

Modern problems of bachelor tourism employment as an indicator of the state of the tourism industry

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Abstract. The article provides analytical data on the employment of graduates of the direction of bachelor training 43.03.02 "Tourism" year 2022. Trends and problems in the development of the tourism industry are identified formed by the requests and challenges of the changing socio-economic and political situation in the country and in the world. Factors of influence on the preservation of interest in the tourist sphere of professional activity and ways to strengthen these factors are determined. The most promising types of tourism for the formation of a strategy for the development of tourism companies in the region were noted.

1 Introduction

The problem of employment of graduates of tourist universities has never been as actual as at present. The industry was actively developing; the number of travel firms steadily grew until 2014. Interest in tourism in the country was very high. The first decline was outlined after the crisis in the industry and a series of bankruptcies and closures of travel firms that year. Nevertheless, the industry survived and even began to strengthen its position on new principles with insurance against possible crises.

The 2020 pandemic has become another test not only for the tourist sphere of activity, but also for the whole world as a whole. However, even in this situation, travel agencies have found opportunities to maintain a number of their most stable positions and areas of activity. The number of firms, of course, has still decreased, but travel companies that are strong in strategic prioritization of their activities have survived. This did not weaken the industry, but in some ways even strengthened it.

Modern problems and challenges again requested new solutions from tourism enterprises and related hospitality industry enterprises - hotels, catering and socio-cultural enterprises. Tourist universities have always analyzed the situation on the tourist services market, predicting the market request for young specialists in each subsequent year. The number of graduates and newly entering the field of training 43.03.02 "Tourism" was reduced, but not as significantly as it could be assumed for the above reasons. This made it possible to draw conclusions that the potential for the development of tourism in Russia and the Rostov region is great [1], and interest in this area of bachelor and master training,

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therefore, will also maintain the features of sustainability. Specialists are needed, it is necessary to change the approach to their preparation taking into account time calls [2]. People's desire for travel can no longer be stopped. The world has been stirred up for a long time in its desire to know everything that is on earth. In addition, this is a global reason that tourism will always be relevant

2 Materials and methods

The tourism industry in our country is currently undergoing significant changes, the convergence of which leads to the restructuring of tourism types, a change in approaches to working with tourists, the emergence of innovative forms of service. And this means, first of all, the need to change the approach to the formation of a talent pool.

In this study, the authors give the opinion of Susan L. Slocum, Daniela Y. Dimitrov and Kelley Webb, 2019 [1], which pay attention to the younger generation of specialists in the field of tourism, and also indicate the most relevant directions in tourism education. In light of this, the opinion of such authors as Jude Walker Vimbiso, Ngara Manyamba, 2019 [2] draw attention to themselves, which indicate the need to increase the share of practical training in the training of specialists for tourism. The classification of forms of tourist education is reflected in the studies of scientists Hyun Jeong Kim and Miyoung Jeong, 2018 [3].

The experience of employment and educational effectiveness in tourism of the state of Spain is interesting. So, in the work of Miquel Angel Coll Ramis, 2020 [4], the author paid significant attention to employment methods.

A special role is given to innovations in terms of employment in tourism. So, for example, this work uses the views of the authors, Cathy H.C. Hsu, 2018 [5], who believe that there is a need for a new model of tourist education that could allow the use of interactive technologies

A number of experts emphasize the need to develop efficiency in the training of industry specialists with a significant level of creativity and communication, 2021 [6]. In this work, the authors analyzed materials related to the drivers of innovation in higher tourism education. Data based on case studies of Ten European Universities were taken into account. Materials of classifications of barriers and promising destinations in tourist education, 2021 [7].

A number of specialists believe that entrepreneurship, innovation, crisis management, data analytics, humanities and communication are important elements of extensive tourism curricula. Thus, Carmen Mínguez Carlos Martínez-Hernández Claudia Yubero, 2021 [8] considers it necessary, for the purpose of further successful employment, to integrate formal and informal educational premises using augmented and virtual reality tools to train specialists in the field of tourism. The trend of the active introduction of technical innovations in the training of specialists in the tourism industry is also presented in the works of Alan Marvell, 2018 [9], as well as Valentina Ndou Gioconda Mele, Pasquale Del Vecchio 2018 [10], which speaks about the need for the most active use of innovative forms in training, since they are a promising component of the tourism sector.

Today we are experiencing a period of post-covid recovery of the tourism industry in Russia. This could not but affect both the training of personnel and their employment. A review of a number of studies showed that new approaches to training personnel in the field of tourism are required, because now the training of specialists is more relevant than ever, taking into account the development of new directions in tourism in connection with the change in the very structure of the need for personnel for tourism [11].

Since this study is devoted to the problem of employment of graduates of tourist universities, the authors also studied the opinions of scientists regarding training for the

event industry. So, Syed Zamberi Ahmad, Abdul Rahim Abu Bakar, Norita Ahmad, 2017 [12] note the features of training personnel in event tourism. Of interest are the views of researchers who note the need to connect tourism education with business structures [13]. The importance of the formation of entrepreneurial thinking in tourism is noted. In this aspect, a special role is given to business schools that are closely related to traditional university education, 2019 [14]. Nevertheless, with all the variety of new forms of training, it is impossible to discard traditional methods in training specialists for tourism, for example, lecturing and holding seminars, 2017 [15].

To conduct this study, the authors relied on materials related directly to the tourist industry of the Rostov region. At the same time, it was noted that in recent years, various directions of wine tourism, agritourism, ethnotourism and other modern directions of tourism have been developed in the Rostov region [16]. This study also uses data on tourism infrastructure [19], takes into account the factors and directions of domestic tourism development, including event tourism, which makes it possible to build relevant trends in terms of employment of university graduates in the direction of Tourism. Speaking about tourist education in the Rostov region, the authors used research data, 2020 in which an analysis of trends in tourist education is being carried out today in the region as a whole. The following research methods were applied in this study: analysis of scientific literature of foreign and domestic scientists, methods of systemic and comparative analysis, classification, descriptive, statistical, sociological.

3 Results

Within the framework of the Don Technological University of Rostov-on-Don, as well as in other Russian universities under the programs of the Ministry of Science and Higher Education, graduates are annually monitored for employment in order to assess its indicators as an indicator of industry development. Based on the results of such an analysis in 2022, certain conclusions can be drawn.

In July 2022, at the DSTU at the Department of Service, Tourism and Hospitality Industry, a bachelor of tourism graduated from 16 people.

Traditionally, full-time graduates are offered to fill out a questionnaire developed by specialists of the marketing sector

During the survey, 100% of full-time graduates from them were interviewed

- 14 women and 2 men;
- 16 citizens of Russia;
- 8 graduates studied in the budget form of training, 8 - in the commercial form.

It should be noted that some of the graduates of the July 2022 direction "Tourism" - 6 (38%) have a job at the time of receiving a diploma of higher education (Fig. 1): of which all 6 (38%) are not yet employed in their specialty. Not employed at the time of graduation - 62% of graduates. These indicators of working and not yet working for full-time graduates are quite permissible today. A considerable percentage (38%) of employees is evidence that practice-oriented training allows more than a third of graduates to find a job by the time they graduate. In the course of practice, they get acquainted with the work of diverse enterprises, especially this spectrum is wide in the first distributed practice and many (especially for commercial students) find work. At the same time, the absence of those employed in the specialty is evidence of the specifics of work in the tourism sector, which requires already trained specialists. But the request for trainee trainees is quite high on the part of travel enterprises, as evidenced by the indicators of employers' questionnaires. But the time periods for which requests are made by travel agencies often do not coincide with the time periods of practices on curricula, which often complicates the organization of practices [3].

A fairly high percentage of unemployed graduates is focused in their prospects on tourism enterprises (about 70%). But as already noted, today tourism enterprises are going through difficult times, many are closing due to the difficult political and economic situation in the country and the world. This forces graduates to look for application to their forces in non-core enterprises by their education, but they are always ready to return to tourism. Therefore, they keep in touch with the university as an information center for requests for graduates of enterprises trained by the university. So far, unemployed include those who have decided to enter the magistracy and those who went to serve in the army, as well as those who have already received offers from employers-members of the SAC.

4 Discussion

The forecasted percentage of employed by the beginning of the 2023 calendar year is 87% (Fig.1).

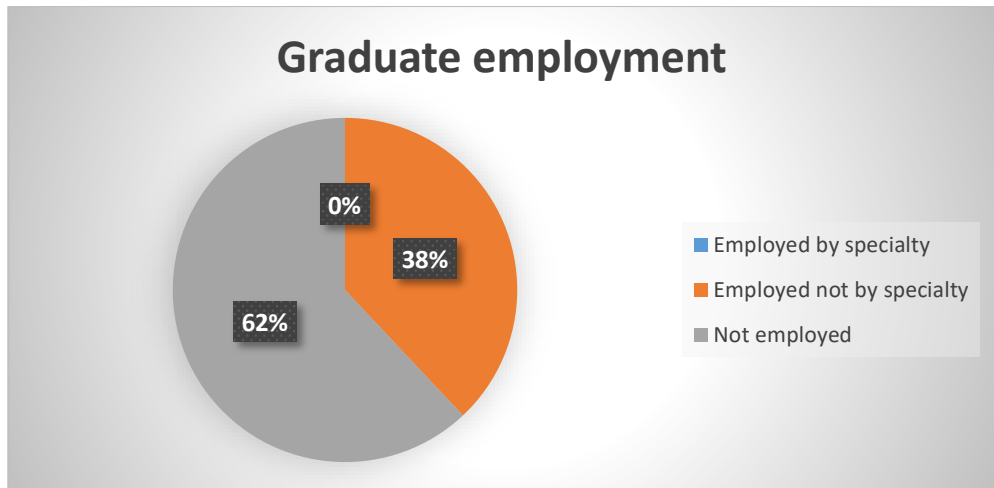


Fig.1. Number of employed and unemployed graduates.

Potential employers will be interested in the fact that a part of working graduates at the time of graduation from DSTU has work experience (87%): more than one year - 4 (24%); 3 months to year - 2 (13%); over 3 years - 2 (12%); up to 3 months - 6 (38%). The largest number of graduates has a small experience - up to 3 months. They have so far tried their hand, sought their application, but full-time education did not allow the majority to combine full-fledged work and study. They do not have experience - 2 (13%) graduates (Fig. 2).

The indicator for graduates who do not have experience - 13%, indicates that 62% of graduates who were unemployed at the time of graduation already have work experience, although they do not work at the moment, while most of the existing work experience is not by profession, but simply to earn money to pay for training. Upon graduation, this part of graduates is focused on work in the specialty - this is about 45-50%

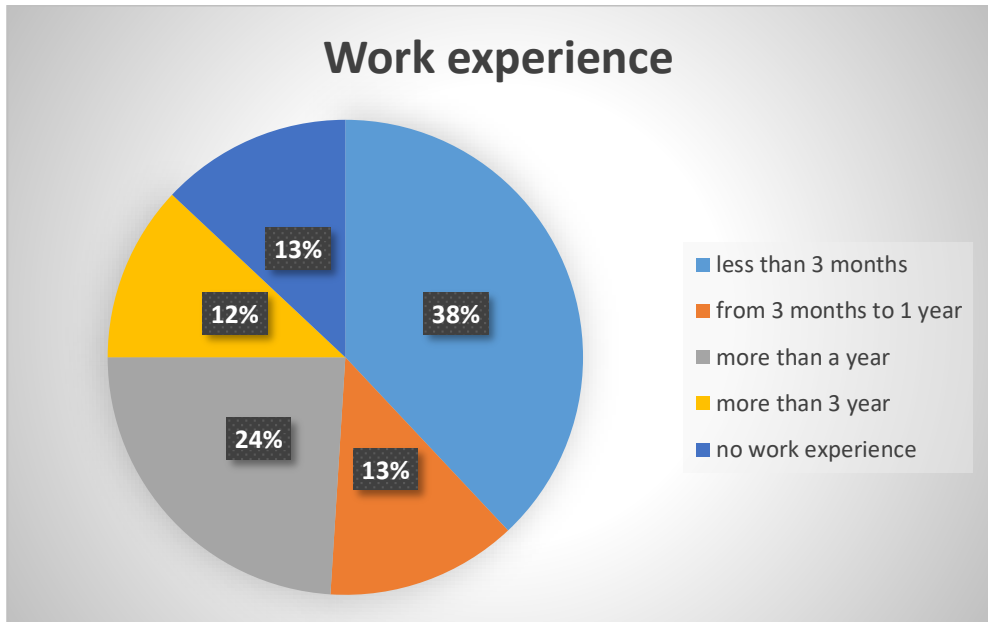


Fig. 2. Work experience of graduates working in the specialty.

During the survey, the preferred amount of remuneration for young specialists was revealed (Fig. 3). The diagram clearly demonstrates that out of 16 people who answered this question, no one considers as the initial level of wages in the amount of 10-15-20 thousand rubles.

The largest number of survey participants would like to receive 30 thousand rubles (50%) or 25 thousand rubles (25%) per month at the start of their professional work. The same number of students applying for payment over 30 thousand rubles:

- (4) 25% - 25 thousand rubles.
- (8) 50% - 30 thousand rubles.
- (4) 25% - over 30 thousand rubles

And these indicators reflect the problems of the modern Russian economy, and are a reaction to the increased prices in recent years, requiring increasing costs from consumers of goods and services, and it is necessary to earn more and more to cover these costs.

At the same time, it should be borne in mind that the analysis of employers' applications showed that the initial level of remuneration is set from 15 thousand to 20 thousand rubles. This creates serious problems with the employment of young specialists, and with the recruitment of personnel for a number of enterprises

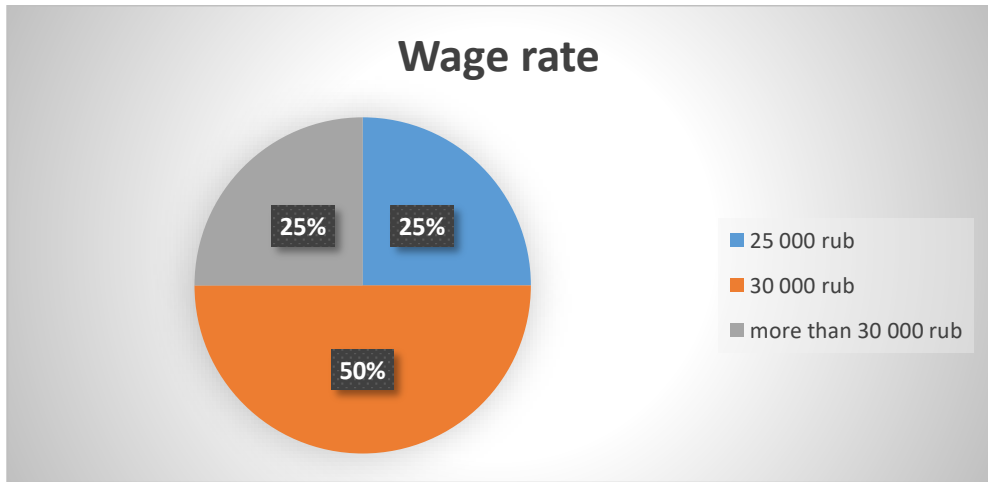


Fig. 3. Preferred graduate wage rate.

When ranking the factors affecting the choice of place of work, put
 in 1st place - career (75%)
 in 2nd place - money and benefits (62%)
 in 3rd place - proximity to home (25%)
 4th place - acquisition of new experience and knowledge (38%)
 in 5th place - the prestige of the company (25%)
 in 6th place - stability and reliability (19%)
 in 7th place - independence and responsibility of the position (31%).

Table 1. Importance of factors in the choice of profession by ranking.

Factors in choosing a profession	Importance of factors ranging from 1 (most important) to 7 (least important)						
	1	2	3	4	5	6	7
Career	12(75%)		3			1	
Money,benefits		10(62%)	1	3	2	1	
Close to home	1		4(38%)		3	1	5
Gaining new experience and knowledge		1	2	6(38%)	1	4	2
Company prestige		2	3	3	6(38%)	1	2
Stability an certainty	2		2	4	2	5(31%)	2
Autonomy an responsibility of position	1	3	1		2	3	5(31%)

Compared to last year, the ranking of proximity to home increased, which is associated with an increase in transport fares; also increased the level of the factor of acquiring new experience and knowledge, which is an indicator of serious changes in the modern economic situation; among the improved indicators is the prestige factor of the company. This can be considered evidence of the modern situation in the economy: they retained positions only stable, having a margin of safety of the enterprise; many success factors depend on independence and responsibility in choosing the field of activity, therefore, this

choice requires literally strategic and analytical thinking in assessing the prospects of enterprises and sectors of the economy as a whole.

Many graduates are going to work in the Rostov region 15 - (93%). This is almost the same as last year. 13% choose other regions of our country.

Forecast of the expected postgraduate activities of graduates 2022 (direction "Tourism")

1. Many would like to find a job in the specialty - 5 (31%),
2. Agree to work outside the specialty - 8 (50%),
3. They are going to continue their studies in the magistracy - 6 (37%),
4. They go to the army - 1 (6%%),
5. They receive the second highest - 2 (12%),
6. More than half does not imply combining the main work with an additional 13 (81%).
7. The bulk of graduates prefer non-manufacturing enterprises 15 (94%) (Fig. 4)
8. By the nature of the work, preferences were distributed as follows
as follows:
 - Organizational and managerial - 10 (62%)
 - Advertising and informational - 5 (25%)
 - Production and practical - 2 (13%)
 - Information and analytical - 2 (13%)
 - Research - 2 (13%)
 - Other - 4 (25%) (Fig. 4).

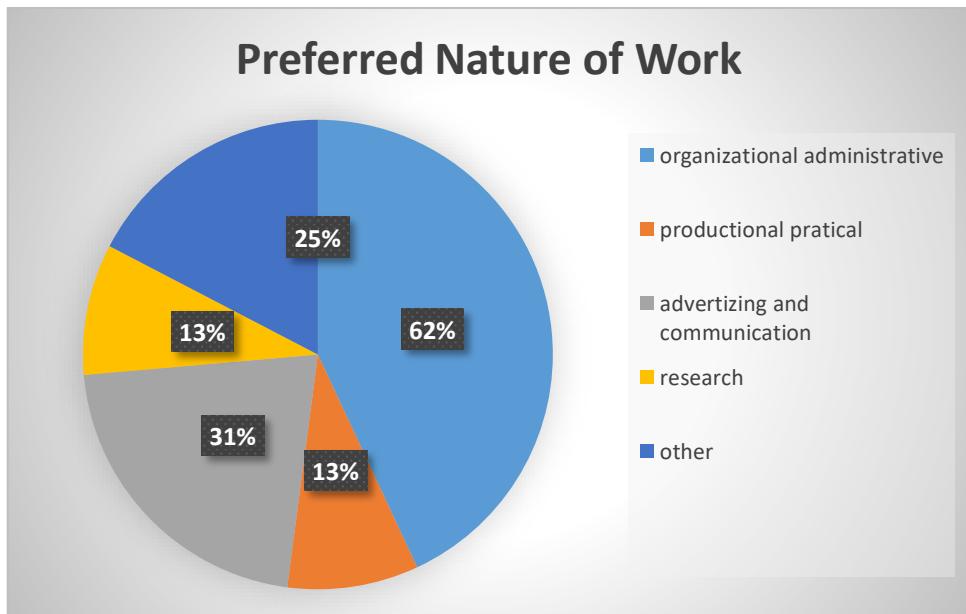


Fig. 4. Preferred Nature of Work.

5 Conclusions

Thus, according to the results of the analysis, it can be concluded that the percentage of employed full-time graduates (38%) of education indicates that modern students begin to look for the use of their forces in the labor market, starting from the second year. This is a requirement of time, which is determined by the need to search for young people almost from the first years of study at the university due to the inability to accurately decide on the

choice of profession after school. Young people begin to try themselves in different fields of activity, not only in the chosen area of training at the university, this is evidenced by the percentage of people employed outside the specialty (38%). In addition to this reason, there is another one, also determined by the peculiarities of our reality: often students choose those types of work outside the specialty that bring good income in order to earn money to pay for education. The absence of those employed in the specialty was commented above. Part of unemployed graduates is more than employed - 62%. This is normal for full-time students. About half of them received offers to work in the field chosen for education from employers - members of the State Certification Commission and directors and heads of enterprises where they underwent practice. That's about 50%.

A very good indicator of the presence of work experience among graduates - 77% already have work experience, and this allows them to indicate in their resumes when hiring experience, which employers often require today. It is important that some students who are unemployed at the time of graduation also have experience - this is 39% of graduates.

Requests for the initial level of remuneration increased compared to last year, which is justified by the economic situation in the country and the desire of young specialists to have not minimal, but high and average salaries at the start (30,000 rubles - 50%; 25,000 rubles - 25%) and above average (over 30,000 - 25%), which is supported by the desire of graduates to reasonably put forward such requirements, as indicated by previous figures and indicators.

The major part of graduates want to live and work in Rostov-on-Don and the Rostov region (93%), that is, in their small homeland. This is a manifestation of patriotism, attachment to native places, as well as evidence that the labor market of the Rostov region provides opportunities for employment of young personnel. Areas of preference - tourism, management and marketing, advertising, public sector, trade [4].

By ranking the factors affecting the choice of place of work in the first place of the career (75%), this is quite justified for the younger generation; this is followed by money and benefits (62%), which is also justified by modern reality; next comes proximity to home (25%); acquiring new experience and knowledge (38%) and company prestige (38%); stability and reliability and independence and responsibility of the position (31% each) close the seven preferences.

By the nature of the work, the preferences of the majority of graduates were given to organizational and managerial work, which is quite reasonable for people receiving higher education.

This year, the interest of graduates in the production and advertising and communication spheres (44%) has increased significantly (compared to last year). The research and information and analytical sphere was interested in a smaller part of graduates (13%). But at the same time, 37% of graduates are going to enter the magistracy.

All the results of the analysis allow us to conclude that there is a fairly high level of productivity of training specialists in the direction of the Tourism 43.03.02 and the prospects of this educational direction.

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