

SOCIAL AND PROFESSIONAL DESIGNING OF TOURIST DESTINATION MANAGEMENT IN THE PROFESSIONAL TRAINING OF FUTURE TOURISMOLOGISTS

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Abstract: The present research analyses the effectiveness of implementing social and professional designing of tourist destination management through the content training of future tourismologists. The research focuses on structuring the authors' model of implementing social and professional designing of tourist destination management in the modern high school. Every detailed stage of implementing a certain type of social and professional designing in the professional training of future tourism specialists is marked by elaborating a cutting-edge database of scientometric publications, constructing the corresponding matrices for the analysis and assessment of the available potential of tourist destination, and calculating the total indicator of tourist destination resource potential. An explicit social commitment of the declared designing in training future tourismologists is emphasized by the problems of regional development of tourist destination management, by concentrating on ways to stabilize development and by overcoming the existing destructive tendencies with the help of a rational comparison of the available resource and demographic potential of the territory. The ways of increasing the educational process effectiveness influenced by the systematic use of social and professional designing technology of tourist destination management in the training of future tourismologists are analytically substantiated. A close relation of productive professional training with prevailing theoretical and practical aspects of tourism innovations is conceptualized; this determines personalization of the creative approach and innovative thinking. The effect of the rationalization of professional training in order to increase territory development indicators, to establish effective intra-industry cooperation and to maintain a systematically ecological optimum of the region is designed.

Keywords: social and professional designing, tourist destination management, professional training, future tourismologists.

1. INTRODUCTION

Problem setting. Modern life proves that increased competitiveness of each administrative and territorial unit is a priority task in the development of all the world countries. In this context, tourism is a major component of the service sector and (functioning at the local level) is determined by the effectiveness of professional training of tourismologists (tourism specialists), the effectiveness of the legislative branch, the development level of the regional management and by other factors.

The expediency of social order of the labor market for the professional training of tourismologists is the result of the socioeconomic development of tourist regions, which is partly due to the performance of the tourist destination management (TDM) on their territory – a type of regional management. The objective conditionality of the tourist destination management functioning is determined by the need to expand the development of the service sector as a whole, which, according to some scientists from the developed countries, accounts for more than 40% of the investment and about 70% of the employed population [24; 16].

In the international legislation, this social and professional course is backed up by the existing normative and legal framework reproduced at the content level of the existing standards ('The Hague Declaration of the Inter-Parliamentary Conference on Tourism, the UN', 'Charter of the World Tourism Organization', 'Global Code of Ethics for Tourism of the World Tourism Organization', etc.). Signing the crucial Association Agreement between the EU and the European Atomic Energy Community, on the one hand, and Ukraine, on the other hand, opened new horizons for the development of domestic tourism (Section V, Chapter 16, 'Tourism').

The bilateral aspect of this international cooperation has drawn the public attention to the recognized priority for tourism promotion of the regional development, the preservation of cultural heritage values and the maintenance of ecological balance [22]. Associative terms of the signed Agreement have also strengthened the significance of components of the branch legislation (in particular, the Laws of Ukraine 'On Tourism', 'On Resorts', 'On Museums and Museum Affairs' and other normative legal acts). In terms of the European community, the priority of regional tourism development is reflected in the productivity of the local TDM, since its effectiveness is an indicator of the territories' sustainable development and economic growth, and of social and cultural prosperity of the state as a whole.

Analysis of recent research and publications. The timeliness of the scientific interpretation of the regional management varieties (in particular, detailed TDM) is correlated with the current international standard of 'Europe 2020: A strategy for smart, sustainable and inclusive growth' which clearly states that overcoming the global poverty and social exclusion in the context of the world population reaching about 20 million people is possible only with regional development rationalization [4].

Therefore, the analyzed papers of contemporary foreign researchers actualize the following issues: tourism sociology (J. Souldard, W. Knollenberg, V. Boley, R. Perdue, N. Gard McGehee [19]; H. Tucker, E. Shelton [21] et al.); tourism management (M. Joppe [9] et al.); effectiveness of professional technologies (H. Hirsch [7]); professional designing of regional structures management (S. Nordin [16], A. Martínez-Pérez, D. Elche, R. García-Villaverde, G. Parra-Requena, J. Ruiz-Ortega, M. Beaucheshe [12; 14; 3 ; 5; 13], etc.), and pedagogics of tourism (D. Roberson [17], T. Leua, M. Erikssona, D. Muller [10], etc.).

The most recent research of Ukrainian scientists is closely related to the chosen issue: N. Stupen (resort and recreation industry management) [20]; V. Voronkova and O. Kivlyuk (information support of educational designing) [23]; N. Bakhmat, T. Dudka, V. Lyubarets (multimedia educational technologies in tourism managers training) [1]; N. Shevchenko and N. Kuchinova (creativity of professional thinking) [18]; S. Herasina (social and communicative competence of students) [6].

The aim of the research. To analyze the significance in training future tourismologists in the social and pedagogical designing of tourist destination management; the mechanism of its implementation will raise the issue of integrating local regional management into the European tourism industry in order to promote the sustainable development, economic growth and social and cultural welfare of the administrative and territorial units of the state.

2. RESEARCH METHODS

The stage-by-stage research was ensured by a whole range of methods: general scientific (inductive, deductive, heuristic, descriptive, problem stage-by-stage, comparative, bibliographic, generalization, modeling), statistical (statistical analysis of quantitative indicators to rationalize the formulation of conclusions), and special (structural and prognostic).

3. RESULTS

The research modeling of the professional designing of regional structures management serves the purpose of studying tourismologists and representatives of other science branches, which confirms the indisputable significance of the title phenomenon for the development of the society and the state as a whole [16; 12; 14; 3; 5; 13]. A lack of scientific and conceptual consensus among the researchers regarding substantiation of the essential content of the 'tourist destination management' category is due to the dichotomy of authors' approaches to the practical conditionality of objective functioning (and hence the ambiguity of the mechanism of social and professional designing) of the phenomenon at different levels: planning (enhancement of available destinations based on the tourism industry development level and environment variability) [16; 12; 14; 3; 5; 13] or critical (maintaining the optimal level of existence of the destination to preserve the existing traditional tourist style) [8; 9; 19].

In search of the most rational substantiation of the content of the TDM, combining the methods of systematization and generalization, the authors of the present research have conditionally allocated two groups of approaches which reveal the category content at the managerial level: a highly organized social and economic system of the tourism region, formed by a number of independent and geographically related service components [2; 16]; an intra-diversification complex of *interconnected* and territorially allocated elements of the service [15; 9]. An indisputable argumentation of the above-mentioned approaches to the TDM definition proves that the underlying concept of the research is personality.

The priority of the personality-centered factor in implementing tasks and functions of tourist destinations management is reproduced via the hierarchy of the top-middle-down managements and in the context of practical planning, designing, organizing, coordinating and monitoring of the corresponding areas of professional activity. A key to the social success of the sector management and to the competitiveness of a tourismologist in the labor market is high-quality professional training that is

substantially linked to the world-renowned scientific achievements of the modern international community.

The educational qualification obtained in professional training is reflected by the acquired knowledge and by the formed skills, and is made possible, in particular, by involvement in the teaching techniques of social and professional designing. The value of this technology is reproduced in the real practical possibility of future tourismologists: **actualizing** weak points that restrain the TDM development; **considering** possible variations of strengthening the tourism region development; **outlining** the ways to resolve existing destructions with the available resources and demographic potential in the given territory.

Extensive pedagogical experience of the authors proves that social and professional designing technology is an indispensable tool in training future tourismologists whose activities are further associated with relevant tourism projects. The level of competitiveness of tourism projects is extrapolated to the demand and is measured by the amount of cash received from the customers. Currently, developing a competitive tourism project is an extremely difficult task. A correct calculation of the demand for a tourism project can be carried out by a highly professional tourismologist with experience in designing, acquired during university studies.

Modern social requirements to the level of professional training of future tourismologists are a very relevant pedagogical problem, as evidenced by a number of thematic scientific papers [10; 17; 1]. The solution to this problem involves organizing the educational system in such way that it promotes the acquisition of new knowledge and designing skills. It will be possible if more advanced tasks are offered to the students. To simplify the organization of professional training of future tourismologists, a higher school teacher faces an extremely important task – to select and differentiate the problem assignments by the level of complexity.

All problem assignments must meet the requirements of time – to be relevant and, at the same time, substantiated from the point of view of the world-renowned scholars. An unlimited scientific, informational and intellectual source for teachers and students is, in particular, a rating electronic database of modern scientific and periodical publications that reflect the civilization and research progress of the 21st-century society. As the theoretical, conceptual and methodological basis for further implementing educational tasks of the TDM social and professional designing, the authors of the present research suggest using the world highly rated scientometric thematic publications of ‘Tourism, Leisure and Hospitality Management’ (first four positions according to 2017) that study the relevant issues (see Table 1). Data in Table 1 imply that each of the above-reviewed research journals has a structural section ‘Tourism, Leisure and Hospitality Management’ logically based on the scientific and thematic structuring of the journals (Table 1).

At the theoretical and practical level, this fact confirms the availability of the intra-industry cooperation between economic entities directly involved in tourist service. To elaborate and clarify all the possible alternatives and existing links between these entities within the tourism industry, it is advisable to practice the implementation of the TDM social and professional designing during the training of future tourismologists, which today is an objective and timely requirement.

Table 1

World highly rated scientometric thematic publications of 'Tourism, Leisure and Hospitality Management' (first four positions according to 2017)

Nº	Journal's title: structural sections	N-index (2017 p.)	Web-widget of the thematic journal*
1	Tourism management: - development; - strategy and management; - tourism, leisure and Hospitality management; - transportation.	143	
2	Journal of Travel Research: - geography, planning and development; - tourism, leisure and Hospitality management; - transportation.	103	
3	Annals of Tourism Research: - development; - tourism, leisure and Hospitality management.	132	
4	Journal of Hospitality and Tourism Research: - education; - tourism, leisure and Hospitality management.	50	

* www.scimagojr.com

In the context of simplifying the tasks of professional training of future tourismologists, the need to develop a theoretical and conceptual model for the implementation of the TDM social and professional designing by a future specialist in higher education institution was actualized (see Figure 1). The idea of developing this model was substantiated by the fact that the list of professional duties of the future tourismologists includes stage-by-stage planning of tourist services for the available clients (inbound and outbound) (Fig. 1).

The transit route of the latter, as a rule, crosses the borders of one or several tourist destinations. Thus, there is an urgent need to implement the TDM social and professional designing, which will ensure further practical adjustment of the close intra-industry cooperation with all the parties of the tourist service (Fig. 1).

Rationalization of the process of the stage-by-stage TDM social and professional designing within a defined administrative unit (domestic or foreign) requires a detailed elaboration of the location of economic entities by a future tourismologist in order to carry out quantitative calculations of the total indicator of the tourist destination resource potential (Figure 1). Implementing a number of complex tasks in terms of the ongoing social and professional designing of the TDM challenges the consideration of regional issues: an extensive structure of available varieties of tourism resources; and a

multidimensional market offer of major and related tourist services (in particular, analyzing the available tour packages offers) based on the available resource potential of a certain territory.

The first stage of such implementation has been identified by the search and selection of secondary thematic sources. At this stage, we recommend to use the newest and most progressive information data (including scientometric databases), which will enable a simultaneous solution of several tasks of professional training of future tourismologists: 1) completing the content and scope of the foreseen complex of knowledge and skills; 2) productively implementating the innovation tasks (a dualism of the creative approach and innovation of thinking) while analytically working with the information database; 3) establishing heterogeneous linguistic traditions while studying global research in foreign languages and with respect for social and cultural achievements of different nationalities (cross-cultural approach) (Figure 1).

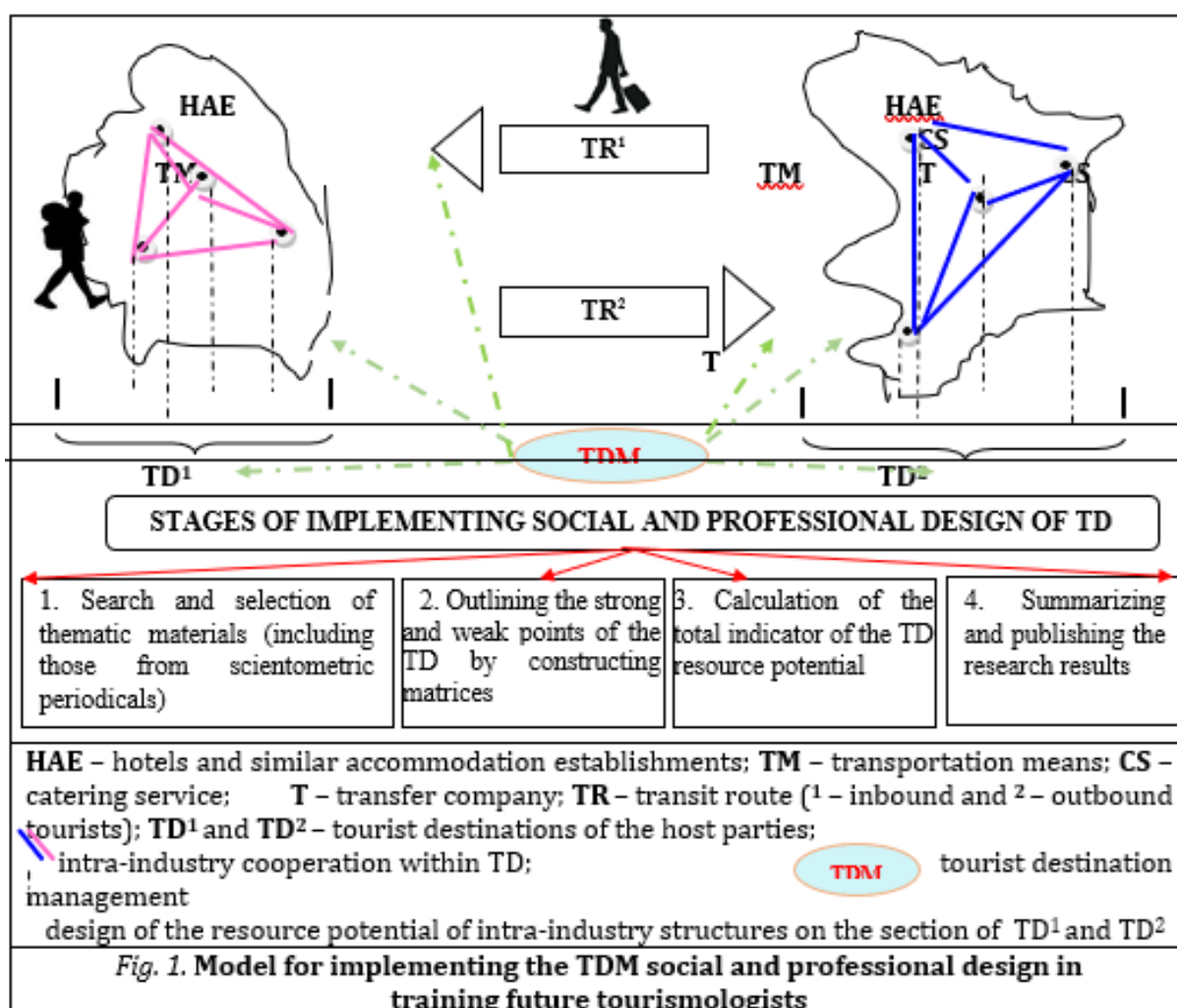


Fig. 1 shows that in terms of practical implementation of the TDM social and professional designing, opportunities to design the resource potential of the most competitive providers of tourism goods and services (ARZ, ZP, ZH, T) of a certain territory arrive for definite sections of the tourist destination (TD1 and TD2), thus, outlining their territorial distance from each other. Determining the competitiveness level of the suppliers within the tourist destination will be possible by operating a number of

economic indicators (efficiency of the enterprise activity, financial position, promotion and sales, service competitiveness). Such sequence of cognitive operations may prompt a future tourismologist to outline strong and weak points of the tourist destination by constructing corresponding matrices, that is, **the second** stage of the task implementation (Fig. 1).

To illustrate this stage of the TDM social and professional designing, a future tourismologist will be offered to independently construct two matrices – SWOT analysis and market assessments of several competitive suppliers of tourism goods and services. To avoid duplicating the well-known traditional version of the SWOT analysis matrix, the authors will limit its presentation to only the second variant of the matrix (see Table 2) [11]. Implementing **the third** stage of the TDM social and professional design involves calculating the total indicator of the tourist destination resource potential (Fig. 1).

The practical fulfillment of this task by the future tourism specialist should be based on the data of the market evaluation matrix of several competitive suppliers of tourism goods and services (Table 2). It is worth emphasizing that Table 2 gives four variants of suppliers (GZR, ZH, ZP, T) that future tourismologists previously selected and included in the list of the most competitive ones from the general list of possible options. To do this, students are encouraged to calculate the total indicator of the resource potential of the tourist destination (Σtd).

Table 2

The matrix of rating the resource potential of a tourist destination in the market of tourism services and goods suppliers [11, p.148]

Indicators	Rating (R)														
	High ($O_n = 15$)					Medium ($O_c = 10$)					Low ($O_n = 5$)				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Class of service (CS)															
Fund characteristics (FC)															
Price policy (PP)															
Location of the entity (LE)															
Ease of accommodation rating (EAR)															
System of activity organization (SAO)															
Additional services (AS)															

● ● ● ● - competitive suppliers of tourism goods and services

The total indicator of the resource potential of a tourist destination (Σtd) is calculated by the following formula:

$$\Sigma_{\tau d} = (CS * R) + (FC * R) + (PP * R) + (EAR * R) + (SAO * R) + (AS * R),$$

where **CS** is class of service, **FC** are fund characteristics, **PP** is price policy, **LE** is location of the entity, **EAR** is ease of accommodation rating, **SAO** is system of the activity organization, **AS** are additional services.

The variation of the rating (**R**) is quantified in the triple system of high (**Rh**), medium (**Rm**) and low (**Rl**) parameters, each of them further differentiated in a five-point section. A specified parameter corresponds to the scale of values (**Rh = 15, Rm = 10 and Rl = 5**) (Table 2). To calculate a selected indicator (**CS, FC, PP, LE, EAR, SAO, AS**), a certain value of the scale parameter of corresponding values must be multiplied by the data of the five-point section (from 1 to 5) (Table 2).

A logical completion of the TDM social and professional designing is *the fourth* stage which implies summarizing and publishing the research results in the form of a round table, an open lecture, etc. According to the authors, wide use of the proposed model in the professional training of future tourismologists virtually becomes an effective mechanism for implementing the relevant tasks of vocational education linked to modern requirements of the society. Figure 2 presents the mechanism of implementing the professional training of future tourism specialists through the TDM social and professional designing (see Figure 2).

4. CONCLUSIONS AND PROSPECTS FOR FURTHER STUDIES

A mechanism of the quality professional training of future specialists in high school depends on the efficiency of technologies used in the educational process. A leading position there belongs to social and professional designing.

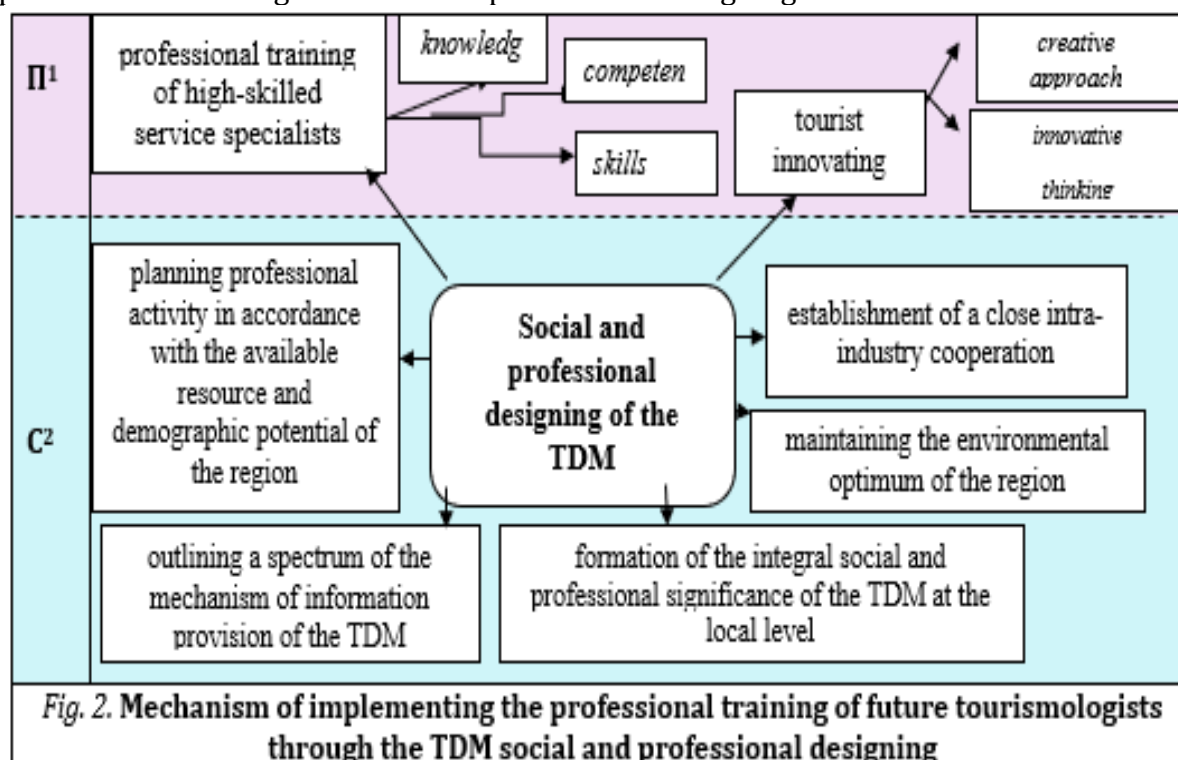


Fig. 2. Mechanism of implementing the professional training of future tourismologists through the TDM social and professional designing

Π¹ – professional and C² – social component of the TDM social and professional designing

The sequence of stages of implementing the TDM social and professional designing increases the level of professional training of future tourismologists and promotes the rationalization of regional management through its actualization in time and space: productive professional training of highly qualified service specialists; wide popularization of tourism innovations (domination of the creative approach and innovative thinking) at the theoretical and practical levels; rational planning of professional activity in accordance with the available resource and demographic potential

of the region; the effectiveness of the mechanism of the TDM information support; cutting-edge formation of an integral view of the social and professional significance of the ITD at the societal level; effective establishment of close intra-industry cooperation; systematic maintenance of the environmental optimum of the region.

The research results do not exhaust a multiple objectification of further scientific inquiries such as research and introduction of new technologies for training service specialists involving information resources in the designing activity – specially developed software in order to facilitate the calculations and to optimize the regional inter-industry structure which forms an integral potential of the available tourist destination.

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