

Integration of modern business technology in a virtual learning environment of the Russian professionals tourism industry

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Abstract

This article examines the information technology education as an effective means of implementing the practice-oriented approach in training and the involvement of students in entrepreneurship. This article provides guidance on new ways to use information technology in higher education.

Keywords: tourism, hospitality, in-formational educational technology, training, educational software

1 Introduction

In each field of activity there are a number of problems that should be eliminated as far as possible, and information technologies are no exception. At this stage of development, the society has faced the problem of integrating information technologies into various fields of activity. Information technology is constantly evolving at an incredible speed, whether it is genius or an ordinary person, it is simply impossible to cover the whole array of changing, evolving information, technologies, programs, because each industry, needs its own knowledge and unique experience. Identification of problems of integration and further search for solutions to these problems will help to choose the right ways of development, education and stimulation of society [1].

At the present stage of economic development, the issue of integrating business technologies into the educational environment is of particular importance. Since the process is new for the education sector, the legislation is not fully developed, organizations face many problems when integrating and implementing educational programs using modern business technologies, in this context, in our opinion, it is interesting to study the experience of advanced universities [2]. One of many factors is how this problem is solved by the FSHEI HE «Russian State Social University», Moscow, Russia, with the preparation of bachelors' in the field of training «Tourism».

The policy in the sphere of education of the Russian Federation is aimed at resolving the sounded problem, so the main trends of the State Program of the Russian Federation "Development of Education" for 2013-2020 are:

- Applied undergraduate programs should provide application qualifications
- By 2018, the share of applied bachelors should be at least 30 percent of the total number of students in educational institutions under programs of higher professional education.
- The applied bachelor's degree will allow eliminating the social gap between the high social status inherent to graduates of higher educational institutions and the labor market demand in working cadres who can work on high-tech equipment.

Within the framework of the state policy in the field of education, the applied bachelor's degree is an educational qualification awarded to a graduate who has completed the basic educational program of higher education at the bachelor's level with the competence to solve technological problems in various spheres of social and economic activity ready to start professional activity immediately after graduation [3].

Thus, speaking about the direction of tourism preparation, we note that this direction as no other is required in the learning process of obtaining practical skills, taking into account the specifics of professional activity.

So, within the framework of mastering the professionally applied competence, a graduate of the bachelor's degree program with the qualification "applied bachelor" in the framework of GEF3 +, should have the ability to promote and implement a tourist product using information and communication technologies (this is in particular PPK-2 (professionally applied competence) - 2, in accordance with GEF 3+). To perform the task in our opinion and experience, it is simply necessary to integrate the business technologies of the tourist business into the educational environment, and taking into account the current trends in the development of educational technologies, into the electronic educational environment. The last ones were the one of the main vectors of RSSU recently.

Electronic education is a supplement and extension of the classical educational process. In fact, a comprehensive educational environment is created at the RSSU, where there will be classroom activities, placement of control materials in the network, and consultations - both full-time and in chat - and many other forms of interaction. Note that the electronic educational environment is now being introduced in all the leading universities of the world [4].

As part of the implementation of the academic discipline, specifically the module included in the discipline, the dynamic packaging system gives the trainees new opportunities, not only to test the theory or to obtain sufficient practical benefits, but also to earn money.

So what are the specific opportunities given by the system:

1. Business activities without discontinuing educational process, implementation of the first

commercial experience within the framework of consolidating project "student travel club";

2. Obtaining practical skills in marketing and PR on the example of promotion and implementation of tourism services;
3. Use of advantages of package tariffs from hotels, airlines and aggregators of tourist services.
4. Exchange of information and experience among learners;
5. Creation of a virtual (professional) environment for communication, analog capabilities of social networks, but having a specific specialization, "clean" from "outside information".

One of the first in this direction was the partner Inna-tour, in July 2014 INNA TOUR launched the BOOKINNA service - the first Russian platform of dynamic packaging. Dynamic packaging is a new technology for the formation and sale of

tourist products through direct access to the resource systems of airlines, hotels and aggregators of travel services.

The use of these business technologies in the educational process is aimed not only at the student, but also the scientific and pedagogical staff, which in turn has the opportunity to demonstrate to the students and to improve themselves. In addition, theory and practice do not go beyond the limits of the university. And finally we will get - the creation of a tourist community in a student environment [5].

On the part of the administration of the university, this process is also indisputably interesting, it allows to significantly increase the competitiveness of the educational program implemented in the RSSU, motivate both the NDP and students to a quality educational process, reduce the transformational and transaction costs, and most importantly, to prepare worthy qualified practitioners.

References

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