

Improving Human Resource Training in the Utilization of Tourism Resource Potential

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Abstract

Both developed and developing countries are investing significantly in the tourism industry to capture a larger share of the growing global tourism market. In the highly competitive global travel market, gaining a competitive advantage heavily depends on customer satisfaction and service quality. The connection between the service provider and the consumer, as well as the nature of tourism as a service sector, underscores the need for the development of human aspects in this field.

Today, the importance of tourism education is increasing globally. As a result, the rapidly growing tourism industry is seeking more skilled and knowledgeable experts. Currently, high-level tourism education and human resource development require continuous attention. Planning tourism education in line with specific objectives will create conditions for achieving the desired outcomes. Improving the qualifications of tourism workers is an essential condition for ensuring the competitiveness of the tourism industry in any country. There is a direct proportional relationship between the revenue generated from tourism services in a country and the demand for tourism services in that country. The key factor affecting the demand for tourism services is the country's existing tourism potential. Based on this, it is necessary to enrich the tourism potential by enhancing the qualification level of personnel and transforming it into a high-quality tourism service. This is where the increasing importance of skilled personnel in the tourism sector becomes apparent. Otherwise, the revenues from the international tourism market will never reach the desired level. For instance, tourism products that are not presented in a high-quality manner by skilled tourism personnel may not gain consumer preference and, indirectly, may decrease in competitiveness.

Tourism training is included in general education. As a result, the objectives of national education and tourism education are developed simultaneously (Sabzaliev, & Guliyev, 2014). In conclusion, we can understand how crucial human resource potential is for tourism.

Keywords: tourism, personnel, education, international, ecological, culture

Удосконалення підготовки кадрів для використання ресурсного потенціалу туризму

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Анотація

Як розвинені країни, так і країни, що розвиваються, інвестують значні кошти в індустрію туризму, щоб захопити більшу частку зростаючого світового ринку туризму. На висококонкурентному світовому туристичному ринку отримання конкурентної переваги значною мірою залежить від задоволеності клієнтів і якості обслуговування. Зв'язок між постачальником послуг і споживачем, а також природа туризму як сфери послуг підкреслюють необхідність розвитку людських аспектів у цій сфері.

Сьогодні важливість туристичної освіти зростає у всьому світі. Як наслідок, індустрія туризму, яка швидко розвивається, шукає більш кваліфікованих і обізнаних експертів. В даний час туристична освіта високого рівня та розвиток людських ресурсів потребують постійної уваги. Планування туристичної освіти відповідно до конкретних завдань створить умови для досягнення бажаних результатів. Підвищення кваліфікації працівників сфери туризму є неодмінною умовою забезпечення конкурентоспроможності туристичної галузі будь-якої країни. Існує пряма пропорційна залежність між доходом, отриманим від туристичних послуг у країні, та попитом на туристичні послуги в цій країні. Ключовим фактором, що впливає на попит на туристичні послуги, є наявний туристичний потенціал країни. Виходячи з цього, необхідно збагачувати туристичний потенціал шляхом підвищення кваліфікаційного рівня персоналу та перетворення його на якісну туристичну послугу. Саме тут стає очевидним зростаюче значення кваліфікованого персоналу в туристичному секторі. Інакше доходи від ринку міжнародного туризму ніколи не досягнуть бажаного рівня. Наприклад, туристичні продукти, які не представлені високоякісним чином кваліфікованим туристичним персоналом, можуть не отримати споживчих переваг і, опосередковано, можуть знизити конкурентоспроможність.

Туристична підготовка входить до загальноосвітньої. У результаті завдання національного виховання та туристичної освіти розробляються одночасно (Сабзалієв, & Гулієв, 2014). Підсумовуючи, ми можемо зрозуміти, наскільки важливий потенціал людських ресурсів для туризму.

Ключові слова: туризм, кадри, освіта, міжнародний, екологічний, культура

Introduction.

The roles of tourism in the economic systems of less developed countries are directly linked to the importance of tourism education for the development of the industry. Professional tourism education at all levels must be used to produce human capital that will transform tourism into a reality for economic growth. The goals of tourism education include improving service quality, preparing qualified personnel with highly skilled instructors at every stage, promoting broad cooperation among all parties involved in the tourism industry, including industry workers, educators, and managers, enhancing tourism management expertise, and ensuring the sustainability of human resource policies applied in the tourism industry.

When examining the characteristics of tourism education, it becomes clear that the educational system is designed to train tourism professionals who can understand concepts and technologies, comprehend the core education required for tourism industry workers, and acquire tourism knowledge and philosophy for all personnel. In our country and worldwide, many professions do not have a clear path to employment, although institutions offering tourism education have emerged in many countries to provide a competitive advantage in the tourism business.

However, a problem arises when a significant portion of students in the tourism business either complete their education or leave the field after starting work. As a result, the current main issue is the lack of enthusiasm among those with a tourism education to work in this field. In this case, identifying the causes of the shortage of qualified workers at the graduate level and taking appropriate actions is crucial for providing the high-quality services demanded by the tourism industry. Therefore, the conscious growth of the tourism industry can be supported by applying the knowledge and skills that students acquire after completing their education. When comparing the discrepancies in the tourism industry, which demonstrates common features in terms of geography, culture, population, and development levels, tourism education plays a strategically significant role in most effectively bridging the existing gap through educational exchanges between nations.

The preparation of knowledgeable and skilled personnel and managers in the tourism industry, as well as the education of the public and youth about tourism and tourism economics, is essential. The service procedure in tourism is time-consuming. Due to the unique nature of consumption during the use of services, a certain level of sequence is required. There is a specific time and space gap between the producer and the performers planning the sale, making it difficult to assess the quality of the tourism product without knowing the composition of the tourism service. As a result, the tourism business conducts a portion of its sales at predetermined locations; other businesses produce and showcase tourism products at different locations during the trip. The efforts of the

teams involved at various stages of the tourism process determine the quality of the services provided.

Both the creation, distribution, and sale of tourism services and goods fall under the category of tourism services. The production and delivery of services and goods in the tourism industry are subject to strict requirements related to the environment, conditions, technological, and material bases. Both core and additional services and products require technological and material infrastructure. Without this, consumption is not possible. The production and sale of tourism services and goods define activities related to the development and maintenance of the material-technical base. These activities also serve as an integral part of tourism services.

Object and Subject of the Article. The object of the research is the totality of tourism enterprises operating in the Republic of Azerbaijan. The subject of the research involves the relationships, patterns, methods, and tools that arise between economic entities and within them during the preparation of personnel in the tourism sector.

Goals and Tasks of the Article. The purpose of the research is to study the theoretical foundations of human resource development in the tourism sector, analyze and assess the current situation, and identify directions for improving the tourism personnel training system in Azerbaijan. To achieve this goal, the following tasks were set and completed: Investigating the theoretical and methodological foundations of forming and developing human resource potential in the tourism sector; Studying the characteristics of professional personnel training for the tourism sector; Learning from international experience in personnel training for the tourism industry.

Methods of the Article. The methodological basis of the article includes classical and modern theories related to personnel preparation and development in the tourism sector, as well as scientific and practical research dedicated to the issues of human resource training and development in the tourism sector conducted by local and foreign economists.

Scientific Novelty of the Article. The scientific novelty of the research includes the following: The conceptual foundations of forming and developing human resource potential in the tourism sector have been systematized; The characteristics of professional personnel training for the tourism sector have been revealed, and the methodological principles have been identified; Based on the analysis of the experiences of countries around the world, the distinctive features of personnel training in the tourism sector in various countries have been exposed.

Source Base of the Article. The article utilizes scientific research works created by local and foreign authors in this field, and the ideas and opinions related to the research are analyzed and presented in a systematic manner.

Analysis of Previous Research and Publications. One of the complex and ever-changing concerns in tourism, based on comprehensive quality management,

is the improvement of human resource management in the travel and hospitality industry. Numerous factors, including socio-economic, inventive, ecological, international, destination, and political elements, contribute to the complexity of quality issues in tourism. When tourism products and services meet world standards, visitors develop a fresh and diverse demand for services with higher quality indicators. The ideas and opinions in this area have been presented in a comprehensive manner by utilizing works from several scholars (Babic, 2016; Vlasova, Krutik, & Mikhailenko, 2015; Suleymanli, 2017; Musayev, 2018).

Research results.

In accordance with the demands of the tourism market, the activities of human resources directly determine the quality of tourism products in a competitive environment. It is a key element in enhancing the dynamism of activities in the travel and hospitality sectors. Human resource management, service process organization, and quality assurance techniques enable quality assurance in the tourism industry. These indicators, through scientific research and analysis of global practices, help to identify problems in the quality and supply of services, and provide opportunities to improve their solutions.

IBM consultant Watson succinctly and accurately expressed the principles for creating corporate culture in the context of forming internal culture in the travel and hospitality industry:

1. Establishing a strong belief in the importance of ethical principles;
2. Implementing a full employment strategy with a creative approach to work (job enrichment);
3. Creating individual incentives for commercial partnerships;
4. Defining the career and personal development of human resources;
5. Applying the technique of hidden control;
6. Determining the status of employees;
7. Assigning the most suitable authority to employees.

In tourism enterprises and organizations, both general and unique conflict situations exist. From this perspective, disputes are both subjective and objective in nature. Objective conflicts, recognized as industrial conflicts, are a kind of signal in the fields of labor activity, production, and commercial disputes. It is important to conduct a comprehensive investigation of the issues related to the subject and object of the disputes, as the situation of the conflict is unstable and variable. The positions of competitors and the authority of official institutions that can influence them determine this process.

While conflicts have a social basis, they also play an important role in their emergence. In general, conflicts are the result of contradictory and incompatible perspectives and interests of the parties involved.

Social tension is the primary cause of social tension within teams. The fulfillment of demands and goals of individual employees, people, and social groups is related

to social tension.

Depending on the nature of the conflict scenario, it can be normal at the social level, standard, decisive, at the climax, open, or sharp. Employees and social groups can clash, but conflicts may arise between state-businesses, state-non-governmental businesses, state-secret economic institutions, and employees in management. It is crucial to study emotions to improve human resource management in the travel and hospitality sector.

In such conditions, positive emotions (such as trust, optimism, confidence, pride, joy, fearlessness, interest in life, calmness, and tranquility) can significantly escalate a conflict scenario and elevate ordinary disputes in the workplace, at home, or outside it to a criminal level. Different emotional states in various fields of activity dictate the nature of the dispute.

Even the most renowned psychologists in the world have not been able to thoroughly investigate a person's inner life. Therefore, it is more challenging to study human psychology than human anatomy. Risks and unexpected events further exacerbate unfavorable psycho-emotional and stressful situations within the context of commercial relations. The human brain, which is the main control organ, is negatively affected, physiological systems weaken, and as a result, chronic fatigue occurs.

Due to various reasons, conflicts in the tourism industry have historically occurred and continue to exist. In modern times, conflicts have taken on a new form due to increasing competition, the unpredictability of economic processes, and the rise of unexpected events. Consequently, many countries with significant tourism industries have added a full-time conflict specialist to their business and enterprise payrolls.

As conflicts diversify (such as conflict behavior, legal, accidental, real, fabricated-false, organizational-management, social, political, and economic conflicts), conflict management becomes more challenging. The following approaches are used to resolve conflicts in the tourism business:

1. Conflict mitigation and cessation;
2. Resolution of administrative conflicts;
3. Warning;
4. Specific conflict resolution (compromise);
5. Justification research.

The most important aspect of conflict management is adopting an impartial position. Information about the conflict situation should be assessed correctly, and legitimacy must be granted for it. The harmful effects of the conflict in both directions must be prevented. At every level of management, including corporate governance, conflicts must be monitored.

In the adaptation process, first and foremost, the issue, the context, its scenario, the logic of the conflict, and the character of its flow should be considered. The application of democratic culture, innovative work styles, organizational-legal structures, and conflict resolution methods is crucial (Babic, 2016).

The sources of stress in tourism enterprises and organizations should be thoroughly investigated. The main causes of stress here should include the employee's dedication and responsibility for their work outcomes, the misinterpretation of their functional position, personal conflicts, and their interactions with leadership and colleagues. Furthermore, successful behavior standards and models must be defined for each employee and business owner, as well as for the company as a whole. Coordination of socio-economic policies, issues related to income and wages, ensuring employee involvement in production management, and improving living and working conditions are the initial prerequisites for the absence of conflicts in the organization.

Negotiation is used to resolve disputes arising in travel agencies. Numerous social, psychological, and socio-psychological issues are resolved through appropriate communication, as this is a key component of the interaction between management and employees (Vlasova, Krutik, & Mikhailenko, 2015, p. 205).

The contradictory nature of communication is influenced by both the nature of socio-economic systems and personality traits. In socially exclusive situations, communication cannot be genuine and healthy. In this regard, the nature of production-related interactions greatly impacts communication. Additionally, some human relationships have historical origins derived from biological activity, as well as genetic components and foundations (Guliyev, 2014, p. 56). There are several effective methods for resolving disputes, which can be divided into two categories: interpersonal (psychological) approaches and structural methods.

Directly related requirements are explained and resolved using structural methodologies. One of the best strategies to prevent dysfunctional conflicts is to apply this method. The outcomes intended for each department and employee should be explained. The degree of success achieved here should include factors such as the person responsible for providing various types of information, the structure of procurement, authority and responsibility, policies, procedures, and rules. Therefore, the leader should not only answer these questions for themselves but also explain to their subordinates how they should respond in certain situations and recognize the importance of achieving specific outcomes. This represents a strategy for resolving disagreements. Orders are the most commonly used methods. If two or more subordinates cannot reach an agreement on a particular issue, they can refer to the head manager to resolve the problem. This promotes conflict resolution based on the idea of unified leadership, as subordinates know who will make the final decision. Joint discussions, such as panels and inter-departmental meetings, are also very useful in this regard (Suleymanli, 2017, p. 42).

Tourism is a unique sector of the national economy, consisting of various service enterprises and service-producing companies. Meeting the recreational demands

of travelers (rest, treatment, transportation, cultural events, etc.) is the specialty of the tourism sector. Significant financial and geographical differences are reflected in the tourism infrastructure, including public catering, information services, telecommunications, transportation, utilities, auxiliary services, engineering equipment, engineering education facilities, and security services.

As a result, the low level of social sector organizations providing cultural and household services does not meet international standards (in some areas, they are almost nonexistent), leading to various problems. One of the main objectives of the research is to create models for changing the qualifications required for key roles in the tourism industry to eliminate these discrepancies (Musayev, 2018, pp. 23-37).

Non-governmental tourist groups are gaining increasing importance based on the experience of countries transitioning from a market economy. It should be noted that when analyzing the economic essence of tourism, it is not possible to meet many public, including tourist, needs using market principles alone. This is one of the primary areas of the social sphere and is studied as an independent section in the economic literature of Western countries. The future advancement of society and its lower strata is impossible without addressing these demands, which involve the creation of goods and services. Progressive achievements in the tourism industry are shown as a model for human roles that regulate necessary qualities such as professional organization, strategic management, reservation systems, current information technologies, marketing, and other innovative approaches in the last few years in foreign travel agencies. The application and use of technological achievements in the tourism industry depend on strategic management. Due to the complexity and rapid development of technological advancements in tourism, it faces numerous and diverse barriers.

The key segments of the tourism sector must inform the qualification criteria for tourism business employees. Here, the minimum requirements for employee professionalism reflect the quality and efficiency of activities, as qualification requirements apply to the employees of the organization, regardless of its ownership form or organizational structure, based on the legal activities performed in the specified field of work (Chudnovsky, 1998, p. 87).

The list of job duties for employees, along with the essential knowledge and skills required to perform them, should be expanded and detailed when developing job instructions for the tourism industry. At this point, it is important to consider the features of labor, management, and production organization, as well as their rights and duties.

The characteristics of the type of activity should serve as the basis for checking the essential qualifications of individuals in the tourism industry, as well as its objectives, resources, area, and territorial location. To

regulate these issues, a set of macroeconomic indicators is created. The system of indicators includes absolute, relative, natural, cost, balanced, and dynamic indicators, and system analysis is based on the relationship between these indicators. The objectives, resources, and development possibilities of tourism are part of system analysis techniques (Gurbanov, 2017).

Strengthening collaboration between educational institutions and the tourism industry, expanding internship programs, and increasing practical knowledge contribute to improving the quality in this field. Additionally, promoting continuous professional development and certification programs and involving tourism workers in qualification improvement courses is crucial for maintaining the dynamism of the sector. Based on this, we can consider the formation of the following system:

1. Initial stage of staff training (via universities or courses)
2. Distribution of staff according to demand
3. Assisting staff in acquiring and enhancing knowledge in their department
4. Explanation of the real system through practice
5. Conducting regular training for staff to ensure independent service

The successful implementation of this system leads to high-level staff training in tourism.

Conclusions.

The improvement of human resource training is of significant importance for the sustainable development of the tourism sector and the efficient utilization of its resource potential. In this regard, the application of modern approaches, the updating of educational programs, and the training of professional personnel in line with the demands of the labor market are among the key priorities. Enhancing the knowledge and skills of professionals working in the tourism field, integrating them with international experience, and developing their

ability to utilize innovative technologies increase the sector's competitiveness.

When determining models for regulating the qualification criteria for key roles in the tourism industry, the following groupings are possible:

1. Study of the cost structure and wage structure in the tourism industry.
2. Development trends in tourism enterprises.
3. The total quantity of tourist goods, their classification, and structure according to tourism products and services are indicators of macroeconomic growth in tourism.
4. Expanding the involvement of human resources in travel.
5. Evaluation of the efficiency and profitability of tourism.
6. Increasing the efficiency and resource potential of tourism.
7. Expanding the position of tourism in international relations and its export potential.
8. Measuring how innovations are utilized and developed in the travel industry.
9. Approaches related to tourism initiatives aimed at increasing revenue and profits.

The groupings mentioned above are explored by businesses and corporations when creating models that regulate the qualification standards in the tourism industry, based on their organizational structures, services, and materials (Guliyev, 2016).

As a result, the improvement of tourism personnel training in line with modern requirements creates a foundation for more efficient use of the country's tourism potential, enhances service quality, and contributes to sustainable development in the sector. This approach will accelerate the implementation of innovations in the tourism industry, contributing to economic growth and strengthening international competitiveness.

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