

35

IMPROVEMENT OF THE EDUCATION SYSTEM FOR THE MANAGEMENT OF INTERNATIONAL TOURISM IN MODERN CONDITIONS

MEJORA DEL SISTEMA EDUCATIVO PARA LA GESTIÓN DEL TURISMO INTERNACIONAL EN CONDICIONES MODERNAS

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ABSTRACT

The article is devoted to the improvement of the education system for the management of international tourism in modern conditions. The lack of an integrated approach to the study of international tourism management necessitated a thorough diagnosis of all elements of the tourist complex. Therewith, the study of the factors that affects tourist complex of the Russian Federation suggests that the country has potential opportunities for the development of international tourism. The relations of the tourist complex with such factors of the macro-environment as natural-geographical, political-legal, cultural-educational, technological have a favorable effect on the development of international tourism. The consumers in the tourist complex are international tourists, who were studied depending on the types of international tourism for motivational reasons based on the purposes of trips and the demand for certain types of tourist services.

Keywords:

Educational system, management, international tourism, region, hotel business, transport, culture.

RESUMEN

El artículo está dedicado a la mejora del sistema educativo para la gestión del turismo internacional en las condiciones modernas. La falta de un enfoque integrado para el estudio de la gestión del turismo internacional hizo necesario un diagnóstico exhaustivo de todos los elementos del complejo turístico. Por lo tanto, el estudio de los factores que afectan el complejo turístico de la Federación Rusa sugiere que el país tiene oportunidades potenciales para el desarrollo del turismo internacional. Las relaciones del complejo turístico con factores del macroentorno tales como natural-geográfico, político-jurídico, cultural-educativo, tecnológico inciden favorablemente en el desarrollo del turismo internacional. Los consumidores del complejo turístico son los turistas internacionales, los cuales fueron estudiados en función de los tipos de turismo internacional por motivos motivacionales basados en los propósitos de los viajes y la demanda de determinados tipos de servicios turísticos.

Palabras clave:

Sistema educativo, gestión, turismo internacional, región, hotelería, transporte, cultura.

INTRODUCTION

Tourism became one of the leading directions of socio-economic, cultural, educational and political activities of most states and regions of the world at the beginning of the 21st century. In the field of tourism, the interests of culture, transport, security, and the hotel business are closely intertwined. Considering domestic tourism, almost half of the world's population becomes tourists every year. Tourism also occupies a significant place in international relations.

Therewith, international tourism is an essential component of the innovative development of any country in the long term, an economically profitable and environmentally safe branch of the economy, a source of foreign exchange earnings, and a means to ensure employment. Meanwhile, the tourism industry (including domestic) is the largest in terms of the number of employed jobs and educational specialties in the world. Therefore, the search for means of managing international tourism to increase the number of tourists while fully satisfying their needs is relevant.

The study of the features of the development of international tourism has found its reflection in the works of Vasyuta et al. (2021); Ivoilova (2021); Idigova & Sulumov (2020); Krylova (2021); Lantsev et al. (2021); Porozhnyak et al. (2021), and others. Therewith, the analysis of research and publications of recent periods indicates that the problems of international tourism management in modern conditions are insufficiently researched. All this has led to the objective need for further development of scientific and methodological foundations for the formation of an effective educational management system for international tourism, considering the features of modern market relations, reducing the influence of state bodies on the regulation of tourism development.

METHODOLOGY

The theoretical and methodological basis of the work was the results of research in the field of tourism management. The research used the works of Russian and foreign schools of marketing, management, economics. The phased implementation of the research methodology was based on information material collected in government agencies and tourist enterprises.

The historical method, the method of system analysis and statistics, methods of scientific classification, sociological methods, methods of economic analysis (tabular, comparison, grouping, graphic) were used in the course of the research. Specially developed computer programs were used to calculate the indicators of international tourism

management (Blokhina et al., 2018; Markova et al., 2018; Nikiforov et al., 2018).

In the course of the study, it was planned to systematize aspects of the development of international tourism, develop measures to coordinate activities between the main participants of international tourism, substantiate economic provisions for improving the management system of international tourism in modern conditions.

DEVELOPMENT

The practice has shown that international tourism is characterized by several features. Firstly, tourist formalities are an integral part of international tourism and its main feature, since crossing the state border is associated with certain formalities: registration of passports and visas, customs procedures, currency, and medical control. These rules are introduced by the State to combat illegal migration, international terrorism, drug trafficking, prostitution, etc., and ensure the established procedure for entering and leaving the country.

In this case, special services check that tourists comply with the passport and visa regime, vaccination requirements, rules and conditions for transporting things, goods, currency, and currency exchange operations across the border. The greater the differences in the monetary systems of states, the more obstacles to the free movement of people, the greater the language barriers, the more significant the difference between international and domestic tourism.

Another feature of international tourism is economic and is revealed through the influence that international tourism has on the country's balance of payments. In this case, foreign tourists, paying for goods and services, ensure the flow of currency to the budget of the host country and thereby activate the use of tourist and recreational infrastructure (Figure 1).

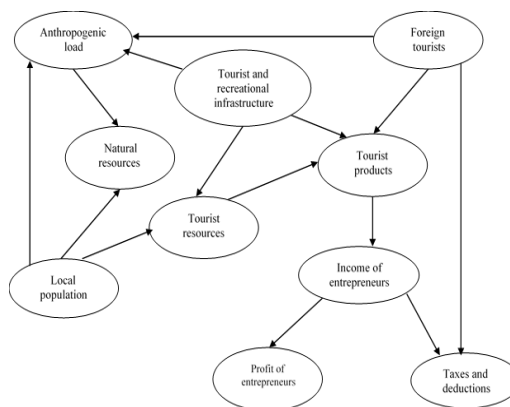


Figure 1. International tourism management system.

Conversely, the departure of tourists is associated with the outflow of the national currency from the country of their permanent residence. In addition, international payments for tourist operations of this kind are recorded in the passive balance of payments of the country-supplier of tourists, and tourism itself is called passive. The division into active and passive, based on the specifics of reflecting the financial results of tourism activities in the balance of payments, is inherent only in international tourism and does not apply to domestic tourism.

In this regard, we proposed to distinguish two categories of international tourism: 1) inbound tourism, that is, travel to a country of persons who are not its residents; 2) outbound tourism, that is, travel of residents of a country to another country. Therewith, further study of the specifics of international tourism allowed asserting that its development is conditioned by the main functions: economic, social, humanitarian.

The leading role belongs to the economic function, which is determined by the direct influence due to the volume of tourists' expenses, except for the volume of imports necessary to fully provide tourists with goods and services. The social function of international tourism is expressed directly through: the inflow of funds to the tourist region during the season; an increase in the profits of tourist organizations; an increase in the wages of employees; an increase in the employment of residents. The indirect impact of tourism on the standard of living of the local population is manifested through the creation and development of infrastructure, service function in tourist regions. At the same time, the humanitarian function of tourism is to broaden a person's horizons and develop his/her intellect, to promote the development of peaceful relations between peoples.

Research shows that international tourism needs management in a changing market environment. The lack of a clear interpretation of the "tourism management" term in the economic literature has necessitated the author's definition of this concept. In our opinion, it is most appropriate to understand the management of tourist activity as a set of principles and methods of management of the tourist complex, developed and applied to increase its efficiency and increase profits.

The management of any activity, including tourism, implies the presence of an object to which the controlling influence will be directed. In our case, the object of influence is a tourist complex, and management is necessary for it. We clarified the "tourist complex" concept before studying the tourist complex. The tourist complex is a complex system consisting of an external and internal environment.

At the same time, the macro-environment of tourism can be considered from the standpoint of PEST (political, economic, socio-demographic, technological factors) analysis, but the natural and geographical factor is important for tourism, and therefore it is singled out separately. In this regard, there is an objective need to study and analyze the tourist complex as a socio-economic system to which the controlling influence will be directed.

In addition, the lack of a comprehensive approach to the study of international tourism management has necessitated a thorough diagnosis of all elements of the tourist complex. Therewith, the study of the factors of the macro-environment of the tourist complex of the Russian Federation suggests that the country has potential opportunities for the development of international tourism. The relations of the tourist complex with such macro-environment factors as natural-geographical, political-legal, technological, have a favorable effect on the development of international tourism.

The study of tourist regions in the framework of the microenvironment study showed that there are tourist places of a wide and narrow profile in the Russian Federation. Tourist places of a wide profile are mainly located in the Southern (about 50%) and Central zones (20%); industrial and administrative complexes concentrated in the Northern and Central zones. Tourist enterprises are represented by primary and secondary ones.

The greatest interest for the analysis is caused by tourist enterprises of primary services, including those that provide accommodation services, transport enterprises that are engaged in tourist transportation. The analysis of tourist accommodation facilities showed their significant share in the Southern zone in comparison with the all-Russian indicators.

Studies show that intermediaries in the tourist complex are tourist organizations that assist tourist enterprises in promoting a tourist product to consumers. Intermediaries operate at three levels and are represented, respectively: at the state level; at the regional level; at the local level – by advertising organizations.

The consumers in the tourist complex are international tourists who have been studied depending on the types of international tourism for motivational reasons based on the purposes of travel and the demand for certain types of tourist services. We classified international tourism according to operant motives into the following types: medical (sanatorium-resort); sightseeing; scientific; business; ethnic; adventure; sports; religious; entertainment.

The results of the analysis showed that the most popular types of tourism are medical, the growth of which from 2017 to 2020 amounted to 15.2%, business – 10.7%, sports – 109.5%, respectively. Competitors of the tourist complex are analyzed in three groups: direct, located on the territory of the Russian Federation; direct, located outside the Russian Federation; potential competitors. The market leaders in each group of competitors for the Russian Federation are, respectively: resorts in Bulgaria, Turkey, and Greece; resorts in Western Europe.

Diagnostics of the activities of tourist enterprises were carried out in two directions. Firstly, we conducted a study of the level of target orientation of the activities of tourist enterprises. A segmentation model was used at the first stage of the study, which includes three stages: geodynamic, psychological-behavioral, economic, which made it possible to identify and study in detail the target market of enterprises of various levels of specialization: specialized (which carry out one type of tourism), combined (two-three), mixed (four-five), universal (more than five).

Geodemographic segmentation of the market made it possible to identify the main types of tourists using the services of tourist enterprises and, based on this, to develop a matrix of the target market of services of tourist businesses. Therewith, the study of the motives of tourists' trips within the framework of psychological and behavioral segmentation revealed four motivations for tourists' travel: cultural, recreational, psychological, prestige and status.

The recreational motive outweighs the tourists of specialized enterprises (89.2%), cultural and educational – mixed (43.9%), psychological – universal and mixed (14.4% and 10.2%, respectively), prestige and status – universal tourist enterprises (16.6%).

Segmentation by economic criteria helped to determine the expected costs of tourists during the trip. It was found that the largest share in their structure is the cost of purchasing a complex tour designed for 24 days (47.7% for citizens of neighboring countries) and the cost of travel to the territory of the Russian Federation (46.1% for citizens of far abroad).

The share of the costs of excursion services is almost the same and is about 12% for all foreign tourists. Tourists from far abroad spend more money on the purchase of gifts and souvenirs (2.9% and 6%, respectively). Tourists from far abroad spend more on the amount of money spent on visa processing (about 5% of total expenses).

At the second stage of the diagnostics of the activities of tourist enterprises, an assessment of their competitiveness was carried out. According to the results of the study, a competitiveness index was developed, including the regulatory framework, business environment, and infrastructure, as well as human, natural, and cultural resources (Figure 2).

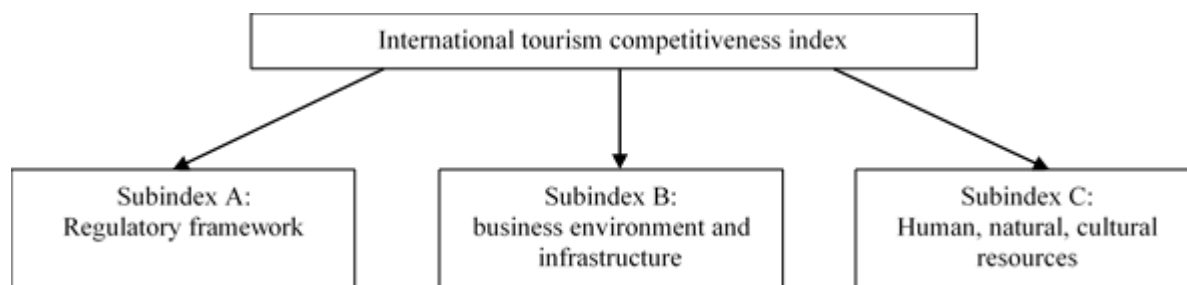


Figure 2. Structure of the competitiveness index of international tourism.

Research has also shown that the tourist product of the enterprise in its development goes through the following stages: birth, growth (initial and stable), maturity, decline. Each stage of the life cycle of a tourist enterprise is determined depending on the state of demand for a tourist product from international tourists.

The study of tourist enterprises to identify the most attractive tourist product was carried out using the BCG (Boston Consulting Group) matrix model based on the concept of the life cycle on the example of mixed and universal tourist enterprises. As a result of the study, it was found that the assortment of universal enterprises is dominated by tourist products of the «cash cows» category, which provide financing for a tourist product of the «question marks» and «stars» categories.

Therewith, tourist products of the «question marks» category prevail in mixed tourist enterprises, which is a signal for a revision of the marketing mix concerning them at these enterprises. The study of the life cycle has shown that a distinctive feature of tourism enterprises of a universal type is the presence of two types of tourism at the maturity stage:

medical and business, while there is only one tourist product in mixed enterprises at this stage – medical tourism.

«Stars» and «question marks» need to use growth strategies, «cash cows» – maturity strategies, «dogs» – decline or birth. Tourism enterprises are offered a differentiated approach to the choice of competitive strategies depending on the stages of the life cycle of their tourism product. Meanwhile, the final stage of the diagnosis of tourist enterprises is the assessment of the effectiveness of international tourism management according to social and economic criteria.

The assessment of the effectiveness of international tourism management was carried out in 12 regions of the Russian Federation: Moscow, St. Petersburg, the Republic of Tatarstan, Krasnodar Territory, Kaluga, Vologda, Moscow, Tula, Yaroslavl, Kaliningrad, and Novgorod regions, as well as the Altai Territory. Therewith, management activities were reviewed at 77 tourist enterprises of the Russian Federation, as a result of which it was found that tourist enterprises operate seasonally in 5 out of 12 regions (from 3 to 4 months a year).

The assessment of the effectiveness of international tourism management has shown that combined tourism enterprises work most effectively in terms of the economic efficiency of tourism, at the same time, enterprises of mixed and universal types are leading according to social criteria.

The reliability of the presented approaches is confirmed by the fact that the analysis data will allow enterprises to adapt to the conditions of the marketing environment promptly, meet the needs of tourists more efficiently; increase the number of foreign tourists served, gain an advantage over competitors, win the necessary market share (Konovalova et al., 2018; Nikazachenko et al., 2018; Nikolskaya et al., 2018). The process of strategic management at a tourist enterprise in this case consists of strategic analysis, strategic planning, strategic organization, and strategic control.

The need for segmentation of the tourist market is due to certain advantages. Firstly, a clearer idea of the requests and needs of tourists is created, secondly, it becomes possible to develop a specific tourist product and marketing package for this segment; thirdly, the costs of promoting tourist products are reduced; fourthly, advantages are formed over competitors who do not segment the market.

Due to the segmentation of the tourist market by economic indicators, it is possible to study the structure of expected expenses of international tourists by their articles. The international tourist expenses of incoming tourists are

considered by us from the point of view of the destination country as income from international tourism, and the expenses of outbound tourists – from the point of view of the country of origin – as its expenses.

Tourist expenses in this case are investigated using the tourist's entry card. Therewith, the strategic planning is based on the formulation of the mission and goals of the tourist enterprise. At the same time, the main goal of strategic planning is to create and maintain a strategic correspondence between the goals of a tourist enterprise and its capabilities, which implies a set of actions and decisions for the development and implementation of the strategy. The competitive strategy of a tourist enterprise in this case is developed depending on the stage of the life cycle.

The strategic organization in this case consists of improving and bringing the organizational structure in line with the strategies. For this purpose, it is necessary to organize the reception of foreign tourists and conclude contracts with foreign partners. It also consists in improving the organizational structure of the management of tourism activities of enterprises based on an integrated approach.

The integration approach boils down to the creation of a tourist foreign economic association, which should include three elements: services of tour operators and travel agencies, hospitality services (accommodation, catering, household services, souvenir trade, sports, and recreation, cultural), and transport (rail, air, automobile, water).

Therefore, the work plan for the reception of foreign tourists should contain the following sections: 1) organization of negotiations with foreign partners and signing of cooperation agreements; 2) organization of assistance at the entry of foreign tourists, during passport and customs control; 3) organization of reception and service of foreign tourists at border points; 4) organization of preparation of bases for reception and service of foreign tourists; 5) organization of reception and service of foreign tourists; 6) organization of additional services; 7) organization of ensuring the safety of tourists' property in hotels, etc.

CONCLUSIONS

Summing up, it can be noted that the effectiveness of educational management in tourism can be ensured only based on marketing, involving the use of integrated and systematic approaches in the management of tourism activities. A correct assessment of the effectiveness of management in international tourism allows actively influencing the current state and development trends of tourism firms, establishing their sizes, monitoring and correcting uncontrolled phenomena and processes, making

forecasts and development plans for these firms and their structural divisions.

Therewith, the model of strategic management of international tourism activity assumes the use of integrated and systematic approaches in management. The process of strategic management, in this case, consists of the use of strategic analysis, strategic planning, strategic organization, and control. Meanwhile, the goal of the strategic marketing process is to meet the needs of tourists, increase the number of foreign tourists served, achieve an advantage over competitors, and gain market share.

In addition, the strategic analysis also includes an analysis of the activities of a tourist enterprise, the identification of competitive advantages, and the development of a competitiveness profile. In this case, we developed competitive strategies for tourist enterprises based on the concept of the life cycle of a tourist product, where each cycle corresponds to a specific strategy. These strategies should be taken into account when educating future specialists in the hotel business. An integrated approach is also proposed, which consists in combining the services of tour operators and travel agencies and hospitality and transport services.

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