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TOURIST SERVICES IN THE SPHERE OF EDUCATION

Abstract. The authors of the article touch upon the problems of the tourist industry, in particular, the provision of services for their provision to the population, which directly depends on the professional training of personnel for the tourism industry, which is not carried out in the Republic of Kazakhstan at a high level. Managerial and technological activities are characteristic for the staff, which provides a technological sequence of services, coordinates interaction with other technological links (travel agent, reservation manager, restaurant manager). Training of mid-level specialists in Kazakhstan is provided in the system of higher education, graduating bachelors of economics, and in specialized educational institutions that provide secondary education. However, there is no real relationship between education and the tourism industry, which adversely affects the development of tourism in the country.

Keywords: tourist services, industry, travel agent, reservation manager, maitre d'hotel, restaurant.

INTRODUCTION

In the last decade, a new trend has emerged in the field of international tourism - the excess of the increase in the number of travelers to the near abroad and the states of the nearest regions relative to the number of travelers to foreign countries. Some tourism specialists explain this fact by the existing threat of terrorism in many regions of the world, others - the growth in the number of tourist trips per year due to fragmentation of holidays for small parts. Finally, another important trend noted by many experts is the synergetic effect of the interaction of such factors as competition and competitive advantages of countries, information and web technologies, the system of world air travel routes, the development of tour-operator services, and private political and social conditions for the development of states. All three noted trends play a decisive role in the formation and implementation of state policy in the field of international tourism. Tougher competition in the market of tourist demand and supply is a serious problem on the way of development of international tourism.

MAIN PART

This is reflected in the emergence of a large number of states with ambitious plans to attract international tourists, as well as oversaturation of the market with common types of tourist products, for example, beach holidays or shopping tours. This problem requires from the states, trying to save the tourist attractiveness, the implementation of a number of concerted actions. Among them: the balance between tourist demand and supply; design of products and services in the field of international tourism in accordance with the concepts of "sustainable tourism", "affordable tourism" and "responsible tourism"; ensuring long-term investments in international tourism; formation of a clear and effective state strategy for the development of the national recreation and tourism industry with flexible and operational mechanisms for making managerial decisions. The rapid development of information technology and the reduction in the cost of tourist trips in comparison with the increase in the incomes of the population contribute to the growth of the number of travelers, contributing to the worldwide process of globalization. Its negative characteristic is the uniformity and unification of services. In this regard, a significant number of travelers choose trips to tourist destinations, providing a large number of entertainment and highly comfortable conditions for recreation.

Enterprises of the tourism industry produce specific tourist services, which are required by the work of tour operators, forming a tourist product from the whole variety of tourist services. Therefore, we can say that the tourism industry is a resource base for the activities of tour operators.

On the other hand, the quality of a tourist product is defined as a combination of the properties of tourism services and service processes, to meet the conditioned or proposed needs of tourists. The quality of the tourist product is characterized by the quality of services and the culture of service. Obligatory requirements to the quality of tourist services:

- safety of life and health;
- Guarantee of providing services in accordance with the voucher;
- safety of property of tourists and excursionists;
- protection of the environment.

At the same time, the quality criterion is expressed through a system of indicators reflecting various types of tourist service activities.

From the above it follows that a wide range of services in the sphere of tourism requires both the universality of knowledge of specialists working in this field and management skills at various levels: from the animator to the head of the hotel complex or transport enterprise. Therefore, as the tourism business develops, the greatest need, at least in the last decade, arises in the training of economics and management specialists for the tourism industry.

The requirements for a modern specialist in the tourism industry presuppose, above all, high professionalism and competence. Sometimes theorists and practitioners perceive these concepts differently. In one case it is a highly qualified specialist, in the other case it is a good organizer. And always on the first place are put forward independence, initiative, enterprise, creative thinking, readiness for reasonable risk.

In addition, a specialist in the tourism field must thoroughly know the business, be a professional in it; think strategically; constantly extract new information; to possess high moral qualities; be exceptionally honest. At the same time, the manager must have in-depth knowledge in the field of excursion theory and methodology; know the basics of psychology, pedagogy and excursion propaganda; to have oratorical art, must be able to form intuitions - the ability to grasp the truth by direct discretion without justification with the help of evidence. [2]

The tourism market in Kazakhstan is developing at a steady pace. But, so that it becomes civilized, competent specialists are needed, as we have already said. Educational institutions for the training of tourist personnel and advanced training courses in our country is enough. But does the level of knowledge of their graduates correspond to the requirements set by the tourism industry? If we compare Kazakhstan and the European model of education in tourism, then we can say that the advantage of European models of professional training for the tourism industry is: a significant part of the study time is designed to gain practical skills in practical classes, practices and internships in the industry; emphasis on the formation of students in the psychology of customer service; close cooperation of educational institutions with the industry; high student mobility. Most of the schools of tourism and hospitality in Europe are open on the basis of operating hotels. Students live in the same place, which allows them to receive practical professional skills in an environment close to reality. Such experience is of undoubted interest and prospects for improving the quality of training in the Republic of Kazakhstan.

In comparison with the Kazakh education, the European one provides for carrying out production practices in the amount of 50 to 70% of the study time. Attention is paid to the experience of training personnel in the United States, where specialized departments (recruitment agencies) are formed on the basis of educational institutions, connected by a single information system with tourism industry enterprises that regularly monitor labor market needs, employ young specialists and adjust the recruitment of entrants in profile specialties. The advantage of the American model is also: close integration with public professional organizations; deep study of general theoretical positions in the field of management; the availability of a large number of various courses for advanced training and retraining, etc. Based on the analysis of domestic and foreign experience in the training of personnel, it is possible to propose an approach to the modernization of the Kazakh system of training personnel for the tourism industry, the main provisions of which are:

- creation of a monitoring system for educational services in this segment of the labor market;

- strengthening the relationship of educational institutions with industry enterprises;
- intensive courses of advanced training and retraining, especially for specialists with primary and secondary vocational education;
- reorganization of the system of retraining and advanced training of the faculty, through the creation of unified centers for retraining on the basis of the leading universities of the tourism industry. [3]

In the system of professional training of personnel for the tourist industry in Kazakhstan, there are three educational levels:

- The highest level is institutional and managerial.
- The middle level is managerial and technological.
- Initial or lower level (technologically-executive).

The highest (institutional and managerial) level presupposes the training of managers who determine the directions and tasks of the work, strategy, tactics of the industry, a separate enterprise (tour manager, hotel manager, manager of marketing activities in tourism, etc.). Specialized training of specialists of this level is usually carried out in higher educational institutions.

In turn, the professional training of personnel for the tourist industry, carried out at an average level, is aimed at training managerial and technological personnel. Managerial and technological activities are characteristic for the staff, which provides a technological sequence of services, coordinates interaction with other technological links (travel agent, reservation manager, restaurant manager). The training of mid-level specialists in Kazakhstan is provided both in the higher education system that produces bachelors in economics, and in specialized educational institutions that provide secondary education.

Currently, we also have specialized colleges that train mid-level specialists for tourism. However, in practice, the knowledge that graduates of colleges possess is often not enough to start working in tourist companies, hotels, restaurants, etc. [4]

And, finally, the initial or the lowest level (technologically-executive) carries out the training of personnel who perform specific tasks and ensure the satisfaction of individual tourist needs, or the implementation of a separate type of service. Training of such specialists is provided by various centers, schools and courses, teaching employees of mass professions - waiters, cooks, sports instructors, etc.

The Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2020 states that for the implementation of large tourism projects and the subsequent management of the created infrastructure facilities, tourist resources, there is a need for top tourism specialists and managers of the tourism industry. In this regard, it is proposed to consider the possibility of cooperation with Nazarbayev University.

- An important condition for the successful development of the recreation and tourism sector in the capital of Kazakhstan is the sufficiency of the special infrastructure and the availability of not complex facilities or services, but complex products - tour packages and programs. They should include not only the objects of the show, but also their thematic fullness, as well as the following components: a developed tourist infrastructure (accommodation, food, transportation for tourists) and professional services; availability of transport infrastructure, providing convenient access to the facility, comfortable sightseeing routes; high level of excursion service; a high-quality integrated product with the presence of personnel who are qualified with a wide range of knowledge and developed communication skills that make visiting the site as interesting and cognitive as possible for the tourist; qualitative, diverse and distinctive, including branded, souvenir products [17].

The main problems hampering the development of the tourism industry in Kazakhstan include: - disunity of participants in the tourism market;

- - insufficiently developed regulatory framework;
- - Inadequately high prices for accommodation with a fairly low level of development of tourist infrastructure.

A necessary condition for eliminating these problems and ensuring sustainable development of the tourism industry is the support of tourism at the state level.

Studies of the unsustainable development of tourism at the local level in developing countries (the reference to Urgup in the region of Cappadocia, Turkey), factors that contribute to the unsustainable development of tourism, are beyond the control of local residents and authorities. These factors are largely related to national issues, including economic policy, the importance of tourism for the country, the

relationship between decision-makers (ministers, department heads, etc.) and related international tour operators in the international tourism system. The main conclusion of the study is that the achievement of sustainable development of tourism at the local level in developing countries requires strong political decisions, control over their implementation and cooperation of international tour operators and local travel agencies [7].

Analyzing the policies and activities carried out in the field of tourism regulation in foreign countries, the paper highlights some of the principal approaches common to all the most developed countries in the tourist sphere:

- the main role in regulating the development of tourism of public authorities, with the creation at the national level of a single governing body, up to giving it the status of a ministry;
- the basis for regulating tourism are long-term strategies for sustainable tourism development and tourism development programs developed on their basis in the regions or individual components of the country;
- significant role of tourism in the implementation of social policy: both in the creation of additional jobs, and in the sphere of social protection of low-income strata of the population, giving priority to the development of social tourism;
- stimulating off-season tourism, in order to equalize tourist arrivals and, accordingly, reduce pressure on infrastructure - airports, airlines, land transport communications, accommodation facilities;
- manifestation by the bodies of state regulation of tourism of the increased interest in research and development in this sphere, analysis of development trends, use of marketing technologies;
- the strengthening of security requirements in connection with the frequent attacks of extremists of different persuasions;
- application and use of the newest technologies as a means of increasing the competitiveness of their own tourist product and increasing the degree of accessibility, the efficiency of the use of tourist resources;
- a close interconnection of activities for the development of tourism and measures to protect the environment, cultural and historical heritage.

LIST OF USED LITERATURE:

The inflated prices for tourist accommodation are a consequence of the inefficient tax policy of the state. To eliminate this problem and adjust the cost of services to average European prices, it is necessary to introduce local tourist rents in the subjects of the Republic of Kazakhstan, levied from tourism enterprises, by restructuring other taxes. The collected funds can be invested in the development of tourism infrastructure and recreational resources.

The arsenal of methods used to regulate and stimulate the development of the tourism industry in different countries is uniform in nature and includes economic, legal, social, organizational, cultural, and environmental practices used in the practice of all countries. However, the specific tool for implementing these methods varies and varies considerably across countries.

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ТУРИСТСКИЕ УСЛУГИ В СФЕРЕ ОБРАЗОВАНИЯ

Аннотация. Авторы статьи задевают проблемы туристской отрасли, в частности услуг их предоставления населению, что напрямую зависит от профессиональной подготовки кадров для туристской индустрии, которая в РК осуществляется на не высоком уровне. Управленческо-технологическая деятельность характерна для персонала, который обеспечивает технологическую последовательность обслуживания, согласовывает взаимодействие с другими технологическими звеньями. Подготовка специалистов среднего уровня в Казахстане обеспечивается в системе высшего образования, выпускающих бакалавров экономики, так и в специализированных учебных заведениях, дающих среднее образование.

Однако, отсутствует реальная взаимосвязь образования и отрасли туристских услуг, что отрицательно сказывается на развитии туризма в стране.

Ключевые слова: туристские услуги, индустрия, турагент, менеджер по резервированию мест, метрдотель, ресторан

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БІЛІМ САЛАСЫНДАҒЫ ТУРИСТІК ҚЫЗМЕТТЕР

Аннотация. Мақаланың авторлары туристік саланың проблемаларына, атап айтқанда, Қазақстан Республикасында жүзеге асырылмайтын туризм индустриясы үшін кадрларды кәсіби даярлауға тікелей тәуелді болатын халыққа қызмет көрсету бойынша қызметтер көрсетуді жоғары деңгейде қолданады. Қызмет көрсетудің технологиялық реттілігін қамтамасыз ететін, басқа технологиялық байланыстармен өзара іс-қимыл жасайтын қызметкерлерді басқару және технологиялық қызмет тән. Қазақстандағы орта деңгейдегі мамандарды даярлау жоғары білім беру жүйесінде, экономика бакалаврларын бітіріп, орта білім беретін мамандандырылған оқу орындарында қамтамасыз етіледі. Дегенмен, білім беру мен туризм индустриясының арасындағы нақты қарым-қатынас жоқ, бұл елдегі туризмнің дамуына теріс әсер етеді.

Түйін сөздер: туристік қызметтер, индустрия, турагент, брондау менеджері, қонақ үй, мейрамхана

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