2.2. Assessing tourism knowledge pool in Murmansk region institutions
Main groups of indicators of assessing human resources in the sphere of tourism in the region

**Internal**
- Tourist organizations, hotels and other types of accommodation in the region
- Regional vocational education in the sphere of tourism and hotel business
- Regional policy in the sphere of tourism-related human resources

**External**
- Geopolitical location of the region
- Natural, historical and cultural resources of the region
- Political factors
- Scientific resources
- Tourist infrastructure
CHARACTERISTICS OF HUMAN RESOURCES IN THE SPHERE OF TOURISM IN THE MURMANSK REGION (2009)

Organizations:

48 tourist firms
- 10 tour operators
- 33 tour agents
- 5 firms with other tourist activities

114 accommodations
- 62 hotels
- 52 specialized enterprises
AVERAGE NUMBER OF EMPLOYEES:

1. Tourist firms – 246 people
   - Tour operator activities – 75 people
   - Tour agent activities - 124 people
   - Other tourism-related activities – 47 people

2. Means of accommodation – 2251 people

69 employees have Tourism-related education
In the Murmansk region there are 53 institutions of vocational education:

- 25 Institutions of SVE
- 28 HEI

In 7 educational institutions Programs of professional training and supplementary education have been developed:

- 2 HEI
- 4 institutions of SVE

Professional training for the tourism sector is carried out at 6 EI:
REGIONAL POLICY IN THE SPHERE OF TOURISM-RELATED HUMAN RESOURCES

Main Program Documents:

- Strategy of Socio-Economic Development of the Murmansk region up to 2025;
- Law on State Support of Tourism Development in the Murmansk region;
- Subprogram “Tourism Development in the Murmansk region for 2012-2014”, developed within the Program “Development of Competitiveness of the Murmansk region in 2011-2013”
SUMMARY OF STRENGTHS AND WEAKNESSES OF TOURISM-RELATED HUMAN RESOURCES IN THE MURMANSK REGION
**STRENGTHS**

In the Programme of socio-economic development of the region, tourism is seen as a key sector of the economy. Mass media generate the image of the region as a favorable tourist destination. In the region there are eight tourist information centers, as well as a regional tourist portal on the Internet.

Developed network of tourist companies, hotels and accommodation in the region, as well as institutions of higher, secondary and supplementary education, implementing training programs for employees for the tourism industry, contributes to the development of tourism in the Murmansk region.

A considerable degree of autonomy of educational institutions provides mobility in the market.

The high educational and scientific level of the faculty at educational institutions, a reflection of the territorial specifics of the region in educational programs, the presence of methodological expertise and sufficient material base in certain specialties of secondary professional education.
Weaknesses

- There is no program of tourism development in Murmansk
- Mechanisms of interaction between business, government and education are not regulated
- Regional authorities’ poor coordination of various educational institutions’ activities reduces the effectiveness of vocational training in tourism and hospitality industry
- The low level of awareness of possibilities for training and skills development in tourism region
- Insufficient number of organizations that implement tour operator activities
- The low percentage of trained employees in the tourism and hospitality industry
- Poor orientation of tourist firms’ management at their staff development.
- Competition from other regions (St. Petersburg, Moscow) in training for enterprises in the tourism and hospitality industries
- Curricula do not reflect the real needs of regional businesses in the area of professional qualities of employees in the tourism and hospitality industry
ASSESSING PERSPECTIVES OF HUMAN RESOURCES DEVELOPMENT IN THE SPHERE OF TOURISM IN VIEW OF EXTERNAL FACTORS
Strategically important geopolitical position in terms of tourism development

The unique nature of the region, a large number of rivers, a great variety of landscape

The subprogram "Development of small and medium – enterprizes enterprises in the Murmansk region" in the long-term target program "Development of the competitiveness of the Murmansk region" in 2011 - 2013" contributes to the development of small businesses in the region

Sufficient scientific and research potential of the region; High concentration of scientific and research organizations.

Relatively well-developed system of telecommunications; Relatively well-developed system of transport communications: railway, road, air and sea routes
## Threats

The region is remote from the central regions of Russia, which causes transportation isolation and expensive transportation costs of tourism products.

Hard climatic conditions limit the possibilities of full development of many areas of tourism.

Seasonal nature of tourism forms a narrow market segment.

Underdeveloped mechanisms to support small and medium enterprises in the tourism sector.

Lack of funding for regional research projects in the tourism sector; There is no Tourism marketing strategy.

The uneven development of regional transport infrastructure.
MAIN INSTITUTIONS, INVOLVED IN THE RESEARCH

• Ministry of economic development of the Murmansk region
• Educational institutions of secondary, higher and supplementary education
• Tourist firms, hotels
• Tourist Information Center in Mochegorsk
• Lapland Nature Biosphere Reserve
• Northern Chamber of Commerce
• Association of tourist enterprises “Gulfstream”
• Murmansk regional branch of the Russian non-governmental organization of small and medium-sized entrepreneurship “Russia’s Support”
MAIN EDUCATIONAL INSTITUTIONS, INVOLVED IN THE RESEARCH

- Murmansk State Humanities University;
- Murmansk State Technical University;
- Murmansk Institute of Economics – branch of non-state educational institution of higher professional education “Saint-Petersburg University of Management and Economics”;
- Murmansk Marine Fishing Industry College named after Mesiatsev;
- Murmansk Technological College of Service;
- Saint-Petersburg industrial and economical college, Murmansk branch;
- Northern College of Physical Culture and Sports in Monchegorsk;
- Institute of supplementary vocational education at Murmansk State Technical University
GOOD EXAMPLES RELATED TO TOURISM DEVELOPMENT WHERE OUR REGIONAL INSTITUTIONS HAVE BEEN INVOLVED

Murmansk International Tourist Forum «ARCTIC TOUR INVEST»

Murmansk International Economic Forum
BUSINESS-KNOWLEDGE IN STUDY PROGRAMS

Secondary-level vocational education:
- Hotel service (manager);
- Organization and service (basic level);
- Tourism (specialist in tourist services);
- Administrator;
- Waiter, barman (primary vocational education);

Higher education:
- Tourism (Bachelor in Tourism);

Supplementary Education
- Manager of resort, hotel business and tourism
3 MAIN CHALLENGES

- Isolation of educational institutions and business in solving problems of training the staff for the tourism sector
- No regional legislative acts, regulating the level and profile of education (for tourism related staff)
- Lack of information for business and education
3 STRENGTHS

Strategically important geopolitical position in view of incoming tourism, development of international cooperation

Mass media form the image of the Murmansk region as a favourable one for the tourism

High concentration of scientific and research organization
Thank you!