following: - learning methods available everywhere and at any time that must adapt to a variety of remote forms of transmission and perception of learning information; - mandatory automation of learning processes; - a variety of methods and forms of providing knowledge in the field of event management, including webinars, blogs, forums, e-books, gamification in its various manifestations, mobile learning, as well as the possibility of widespread use of virtual reality in the learning process.

In connection with the above, innovation in education and the solution to the problem of training for event tourism is seen in the organization of training using active practical and interactive technologies, including remote ones, within the information and educational environment of the university with mandatory testing of the identified innovative methods used in the practice of event tourism in modern socio-cultural organizations that have attitude to the organization and conduct of event events. New learning conditions, a different understanding of how it should be today, determines the competence of a future specialist in the field of event tourism when receiving an appropriate education. The first thing to pay attention to when training event service specialists of a new formation is the understanding that the training of an event tourism manager should be conducted in a single system.

With today's wide Internet access, there are so many topics and educational materials that can be used in the field of event tourism that, without introducing them into the system, students are lost from the abundance of various knowledge that is not always applicable in the practice of event tourism. A specialist in training in the field of event tourism needs to be able to build a training system in accordance with the versatility of the future manager of event tourism. Further, it should be noted that training in event tourism should be a continuous process that does not end with graduation. Postgraduate training should become part of the daily activities of the enterprise in this field.

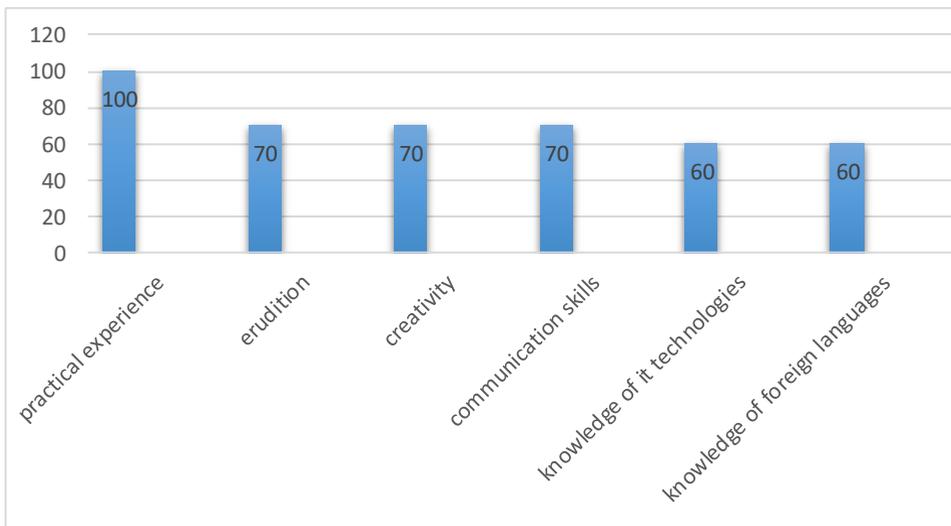
One of the most important aspects of training in event tourism is, first of all, direct participation in a variety of event events, while using all the opportunities for professional growth. At the same time, practice in training a future professional to work in event tourism should be planned. A learning environment should be created in which practice leads to mastery by consolidating success. In this direction, it becomes especially relevant for future specialists to practice, especially with participation in event events in rural areas. Such practice can become a mutually beneficial condition both for the future young specialist in

terms of upcoming employment, and for the territory where practical training of students is carried out, in terms of introducing new trends in the practice of local events.

## 4 Discussion

Modern technologies related to event tourism services (scenario, music, directing, pedagogical, informational, etc.) are now in open Internet access. Managers who organize events that are interesting for tourists, including on the territory of the Rostov region, widely use them. However, behind the abundance of information lies a new task – to professionally possess this knowledge, skills and abilities, as well as adequately apply them in practice. That is why, behind all the diversity of the potential of event tourism, there is a serious problem of training multidisciplinary specialists of this industry, which is developing at a huge pace – the industry of tourist events.

In the process of researching the educational services market in terms of training specialists with higher education to work in organizations related to event tourism, it was revealed that there is a certain competence deficit in the reference environment, the specific "input" requirements for the specialty of an event tourism manager are "blurred". This is determined by the multifunctionality of the professional's activity in this field, which can be divided into two main areas: socio-cultural and tourist. In the course of the study, a survey was conducted of managers and specialists of the personnel service of socio-cultural service enterprises that conduct event events of various scales. It was proposed to formulate 6 basic requirements for a specialist applying for the position of event tourism manager. The main preferences of heads of organizations to specialists of this profile are shown in Figure 1.



**Fig. 1.** The main preferences of managers when applying for the position of an event tourism specialist.

In the graph shown above, the need to possess a specific skill is 100% accepted. It can be seen from the figure that the main skill that managers pay attention to is the experience of holding events. Especially the leaders pointed out the need for high erudition, creativity and sociability for the applicant for the position, the need for knowledge of foreign languages and modern computer technologies was also noted. Other skills are also highlighted, such as stress tolerance, competent speech, diligence, rapid learning and

others. However, they did not cross the 50% barrier of the need for managers working in event tourism for the respondents.

In the process of studying the structure of the necessary knowledge for specialists of this profile, the following was revealed:

- 47% of applicants prefer the profession of event organizer because they are interested in this field of activity and like to organize events;
- 30% are sure that the work of the event organizer is daily holidays and fun; - 6% want to try themselves in a new, more creative direction;
- 17% want to work in the event tourism direction because they know this area well and have work experience.

At the same time, when determining the availability of work experience in the organization of event events, the following answers were received: - 70% of applicants answered in the affirmative; - 89% of respondents say that they had to develop creative ideas. Consequently, the vast majority of applicants believe that they have experience in organizing event events. At the same time, upon a detailed study of the resume, it turns out that almost half of those who claimed to have experience, either do not have it at all, or have little experience in related fields.

From this we can draw a preliminary conclusion that many people go to work as event organizers, not imagining what skills this profession actually requires, what difficulties they will have to face every day. Due to the fact that there is no specialized education in the organization of event events, specialists from different professions are involved in the positions of event organizers. At the same time, the following is determined by the level of education:

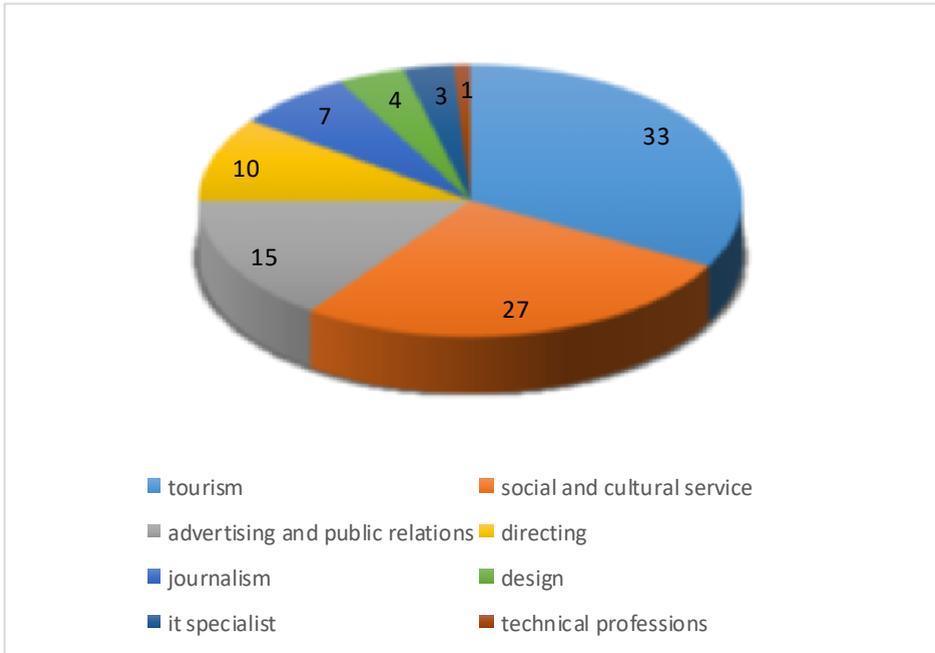
- 93% of respondents have higher education;
- 7% have secondary vocational education.

According to the results of a survey of Rostov experts working in the field of tourism and organization of event events, the following trend is determined:

- experts single out the specialty "Tourism" as one of the most suitable for an event tourism manager (33%); - experts put the specialty "Socio-cultural service" second in importance (27%);
- the specialty "Advertising and public Relations" is lower in the rating of preferences (15%).

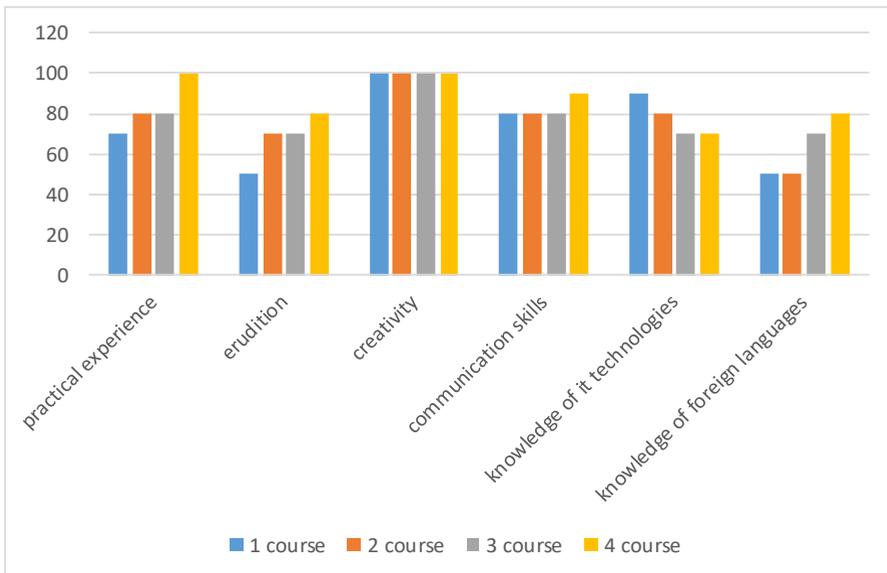
Experts are also distinguished by specialists in the following areas:

- directing (10%);
- journalism (7%);
- design (4%);
- IT specialists (3%);
- representatives of technical professions (1%), as shown in Figure 3.



**Fig. 2.** Specialties suitable for the position of event tourism manager, according to Rostov experts.

In the course of studying the opinions of students studying in the specialties "Service" 43.03.01 and "Tourism" 43.03.02 from the first to the fourth year, about the need for certain skills in this profession, some discrepancy was revealed with the opinion of managers working in this industry. At the same time, it should be noted that in the course of training, the opinions of students changed, gradually approaching the opinion of the heads of enterprises in the industry, as can be seen from Figure 3.



**Fig. 3.** Students' opinion on the skills needed to work in event tourism.

The expediency of having practical experience in event tourism is understood by students of all courses of study, but only students of the final year of study (4th year) are fully aware of the extreme importance of acquiring experience in this field of activity in the learning process. Students from the first to the fourth year also highlighted the need for professionals to have creative thinking, erudition, sociability and knowledge of foreign languages, the understanding of the need to master which increases by the end of training. At the same time, the importance of owning IT technologies is decreasing, which is most likely due to the intensive growth of Internet involvement of the younger generation, as well as the gradual introduction of Internet technologies into everyday life, becoming commonplace.

The development of event tourism is a powerful factor in promoting the territory. In the Rostov region, the share of event tourism is a confident 40% in the entire structure of the tourism industry. At the same time, the lack of qualified specialists, as well as the formed methodological base, do not allow for an adequate impact of the event market on tourist flows and the economy of the region as a whole. There is a certain specificity of the region, which should certainly be taken into account when forming a training program for event tourism managers in the Rostov region. These are the Cossacks, multi-nationality and the existing list of well-established major events, local holidays and small events that have been living in the region for a long time.

Portal "Don tourism" (<https://dontourism.ru/events.aspx> ) presents a kaleidoscope of tourist events in the Rostov region. A variety of tourism destinations are presented here, among which the first places in the ranking of the most popular tourism destinations in the region are occupied by historical, cultural, ethnographic and enogastronomical. From year to year, the large audience of fans of the events offered in the Rostov region is growing. The variety of events held in rural areas of the region is only growing. Today, these are, in addition to traditional folklore holidays that introduce tourists to the history and customs of the Don Cossacks, various gastronomic holidays and enogastronomical festivals, the only tractor races in the country, literary and musical events and other bright events that require high-level specialist organizers.

With the application of a practice-oriented approach to the training of event tourism managers, the involvement of students in the organization and conduct of event events in rural areas of the Rostov region will lead to a decrease in tension in the process of adaptation of graduates in event tourism after graduation from university. Taking into account the above, it is possible to determine the main directions for the development of personnel support for tourist and excursion services of event events in rural areas of the Rostov region. These are the following aspects:

- practical orientation of training using the territorial possibilities of the event calendar;
- the maximum possible and adequately applicable use of innovative technologies in the training of specialists in the field under study.

## 5 Conclusions

The results of the study allow us to formulate the following conclusions: 1. The increase in interest in event events in rural areas of the Rostov region indicates a fairly high level of preparedness of specialists in this field. 2. The growth of professionalism of specialists involved in the organization and conduct of event events in rural areas of the Rostov region will attract an additional flow of tourists to the region, as well as increase the level of satisfaction of residents of the territory by improving the quality of event events. 3. In order to increase the level of preparedness of specialists for the development of event tourism in the region, appropriate organizational work should be carried out at different levels of impact:

- at the university level – to actively apply practice-oriented teaching methods, correctly using distance learning methods, as well as, in order to further study the educational services market in terms of training specialists with higher education to work in organizations related to event tourism, to continue researching trends in the development of event tourism and related personnel issues;

- at the level of socio-cultural service enterprises organizing event events in rural areas of the Rostov region – to involve students in organizing and holding events of different levels, using the administrative resources of the region, which will, on the one hand, actualize local events at the expense of student potential, and on the other - to expand employment opportunities for university graduates.

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