Conceptual Approaches to the Development of Contents for Additional Professional Education Services for Active Tourism (Samara Region)

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Abstract: Samara region has great potential for the development of active tourism which requires specially trained personnel. Effective means of solving personnel problems in authors opinion shall be additional professional education. The article proposes a conceptual approach to the development of principles determining the content of additional professional education programs for the sphere of active tourism and organization of the educational process. Authors gave a grounded set of principles according to the modern requirements to the educational process at the leading competence approach. The core knowledge basis was distinguished in content of the analyzed additional professional education. We used the following main methods: comprehensive theoretical analysis and synthesis, pedagogical forecasting, modeling, pedagogical monitoring, etc.

Key words: Samara region • Tourist industry • Active tourism • Additional education programs of training and retraining of personnel • Content of education • Competence approach

INTRODUCTION

The current theory and practice of additional professional training for the tourism industry (works by M.N. Demchuk [1], T.V. Kudryavtseva [2] D.V. Smirnov [3], etc.) shows that this system gives opportunity to realize the principle of education continuity, to improve the educational process of training and retraining of professionals in the sphere of tourist activity, to solve the pressing problems of staffing active tourism sphere.

Definition of conceptual approaches to the development of additional professional education content for active tourism sphere will allow educational institutions to implement programs of training and retraining to meet the needs of individuals, society and the state.

MATERIALS AND METHODS

In addition to traditional methods of theoretical complex analysis and synthesis were used the following methods: predictive, comparison and study of legal documents and information materials, pedagogical forecasting and modeling of additional professional education content for active tourism sphere, pedagogical monitoring.

RESULTS AND DISCUSSION

In the motivation of tourist traveling during last 30-40 years we observed an increase of active forms of recreation and deepening of its segmentation. In Western Europe this trend has existed since the 70s-80s of the last century [4, 5].

During last decade, Russia is also showed the significant increase of active tourism market, which allows to predict its further intensive development. Potential increase in the number of tourists who are fond of outdoor activities is estimated at 2.5 million people "[6].

By "active tourism" the authors propose to understand the totality of types of tourism satisfying people's need for movement and rehabilitation facilities and recreational sport using active modes of transportation. This substantive content of the concept
of "active tourism" allows convincingly identify conceptual, methodological and theoretical foundations for formation of the modern content of additional professional education active tourism sphere.

Conceptual Components of the Research:

- Clarification of conceptual apparatus that illustrates the shown attempt to consider the key definition of "active tourism". The introduction of such concepts as "sports and health tourism services" and "sports and recreational tourism practice".
- Creative marketing as a conceptual basis of continuous education.
- Designation of the principles realized in the concrete methods of content development and technological solutions of the educational process and its training and methodological support.
- Identification of the core knowledge base in the content of additional professional education.
- Choosing the competency approach as a leading for setting the educational technology.

Principles determining the content of the educational process:

- Variability of organizational structures, forms, levels, duration and content of education;
- Innovation priority in the educational process;
- Functional integration of educational and tourist activity;
- Training versatility taking into account the direction of the industry in the formation of professional competence;
- Modularity of curricula and programs providing their change depending on the contingent of students their level of education and specific learning objectives;
- Continuity and succession educational process stages, updating, expanding and deepening the content of education at each new stage of its development;
- Social openness of the educational system, providing its interaction with various social partners.

Sources determining orientation, the nature and extent of selected content:

- Social experience;
- Social order;
- State policy in the sphere of domestic tourism;
- Purposes of active tourism.

The monitoring revealed the main organizer’s professional competencies of the future scope of active tourism:

- Ability to establish psychological contact and trusting relationships with customers of active tourism;
- Ability to provide services in the field of active tourism to the local context and individual needs of the customer;
- Ability to apply the technologies of active tourism programs designing based on quality and safety standards of servicing and customer requests;
- Ability to improve the existing programs based on innovative technology development of tourist sphere;
- Ability to promote and implement programs of active tourism in the tourist market.

Additional profession training can be an effective tool in solving personnel problems of active tourism [7]. The authors offer a basic core of knowledge in the form of educational modules:

- General training. Basis of design and feasibility active tourism programs.
- Special training. Organization and carrying out active tourism programs.
- Methodological basis of active tourism management.
- Mass tourism activities of active tourism and animation.
- Technology services for tourists in the preparation and conduct of active tourism programs.
- Specialized training.

CONCLUSION

conceptual approaches to developing the content of additional professional education for the sphere of active tourism provided in this research are the starting point for development of effective implementation technology of additional professional education for active tourism sphere, which can be used by a system of continuous professional tourist training at the regional level.

REFERENCES

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