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The Inefficiencies in the Professional Tourism Education Services and their Solutions in the Period of Market Economy (Case of Kazakhstan)

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Abstract

The purpose of improving vocational training program, the convergence of theoretical training and practice, the introduction of advanced foreign standards should enhance the quality of tourism personnel in accordance with the requirements of the market. The method used to identify problems and their solutions by comparing the foreign experience and analysis of foreign scientific research in the field of educational tourism industry. Preparation of tourism personnel in Kazakhstan is still not satisfactory; there is no scientifically sound relationship of many of its components, theoretical and practical training and special courses. The specialists are trained without sufficient targeted training, so many of the students are not able to perform its functions. The global experience of the travel industry suggests that vocational education employees are requirement for the successful operation of the enterprise. So today we should take into account emerging trends in preparation for future staff. There is a need for training a new type of specialists, unorthodox thinking, with extensive knowledge and skills in related fields.

Keywords: Tourism, professional education, quality of service, foreign experience

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1. Introduction

As we know, training for the tourism business pays great attention to all over the world. As the tourism product offered to the consumer is not a commodity, it is a service; in this case qualified personnel for the tourist business are a problem which takes the first place to be discussed.

In all developed countries, to provide vocational and technical education is the priority, in this case, we should pay attention to such a strong sector of tourism, namely to the field of tourism education, which uses the minimum automation and maximum working labor (Unluonen, 2004, p. 109).

Providing the quality of touristic services is directly related to professional specialists providing these services, knowledge of touristic resources and their quality. This means that the knowledge and skills of a manager who offers this service depends will a customer purchase or not.

The activities of enterprises in the sphere of service and tourism are only possible with proper organization of management, which is possible only at the professional education of tourism services (Saak, 2007, p. 512).

Specialists in tourism emphasize the high quality of educational programs in the field of tourism and hotel management at Cornell (Cornell University) in the U.S., the Institute of International Hospitality Management (Institut de Management Hotelier International) in Switzerland, at the Institute of Tourism Economic University of Vienna (Institut fur Tourismus und Freizeitwirtschaft) in Austria (Kakenov, 2009, p.15).

2. Method

The method used to identify problems and their solutions by comparing the foreign experience and analysis of foreign scientific research in the field of educational tourism industry. Improving vocational training programs, the convergence of theoretical training and practice, the introduction of advanced foreign standards should enhance the quality of tourism personnel in accordance with the requirements of the market.

The following are the main results of international scientific research in the field of education in tourism:

Table 1. Main results of international scientific research in the field of education in tourism

Thanks to assess students' curriculum and career opportunities after graduation, negative changes have been clarified. Also, it was found that most of the students regret choosing this specialty.	Unluonen (2004), Kusluvan (2000)
Found that students do not pass an internship were more in difficult situations than those students who have passed. Also found that graduates of the specialty tourism, eventually refused to work in this field.	Baron and Maxwell (1993), Kozak & Kizilirmak (2001)
Found that the knowledge and skills of graduates of tourism did not satisfy requirements of employers.	Demirer (2000), Johnstone (1994)
Thanks to research conducted between education in the tourism and the tourism industry itself, it was found that the tourism industry provides lower Employment opportunities and it was found that the level of career development in tourism is not high.	Cooper & Shepherd (1997)
Found that the staffs employed in the tourism sector do not hold tourist education. Also found that graduates of tourism are not employed in the tourism sector.	Tuyluoglu (2003), Altman & Brothers (1995)

Judging by the results of international scientific research in the field of education in tourism revealed that most of the graduates of tourism are willing to leave this area and go to another.

3. Problem

A major problem holding back the development of tourism in Kazakhstan is still inefficient system of training of tourism personnel. Till 1992, neither in Kazakhstan nor in the territory of the republics that were formerly part of the Soviet Union, there was no experience to prepare professionals of tourism and hotel sector operating in the market. Therefore, in the first institutions of the republic, preparing managers of tourism, curriculum development, programs, organization of educational process were carried out mainly by empirically way, without sufficient scientific evidence.

On the other hand, professional tourist education in Kazakhstan has clearly insufficient experience. On the other hand - the foreign experience of professional tourism education has always been associated with the tasks of development of the world tourism market, where Kazakhstan only performs the role of the donor. But gradually shifting its domestic tourism industry on priority development of more favorable for the economy of Kazakhstan and more affordable for the majority of our compatriot inbound and outbound tourism.

One of the ultimate goals of education tourism sector is to provide qualified, well- trained human resources that could run constantly in the field (Emir, Arslan & Kilichkaya, 2008, p. 273). From this point of view we can say that the practice is a place where the student first meets with the sector and the views received during the internship determine whether it is ready or not ready for the future work in this area (Pelit & Gucher, 2006, p. 139).

Today we can say without hesitation that in the near future domestic tourism will dominate the outbound or trimming it. This will entail a change in the specific professional requirements for future employees and managers of tourism businesses and hospitality.

The educated are those who solve the problems faced by the industry, which can monitor changes in the professional, technical and industry sector. New education puts the emphasis on vocational skills and competence (Hacioglu, Shahin & Girgin, 2010, p. 349).

4. Results

The global experience of the travel industry suggests that vocational education employees are requirement for the successful operation of the enterprise. For example, if in the conditions of the predominance of outbound tourism the most important in the training of personnel for the industry presented the fluency in foreign languages, information technology and knowledge of the fundamentals of international law, the development of domestic tourism will require a good knowledge of the tourist industry, the planning of tourist flows, tourism resources of individual regions etc. So today we should take into account emerging trends in preparation for future staff. There is a need for training a new type of specialists, unorthodox thinking, with extensive knowledge and skills in related fields (Malienco, 2006, p. 31).

The problematic question remains the introduction in higher educational institutions, training staff for the tourism industry, systems the quality of tourism education «WTO-TedQual», recommended by the World Tourism Organization. State-regulated system of a small number of universities with a particular specialization in the preparation of tourism personnel is necessary. The main problem is the excessive academic quality profile of higher education in the apparent lack of practical skills and knowledge and a lack of specialized secondary educational institutions that train hotel workers, service personnel, etc. Thus, the whole sector training does not fully satisfy the needs of the tourism industry both in quantitative and qualitative terms.

Graduates' often face the problem of "uselessness" of their knowledge. While applying for a job by them required very different skills than those which they were taught at the university. Equally, this applies to the textbooks and teaching materials compiled by teachers who have no practical experience in the industry (Malienco, 2006, p. 34).

At the same time is a poorly developed personnel training in "Hospitality", while the greatest demand for specialists is experienced hotel enterprises. There is not monitoring requirements of hotel facilities, tourism and related businesses in experts of various fields.

5. Conclusion

Kazakhstan the country which is planning to become a center of tourism in the region needs to take measures to improve the system of training in the tourism industry. Thanks to this study can be identified the following suggestions:

- Practically there are no scientists who can engage in serious applied research in the field of tourism, i.e. marketers who are able to conduct qualitative market research attractiveness of the destination. The basic contradiction is a multidisciplinary nature of tourism activity which needs personnel of various professions, disciplines, qualifications, new technology services for tourists and sightseers;

- The curriculum should be discussed at such times as the promotion of career opportunities. The role of the parents takes a very important place in this category.

- Tourism education refers to vocational training. Practical training of students is required to achieve the heights successfully. Experienced tutors and school laboratory equipment are necessary for practice. Coordination between educational organization and tourist enterprises are explicitly aborted. Thereby, a more productive cooperation between educational institutions and tourist enterprises is necessary to improve the quality of education and care.

- The problem of improving the system of training for the tourism industry takes an important place for Kazakhstan due to the fact that the development of domestic tourism requires qualified professionals. Rapidly developing tourism industry of Kazakhstan will lack trained personnel in the near future.

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