

**Federal State-financed
Educational organization of
Higher Education**



**Russian State University
of Tourism and Service
(RSUTS)**

Russian experience in SQF and QS development

Irina Makovskaya

812 occupational standards are approved

1 occupational standard for hospitality industry

1 occupational standard for tourism sector

it includes 4 generalized labour functions (GLF), corresponding to 5-8 qualification levels according to the National qualification framework:

- **GLF A “Management of the current activities of the employees of the services, divisions of the hotel complex” – 5th qualification level;**
- **GLF B – “Management of the current activities of the departments (services, divisions) of the hotel complex” – 6th qualification level;**
- **GLF C – “Strategic management of the hotel complex development” - 7th qualification level;**
- **GLF D – “Strategic management of development of a network of hotels” - 8th qualification level.**

it includes 4 GLF, corresponding to 4-7 qualification levels:

- **GLF A “Support activities for provision of excursion services” - 4th qualification level;**
- **GLF B – “Organizational support of excursion services” - 5th qualification level;**
- **GLF C – “Arrangement of excursions” - 6th qualification level;**
- **GLF D – “Management of excursion arrangement” - 7th qualification level.**

PROFESSIONAL STANDARDS DEVELOPMENT KEY INDICATORS (BY MARCH 2017)

855 occupational standards have been approved

2 occupational standards – “Maid” and “Employee for reception and accommodation of guests” for hospitality (both in a process of updating)

**NO new approved occupational standards for tourism in 2016
– 3 standards in the process of developing**

3 STANDARDS IN THE PROCESS OF DEVELOPING

1. “Instructor guide”
2. “Head of the tourist group”
3. “Specialist in design, promotion and sale of tourism product”

A type of occupational activity on training, assistance, service and security protection of tourists during tourist destinations according to the types of tourism:

- hiking and trekking;
- climbing;
- skiing and snowboarding practice on unprepared slopes and prepared slopes;
- water tourism (diving)
- bicycle touring (bicycle tours and routes)
- caving;
- horse-riding tourism;
- caravanning (ATVs, snowmobiles).

The requirement of compliance with the 5th qualification level :
possession of **secondary vocational education** and **training of programs** on security protection of tourists **or** at least **5 years of work experience** in the relevant area of tourism.

OCCUPATIONAL STANDARD “HEAD OF THE TOURIST GROUP”

➤describes the service of the tourist group at each point of the tourist route, handling documents, related to service of tourists.

➤illogically structured, as the described type of activity and the content of the standard do not match

➤copies in part the standard “Tourist guide (guide)” (arrangement of excursions)

➤repeats the content of the project of the occupational standard “Specialist in design, promotion and sale of tourism product” (sale of tourism products in travel agencies and guidance on tourist organization)

➤suggest ed requirements for the specialists involved in this type of activity:

for managers of tourist products sale - secondary vocational education;

for tourist guides – higher education – bachelor’s degree program;

for the heads of tourist organizations – higher education – master’s degree program.

OCCUPATIONAL STANDARD “SPECIALIST IN DESIGN, PROMOTION AND SALE OF TOURISM PRODUCT”

describes the activity on design, promotion and implementation of basic and additional services included in the tourist product

| Code | Name of generalized labour function | Qualification level |
|------|---|---------------------|
| A | Activity on design of tourist product | 4 |
| B | Activities on sale of tourist product | 5 |
| C | Management of the activities of the employees of the divisions (services, departments) of tourism organization on design and sale of tourist product | 6 |
| D | Management of the activities of the employees of the divisions (services, departments) of tourism organization on tourist product promotion | 6 |
| E | Management of tourist organization activity | 7 |

has been returned for revision for the following reasons:

1. position titles do not correspond to the actual posts at the employers’ companies;
2. levels of qualifications and level of required education do not meet the national qualification framework;
3. content of labour functions at each qualification level does not match the level of responsibility, competence and occupational autonomy at this level*.

**So college graduates are not taken for executive positions, are not engaged in research in the area of new tourist products’ design in real-world organizations. They are engaged in sales and customer service.*

Our proposals are the following:

- describe generalized labour functions in compliance with the posts, actually existing in the tourism organizations;
- take into account the actual level of skills and knowledge of graduates of colleges and universities and the content of educational programs in determining education requirements and responsibilities of employees;
- arrange generalized labour functions in ascending order of complexity of work, responsibility and autonomy of the employee.

THE SUMMARY OF OUR RECOMMENDATIONS

| CODE | Generalized labour functions Name | Qualification level |
|-------------|--|--------------------------------|
| A | Implementation of the objectives for sales and promotion of tourist product at the operational level | 5 |
| B | Control over compliance with service standards by the subordinate employees | 5 |
| C | Organization and implementation of the objectives on design and promotion of tourist product | 6 |
| D | Management of the activities of the employees of the divisions/departments on tourist product design | 6 |
| E | Management of the activities of the employees of the divisions/departments on promotion and sale of tourist product | 6 |
| F | Management of the activity of tourism organization (note: including the development of strategy design, implementation and promotion of tourist product) | 7 |

DEAR COLLEAGUES,

THANK YOU FOR YOUR ATTENTION!