

**THE REGIONAL SYSTEM OF QUALIFICATIONS: FUNCTION IN  
THE TOURISM AND LOGISTIC INDUSTRY**  
**KVALIFIKĀCIJU REĢIONĀLĀ SISTĒMA: TĀS DARBĪBA TŪRISMA UN  
LOGISTIKAS NOZARĒ**

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**Abstract.** *The purpose of the research is to identify the functioning role of the regional system of qualifications through the features of the development of relevant professions system in tourism and logistics industry within the digital economy field. The problem of research is associated with contradictions in the regional labor market due to low demand for former professions as well as the devaluation of the educational system because of the lack of technology in the process of educative and other alternative platforms and profiled sites development. The novelty of the research is in the application of the institutional approach of the strategic model of interaction for the implementation of professional standards in the actualization of qualifications in the labor market as well as employment by means of design and professional examination sites. The main conclusions of the research are expressed by the fact that the model of interaction of the three forces in the implementation of the institutional approach to the development of the regional system of qualifications as a tool for modifying the economic and labor potential of the Pskov region is presented on the principles of competitive advantage including the working out, modification and implementation of educational programs in the tourism area.*

**Keywords:** *labor market, professional standards, regional system of qualifications, tourism and logistics industry.*

### **Introduction**

The relevance is determined by invaluable importance of the regional system of qualifications as an imperative tool of reducing the contradictions between the market of educational services and the labor market in the area of tourism and logistics industry. The functionality of the regional qualifications system correlates with the introduction and initiating of qualification assessment centers as well as both examination professional sites and digital platforms based on the contract partnership between educational organizations, business communities and government authorities. In its turn, the formation of the digital economy puts forward new directions and requirements to the level of the labor force professional competence. The economy of the Pskov region is losing competitiveness without development of professional councils, educational and information platforms, provision of regional and digital infrastructure (regional system of qualifications - RSQ, qualification assessment centers - QAC, examination, professional platforms - EPP) on the implementation of professional standards in the labor market.

The purpose of the research is to identify the functioning role of the regional system of qualifications through the features of the development of relevant professions system in tourism and logistics industry within the digital economy field. Goal-setting of the study involves the following tasks:

- to give reasons to the relevance of the research by means of problems range and legal base as an imperative to achieve the competitiveness of the tourism industry;
- to indicate the composition of determinants of competitive advantage expressed by historical and cultural background and heritage of the Pskov region;
- to identify the features of the institutional approach to the development of the regional system of qualifications in the formation of a strategic model of interaction of the three forces;

- to reveal the role of RSQ as an effective tool for the implementation of professional standards in the development of regional digital infrastructure in the tourism industry;
- to indicate foreign experience in the formation of the register of professions and their standards through interactive and digital information systems, as well as the development of the regional methodological center of the RSQ.

Such general scientific methods as: systematic, strategic, dialectical, deductive and inductive methods, analysis and synthesis are used in the research to ensure the validity of the conclusions received.

### **Main body**

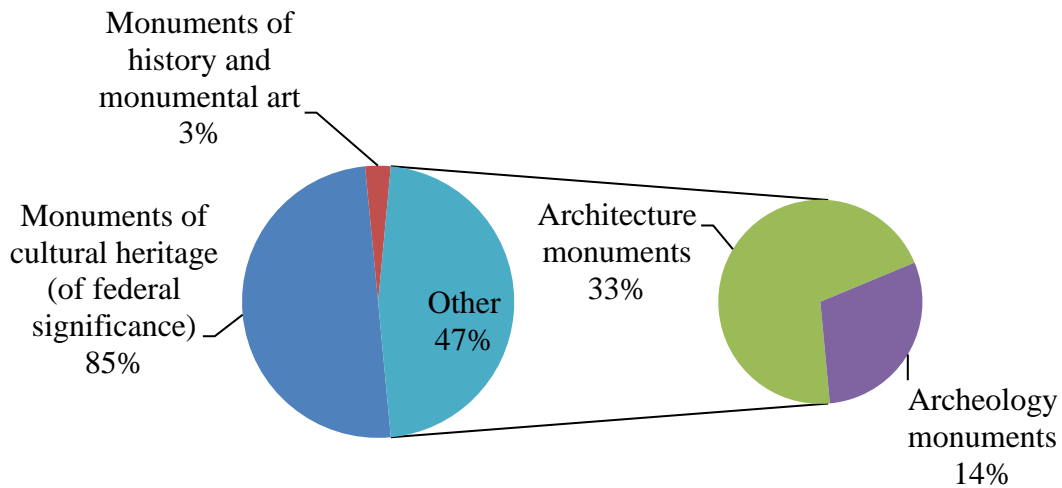
Today in the Pskov region there are enough problems that limit the growth of the economy, including tourism and logistics. The short-term stay of tourists, both lack of hotel facilities and the development of the tourism and logistics industry, the economic disadvantage of the region refer the region on the brink of outsiders in Russia (*Dokashenko, 2014, p.23*). There are obvious contradictions between the requirements of the labor market for the training of specialists in the field of tourism and the level of their skills, which does not correspond to current trends and increased needs in the conditions of digital development of the economy. There are obvious contradictions between the need to develop new professions and the imperfection of the professional qualification structure of personnel, and lack of technology. The main factors hindering the actualization of professional standards in practice, according to experts, are the lack of proven methodology and technology for the implementation of professional standards, including the lack of formation of professional communities (*Kadyrov, Kulbuzheva, 2016, p.69*).

The competitive advantage of the tourism sector is fixed by the regional regulatory framework in accordance with the Resolution of the Government of the Russian Federation № 1632-r dated 28.07.2017 "On approval of the program "Digital economy of the Russian Federation" № 1632-r dated 28.07.2017:

1. The law of the Pskov region № 640-OZ dated 19.12.2013 "On tourist activities in the Pskov region."
2. The resolution of the Administration of the Pskov region № 139 dated 12.05.2000 "On approval of the Regulations on the procedure for the making the tourist services available by tour operators and travel agents at state-owned facilities located in the Pskov region."
3. The order of Administration of the Pskov region № 193-p dated 16.07.2010 "On the approval of the Strategy of social and economic development of the Pskov region till 2020".

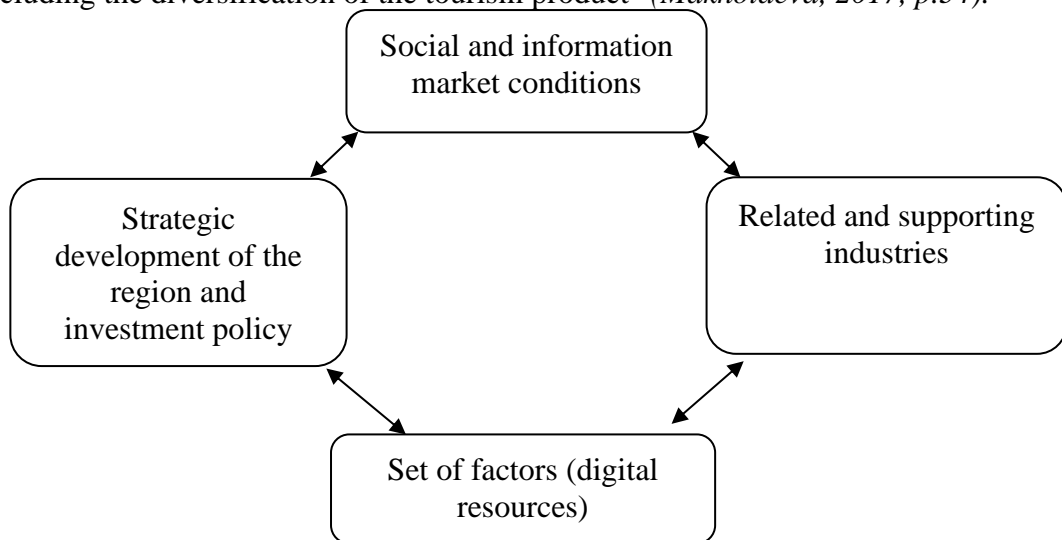
In the Federal law № 132-FZ "On bases of tourist activities in the Russian Federation" dated 24.11.1996 it is stated that "the state creates favorable conditions for growth of tourism by allocation of the priority directions, target programs of development of alternative types and forms of tourism (business, health improving, scientific and informative) as well as creation of favorable image of regions of the Russian Federation".

In principle, preservation and acceptance of national cultural monuments, forming of recreational and tourist areas, the development of tourism and logistics industry - all this is due to the cultural and historical conditions of socio-economic development of the Pskov region. The Pskov region is an attractive area for tourists because of location, environmental conditions and cultural and historical heritage. The Pskov land has exceptionally been rich in monuments of its glorious history and has had a truly invaluable historical and cultural heritage (*Ivanchuk, Kungurtseva, 2017*). There are 3 state museums with their 8 branches, municipal museums in the region (Figure 1).



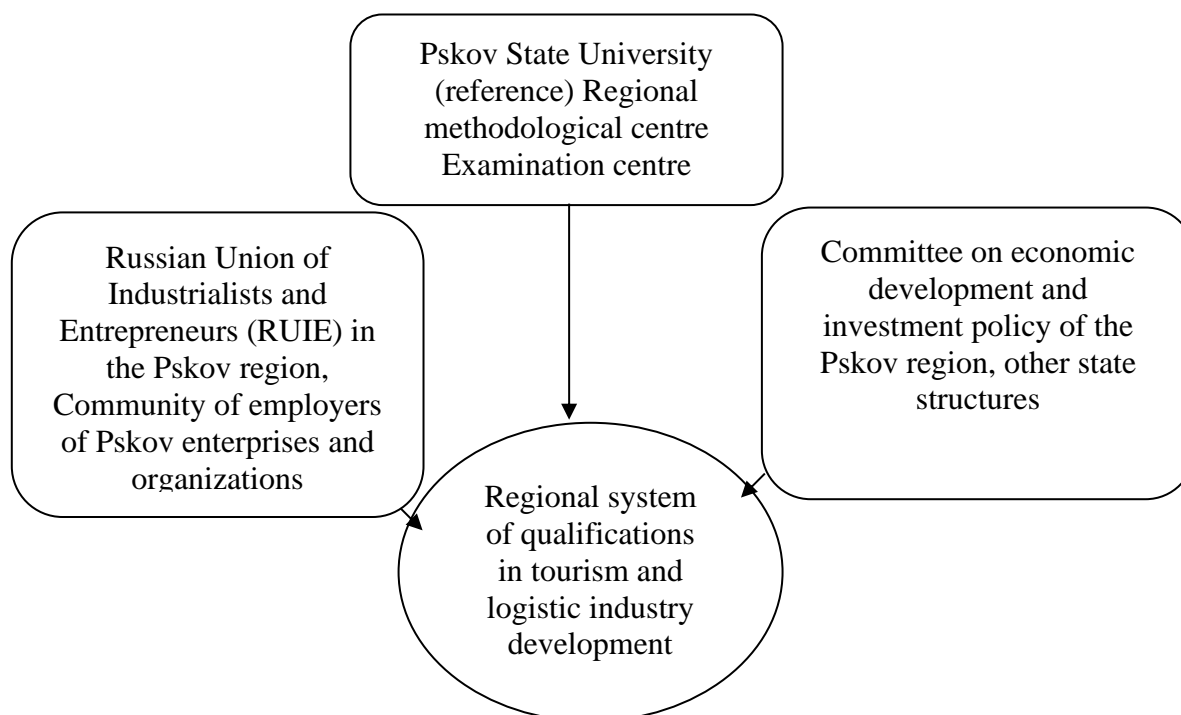
**Figure 1. Historical and cultural heritage of the Pskov region**

Based on competitiveness assessments (Figure 2) of economic development of the Pskov region, according to O.A. Bakumenko one should: "take into account the four fundamental determinants for the implementation of priority areas of development of the region, including the diversification of the tourism product" (Makhotaeva, 2017, p.34).



**Figure 2. Determinants of competitive advantage**

As a tool for modifying the economic and labor potential of the Pskov region, the regional system of qualifications is important through educational and examination sites on the basis of the supporting Pskov State University in providing social and information infrastructure, in the development of the tourism and logistics industry on the basis of the interaction of the three forces (Figure 3) - social partnership of representatives of educational institutions, government organizations with business community.



*Figure 3. Strategic model of interaction of the three forces of RSQ*

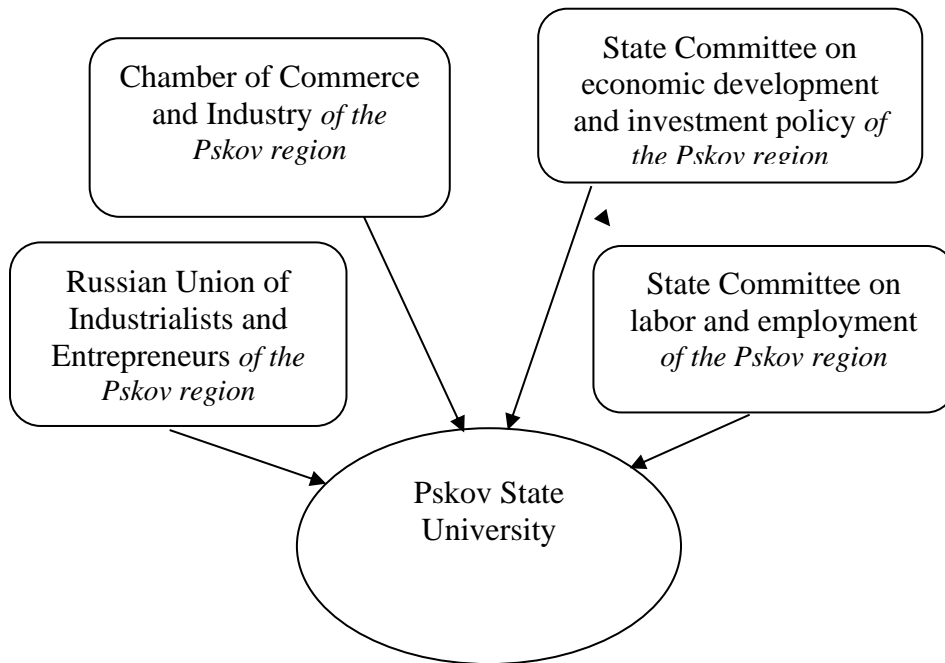
Actualization of the development strategy of RSQ in the Pskov region as a tool to improve the competitiveness of labor potential is due to the formation of a "platform of interaction" for the long term period, where the strategic objectives of the reference supporting University are as follows (*Pskov State University, 2018*):

- population capacity increase;
- generation of innovations and training of implementing teams by creation of educational platforms, social engineering and activation of innovations in science, educational services.

In its turn, the RUIE of the Pskov region had identified the following strategic objectives:

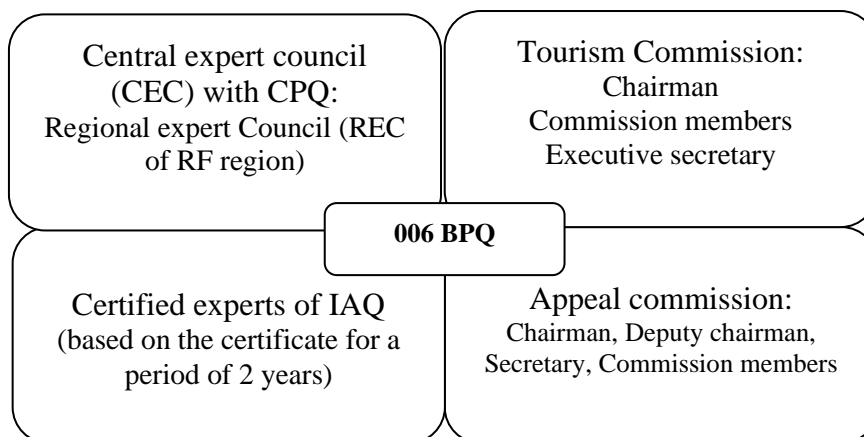
- to create an attractive image of the University for three categories: students, professional and teaching staff, employers in digital and alternative format;
- to modify the list of professions according to the requirements of enterprises;
- to develop of popular scientific cooperation centers schools, the University and the business community (for example, Quantorium).

Specific peculiarities of development of the RSQ for the training of specialists, attraction of investors, joint implementation of national and regional projects on the basis of the reference supporting function of the Pskov State University (*Andreyanova, 2018, p. 167*) are represented by means of social partnership of strategic model of interaction between participants, that will cause the providing with new jobs and encourage tourism in the region to worthily compete with neighboring regions (Figure 4). In general, the formula for the implementation of the development strategy of the RSQ is a model of interaction of the three forces; in this case the Pskov State University institutionally acts as an entrepreneurial structure in the Pskov region economy development process.



**Figure 4. The institutional approach RSQ development**

The creation of a strategic model of interaction in the elimination of contradictions requires the actualization of the introduction of new professional standards by means of the RSQ successful functioning as an effective tool. Within the framework of the RSQ, activities related to certification, assessment of the qualifications of employees of the tourism industry engaged in the organization and provision of tourism services, assessment and training in the form of courses, as well as taking part in additional programs will allow employers to increase the motivation of the staff and improve the efficiency and quality of working functions. Thus, on the basis of the council of professional qualifications (BPQ) in the field of hospitality, the certified experts of the independent assessment of qualifications (IAQ) provide regional expert centers (Figure 5).



**Figure 5. The Structure of the professional council in the area of hospitality**

In its turn, the imperative of the interaction of RSQ with QAC on the basis of WorldSkills as well as of the Federation of restaurateurs and hoteliers (FR &H) will allow to expand the geography of the examination sites for the development of the tourism industry in the Pskov region, which has growing dynamics within 71 professional qualifications.

In the area of tourism, several professional standards are presented: "Specialist in the organization and provision of tourist services", "Specialist in the forming, promotion and implementation of the tourist product", "Waiter", "Head of the hotel system", "Head of the catering company" and "Tour guide (guide)". The only one standard is officially accepted - "Tour guide (guide)", which has been approved by the order № 539n of the Ministry of labor and social protection of the Russian Federation dated 04. 08.2014.

On the basis of international experience in the development and application of professional standards (Karamysheva, 2017, p. 774) it is true (Figure 6) that the three groups of tools are necessary for the practical implementation of the standardization of qualifications: interactive and digital information systems, a unified register of professional standards, scientific and methodological system of independent assessment of qualifications.

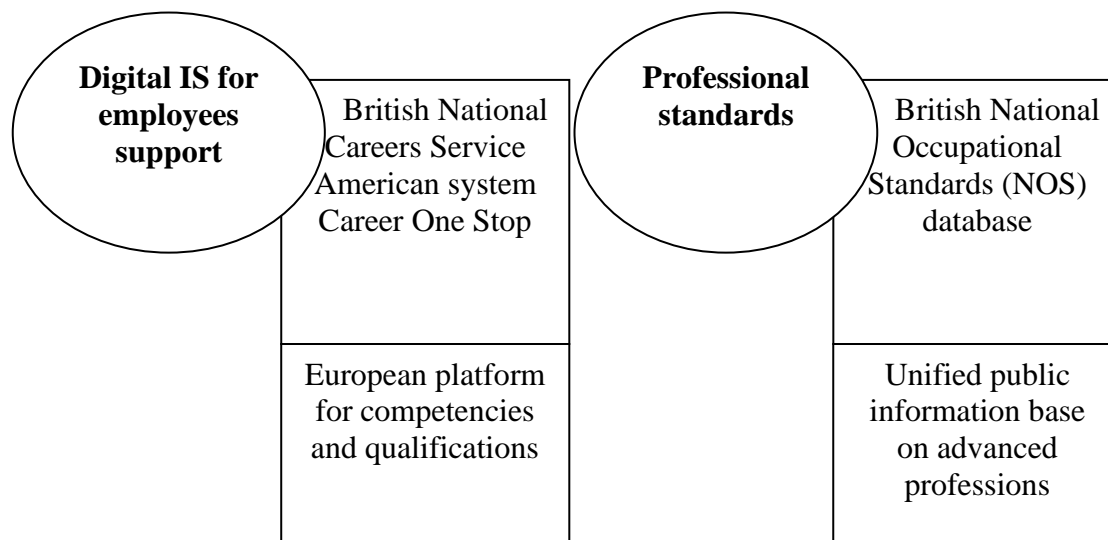


Figure 6. International experience of instrumentation of professions modifications

The importance of RSQ through the regional methodological center (RMC) is relevant due to the development and implementation of educational programs in the area of tourism:

1. *Domestic tourism and excursion activities.* The program is aimed to the formation of students' professional competencies necessary both for the implementation of professional activities in the area of domestic tourism and the obtaining the new qualification "Tour guide (guide)".
2. *Planning in tourism and excursion activities.* The program is intended to improve the professional competence of teachers in tourism and excursion activities items as well as the formation of ideas about modern methods of planning in tourism and the main directions in the areas of hospitality and excursion activities.
3. *Art criticism aspects of local history.* The program is intended for the qualitative development of the level of professional competences in the area of history of fine arts, necessary for teaching and creative activities.
4. *Organization and development of service enterprises in the regional market.* The program is purposed to the qualitative development of professional competences level of students which are aimed at the development of modern thinking and practical managing skills in the service sector.

### Conclusions and suggestions

Taking into consideration the above mentioned statements of the research the conclusions to be formulated are as follows:

1. The relevance is due to the problems of contradictions in the regional labor market, requiring legal regulation in achieving the competitiveness of the tourism industry.
2. The structure is worked out combining the determinants of competitive advantage in the socio-information environment, the strategic interaction model, information and digital resources, the relationship of economic sectors, allowing to obtain the multiplier effect.
3. The institutional approach to the development of the regional system of qualifications in the formation of a strategic model of interaction of the three forces is due to the principle of social partnership and a set of strategies for the modernization of educational and professional conditions in the regional market.
4. The role of RSQ as an effective tool for the implementation of professional standards in the area of tourism is a complex of educational, professional, methodological, planning, interactive technologies based on the principle of a systematic approach of regional and digital infrastructure.

In conclusion, it should be noted that the training of specialists of new professions of the digital generation who have to be competitive in the tourism and logistics industry, creates the prerequisites for an attractive eco-image of the Pskov region, improving the level of tourist service that will meet the competitiveness of the economy. The regional system of qualifications, being an effective tool for regulation and self-regulation of the qualifications market, allows: to ensure the development of qualifications for the development of the regional labor market and the economy; to saturate the labor market with competitive specialists who are ready to work at a high professional level; to provide citizens with access to qualifications that meet the modern needs of the digital economy.

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#### **Kopsavilkums**

Raksts ir veltīts reģionālās kvalifikācijas sistēmas (RKS) piemērošanai, lai aktualizētu jaunas profesijas Pleskavas apgabala tūrisma un loģistikas nozarē, nodrošinot jaunas darba vietas un stimulējot nodarbinātību. Tiek izskatīti jautājumi par sadarbības modeli nacionālo projektu un reģionālo programmu ietvaros starp valsts institūcijām un sabiedriskajām organizācijām, kuras īsteno projektu aktivitātes, izglītības iestādēm un biznesa vidi, attīstoties digitālajām tehnoloģijām.

Noteikti Pleskavas apgabala tūrisma un loģistikas nozares konkurētspēju ietekmējošie faktori, kā kultūrvēsturiskais mantojums, sociāli informatīvā tirgus konjunktūra, nozares atbalsta un investīciju politika.

Pamatojas RKS kā profesionālo standartu ieviešanas rīka loma, sagatavojot konkurētspējīgus speciālistus tūrisma nozares tirgum, izveidojot infrastruktūru ekspertu darbībai un profesijas eksāmeniem, profesionālu ekspertu - darba devēju un biznesa vides pārstāvju - sagatavošanai un piesaistīšanai. Pēc būtības RKS trīs spēku mijiedarbības stratēģiskais modelis, balstoties uz Pleskavas Valsts universitāti kā galveno universitāti, paredz tādas darbības formas kā: sociālais dizains, profesionālo un digitālo platformu attīstība, inovatīvo centru un forumu veidošana, kam nepieciešama institucionāla pieeja.

Rakstā norādīts uz darba tirgū esošo Pleskavas apgabala uzņēmumu - darba devēju augsto pieprasījumu pēc viesmīlības speciālistiem darbojošās profesionālajās padomēs, reģionālajos ekspertu centros, kvalifikācijas novērtēšanas centros, kuri atbilst *WorldSkills* prasībām, kā arī restorānu un viesnīcu īpašnieku federācijās. Pieprasījuma apmierināšana notiek izstrādājot un piemērojot profesionālos standartus un izglītības programmas, sagatavojot jaunos speciālistus Pleskavas Valsts universitātē.

Sagatavojot rakstu, secinājumi un pētījuma rezultāti pamatojas uz autoru viedokļu analīzi, likumdošanas avotu pārskatu, RKS dalībnieku uzraudzības informāciju un darbības rādītājiem.