

Analysis of Requirements of the Federal State Educational Standards of the Degree Programs ‘Recreation and Sports and Recreation Tourism’ and ‘Tourism’

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Abstract: This study is dedicated to analysis of requirements of the federal state educational standards of the degree programs ‘Recreation and sports and recreation tourism’ and ‘Tourism’. The publication investigates the sphere, subjects and kinds of activity of bachelors for the purpose of determining the intersection points for further design of content of supplementary curriculums for the sphere of active tourism on the interdisciplinary basis.

Key words: Active tourism, sports and recreation tourism, sports and recreation touristic services, bachelor, Federal state educational standard, sphere, subjects, kinds of professional activity, professional competences, supplementary curriculum

INTRODUCTION

The modern state of the world tourism industry is characterized by the transient condition related to decreased impact of the passive kinds of tourism, enhancement of the active kinds as well as origination of the new touristic services. In the Western Europe, this trend is to be observed already since the 70-80’s of the 20th century (Bleile, 1978; Reiseanalysen, 1987).

Today in Russia significant growth of interest in different kinds of active tourism is also to be observed. Thus for example, potential increase in the number of tourists going in for active tourism is estimated at 2.5 million people (Anonymous, 2011a, 2012a). The studies show that in the nearest future the explosive growth of this kind of tourism is expected about 10-15% per year (Bleile, 1978; Reiseanalysen, 1987; Anonymous, 2011a).

The growth rates and the estimated dynamics of development of the active tourism necessitate the design of the effective model of additional professional training (retraining and professional development) with account of the regulatory requirements and the essential needs of particular companies (Anonymous, 2011a, 2012a, b).

Analysis of the current state of professional training of the staff for the sphere of active tourism: In order to determine the approaches to design of the content of retraining education programs and professional development of the staff, it is required to perform the

analysis of the current state of professional qualification of the staff in the sphere of the active tourism.

Let’s turn our attention to examination of the main requirements specified in the Federal State Education Standards of higher vocational education (FSE) to the bachelors, graduates of the degree programs 034600 ‘Recreation and sports and recreation tourism’ and ‘Tourism’, profile ‘Procedure and organization of sports and recreation services’ (Anonymous, 2011b, 2009a) for the purpose of identification of the common points that will allow designing the low labor-intensive and time-consuming curriculums for retraining and professional improvement of the staff for the sphere of active tourism. It shall be noted that according to the requirements of the ‘List of the specialties’ of higher vocational education’ the above-mentioned degree programs are classified as different consolidated groups of education programs (UGS). Thus, the degree program 034600 ‘Recreation and sports and recreation tourism’ refers to the UGS ‘Humanitarian sciences’ and the education program 100400 ‘Tourism’ to the UGS ‘Services sector’ (Anonymous, 2009b).

MATERIALS AND METHODS

The scope of professional activities of bachelors studying according to the education programs 034600 ‘recreation and sports and recreation tourism’ and ‘tourism’: Analysis of the FSES showed that the scope of the

Table 1: Analysis of the scope of the professional activity of bachelors in the education program 034600 'Recreation and sports and recreation tourism' and 100400 'Tourism'

Scope of the bachelors' professional activities	'Recreation and sports and recreation tourism' 034600	'Tourism' 100400	Complete intersection	Partial intersection
Sports and recreation tourism	+	--	--	--
Physical (physical-and-sports) recreation and rehabilitation	+	--	--	--
Activity aimed at promotion of the population health by means of physical training, sports and tourism	+	--	--	--
Tourism, entertainment and recreation industry	+	--		+
Touristic-recreation complexes and facilities; sanatorium-resort complexes and facilities	+	--		+
Other services in the sphere of culture, sports, recreation and tourism	+	--		+
Design and sales of a tourism product featuring the properties that satisfy the customer needs; organization of the comprehensive tourist servicing within the core sectors of the tourism industry	--	+		+

professional activity of bachelors in the education program 034600 'Recreation and sports and recreation tourism' is related primarily to the sport and recreation tourism as the kind of physical training and physical-sports recreation but also includes the tourism, entertainment and recreation industry; touristic-recreation complexes and facilities; sanatorium-resort complexes and facilities; other services in the sphere of culture, sports, recreation and tourism.

The scope of the professional activity of bachelors in the education program 100400 'Tourism' is strictly restricted to 'design and sales of a tourism product as well as organization of the comprehensive tourist servicing within the core sectors of the tourism industry' (Table 1) (Anonymous, 2011b, 2009a).

The common spheres of professional activities of bachelors in the education programs under consideration are providing services within the tourism industry.

RESULTS AND DISCUSSION

Subjects of professional activity of bachelors studying according to the education programs 034600 'recreation and sports and recreation tourism' and 'tourism': The subjects of the professional activity of bachelors in the degree program 034600 'Recreation and sports and recreation tourism' are rather various. The FSES classifies them as: physical, mental and functional capabilities of a human; recreation-therapeutic cycles of tourist servicing, tourism product; specific motoring conditions aimed at prevention and elimination of mental and physical overexertion; socio-cultural, environmental, local history and physical education of a person; organizational-tutorial, management activity in the sphere of tourism and local history studies, recreation and sanatorium-resort complexes; healthy lifestyle formed by

means of recreation, tourism and local history; the process of formation of the individuality, introduction to the universal human and cultural values to the recreation-therapeutic forms of exercises, touristic and local history events and tourism.

According to the FSES the subjects of professional activity of bachelors in the degree program 100400 'Tourism' are: consumers of the touristic industry services and their needs; tourism product; procedures of rendering the touristic services; results of intellectual activity; intangible assets belonging to the touristic entities on the right of ownership or on other legal grounds; lodging facilities, food and beverage outlets, excursion facilities, sports and recreation facilities, transport means, other enterprises of the tourism industry and other items relating to design and sales of a tourism product; information resources and systems, means for support of the automated information system and the relevant technologies (Table 2) (Anonymous, 2011b, 2009a).

The common subject of professional activities of bachelors in the education programs under consideration are consumers of the touristic services and the tourism product.

Kinds of professional activity of bachelors studying according to the education programs 034600 'recreation and sports and recreation tourism' and 'tourism': According to the FSES within the degree program 034600 'Recreation and sports and recreation tourism' a bachelor is prepared for such kinds of professional activity as: pedagogical; organizational-managerial; scientific-research. A student studying according to the program 100400 'Tourism' is prepared for the design; engineering and manufacturing; organizational-managerial; servicing; scientific-and-research activity (Table 3) (Anonymous, 2011b, 2009a).

Table 2: Analysis of subjects of professional activity of bachelors in the education programs 034600 'Recreation and sports and recreation tourism' and 100400 'Tourism'

Subjects of professional activity of bachelors	'Recreation and sports and recreation tourism' 034600	'Tourism' 100400	Complete intersection	Partial intersection
Physical, mental and functional capabilities of a human	+	--	--	--
Recreation-therapeutic cycles of tourist servicing, tourism product	+	--	+	--
Specific motoring conditions aimed at prevention and elimination of mental and physical overexertion	+	--	--	--
Socio-cultural, environmental, local history and physical education of a person; organizational-tutorial, management activity in the sphere of tourism and local history studies, recreation and sanatorium-resort complexes	+	--	--	--
Heathy lifestyle formed by means of recreation, tourism and local history	+	--	--	--
The process of formation of the individuality, introduction to the universal human and cultural values to the recreation-therapeutic forms of exercises, touristic and local history events and tourism	+	--	--	--
Consumers of the touristic industry services (individual or corporate customers), their needs; a tourism product	--	--	+	+
Procedures of rendering the touristic services; results of intellectual activity	--	+	--	--
Intangible assets belonging to the touristic entities on the right of ownership or on other legal grounds; lodging facilities, food and beverage outlets, excursion facilities, sports and recreation facilities, transport means, other enterprises of the tourism industry and other items relating to design and sales of a tourism product; information resources and systems, means for support of the automated information system and the relevant technologies	--	+	+	--

Table 3: Analysis of the kinds of activity of bachelors in the education programs 034600 'Recreation and sports and recreation tourism' and 100400 'Tourism'

Kinds of the bachelors' activity	'Recreation and sports and recreation tourism' 034600	'Tourism' 100400	Complete intersection	Partial intersection
Pedagogical	+	--	--	--
Organizational-managerial	+	+	+	--
Scientific-research	+	+	+	--
Design	--	+	--	--
Engineering and manufacturing	--	+	--	--
Servicing	--	+	--	--

The two kinds of activity match completely: organizational-managerial and scientific-research ones. Fulfillment of the tasks of professional activity of the graduates in the education programs 034600 'Recreation and sports and recreation tourism' and 100400 'Tourism' determine specified in the FSES determines the list of requirements to the results of mastering the bachelor degree courses for the specified programs.

Summary: Thus, the analysis of the FSES for the degree programs 034600 'Recreation and sports and recreation tourism' and 100400 'Tourism' allows concluding that despite clear distinctions these programs have common points in terms of the subject matter, scope, kinds of professional activity and requirements to the results of mastering the core education programs. This allows designing the low-cost programs of the supplementary vocational education on the interdisciplinary basis with due regard to the essential staff demand of the active

tourism and allows the bachelors that graduated in the above-mentioned disciplines mastering such programs within a short time.

CONCLUSION

Analysis of requirements to the results of the core educational and professional programs for training of bachelors in the degree programs 034600 "034600 'Recreation and sports and recreation tourism' and 100400" 'Tourism' shows that there is a lot of similar professional competences that allows designing on their basis the content of supplementary curriculums (Anonymous, 2011b, 2009a) (Table 4).

Among the main requirements to the degree programs under consideration there are: formation of professional competences related to readiness for using the computer technologies; communicating with customers; investigating the market for touristic services; implementing the technologies of the tour agency and tour operator activity; finding, analyzing and processing the scientific-research information in the area of the touristic activity.

Table 4: Requirements to the results of mastering the core curriculums for the degree programs 034600 'Recreation and sports and recreation tourism' and 100400 'Tourism' (Bachelor's programme)

Graduate in the degree program 034600 'Recreation and sports and recreation tourism' shall feature	Graduate in the degree program 100400 'Tourism' shall feature
Readiness to use computer hardware, computer software for planning of the training, recreation, recreation-therapeutic, recreation-rehabilitation and touristic sports-recreation process; load metering, control of the exercisers' state, adjustment of it as well as solution of other practical tasks (PC-10)	Ability to process and interpret with the use of the basic knowledge of mathematics and informatics the data required for performance of the tourism design activities (PC-2); Ability to independently find different sources of information concerning the tourism product design (PC-3); Ability to sale the tourism product using the information and communication technologies (PC-6)
Readiness to use multimedia technologies (PC-11)	Readiness for designing a tourism product on the basis of modern technologies (PC-5)
Ability to implement the technologies of the travel agency and tour operator activities (PC-20); Ability to design and promote the touristic-recreational products and the tourist servicing cycles (PC-26); Ability to design the cycles of the therapeutic-recreational servicing of different socio-demographic groups of population and tourists (PC-27)	Ability to use the regulatory documents concerning quality, standardization and certification in the touristic industry (PC-10)
Readiness for practical implementation of marketing measures and the technique of sales of the touristic and recreation services (PC-22)	
Readiness for organization and control of the quality of touristic-recreation services rendered (PC-21)	
Readiness for communication with customers, colleagues, business partners, working in a team, carrying on negotiations, maintaining the business correspondence and record management, complying with the business etiquette and corporate culture (PC-17)	Capability to effective communication with consumers of the tourism product (PC-11)
Readiness to subordinate the personal interests to the needs of exercisers, the public and corporate interests for the purpose of successful sales of the sports, touristic and recreation-therapeutic product (PC-19)	Ability to organize the customer servicing process (PC-12); Ability to work in the labor collective of the touristic companies (PC-7)
To perform the professional activity in accordance with the Constitution of the Russian Federation, the legislation of the Russian Federation, the regulatory legal acts of the President of the Russian Federation, the Government of the Russian Federation as well as regulatory acts of federal executive authorities, government authorities of the constituent entities of the Russian Federation adopted within the limits of their authority (PC-16)	Ability to organize the work of contractors, take managerial decisions by organization of the touristic activity including with regard to the social policy of the state (PC-8)
Ability to show initiative including in the risk situations, to undertake full responsibility (PC-18)	
Ability (within the limits of official duties) to work with financial-and-economic documentation in the sphere of recreation, sanatorium-resort complexes and tourism (PC-25)	Ability to calculate and estimate the costs to be spent on organization of operation of a touristic enterprise (PC-9)
Ability of practical implementation of the set of measures aimed at development and observance of the labor safety regulations for persons performing the training, competing, recreation-therapeutic and touristic activities (PC-8); Readiness to use the main methods of protection of the operating personnel and population from potential effects of accidents, natural disasters (PC-9)	Mastering the main methods of organization of the life safety of people, protecting them from potential effects of accidents, catastrophes, natural disasters, other situations within the touristic activity (PC-13)
Readiness to develop programs, schedules of exercises in the sports-recreation tourism, motoric recreation and rehabilitation of population, selection of appropriate methods of implementation thereof by cycles of exercises of different duration (PC-29)	Mastering the theoretical fundamentals of design, readiness for application of the main design methods and techniques in tourism (PC-1)
Readiness to organize and hold the recreation-therapeutic, fitness and health recreation mass events, touristic, local history and sports events at the facilities of the educational, cultural-entertainment, sanatorium-resort, recreation-therapeutic and touristic-local profile (PC-24); Readiness to plan and organize the activity of population aimed at application of different values and touristic and local means, recreation and rehabilitation in order to promote health and facilitate the social adaptation of a personality (PC-28)	Readiness for implementation of projects in the tourism industry (PC-4)
Capability to practical investigation of the market for touristic and recreation-therapeutic services and consumers thereof (PC-33)	Ability to use the methods of monitoring the market of touristic services (PC-14)
Readiness to process, analyze and arrange the results of the studies using the computer hardware and software (PC-34)	Ability to find, analyze and process the scientific-research information in the area of the touristic activity using the information-communication technologies (PC-13)
Ability to specify the objectives and tasks of the research (PC-30)	Readiness for use of the applied methods of research activity in tourism (PC-15)
Ability to use the modern methods of investigation of the recreation and tourism issues (PC-31); Capability to practical implementation of the research methods and techniques that are adequate to the goals set (PC-32)	
Capability to practical implementation of the innovative technologies in the sphere of touristic and recreation-therapeutic services at all kinds of educational institutions, touristic-recreation and sanatorium-resort facilities (PC-5)	Readiness for application of innovative technologies in touristic activity (PC-16)

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