Abstract of the Master’s dissertation

**Subject matter of the dissertation:** Certification of competence of personnel as a tool to achieve the international standards of service in the tourism industry

**Author of the master’s dissertation:** Dorokhina Olga Andreevna

**Scientific supervisor of the master’s dissertation:** candidate of economics, associate professor of the Department of Innovation, Management and Law Efimova Ekaterina Vladimirovna

**Customer organization:** Pyatigorsk State Linguistic University

**Topicality of the research:** Russia possesses high tourist and recreational potential, but it is not used as it could be. The World Tourist Organization predicts that Russia will be one of the most visited tourist destination in 2020. Nowadays Russian tourist industry has a great number of challenges: poor infrastructure, bad quality of services, imperfection of legislative base and deficiency of the qualified professional personnel. Today it is necessary to create a special tool of an assessment of competences achieved through formal education, informal and so-called non-formal training.

**Objective:** Development of a technique of certification of the personnel of the tourist organizations.

**Tasks:** The main tasks are:
- to make a choice of methods of an assessment of competences of employees and to systematize them;
- to define an order and procedures of certification of employees;
- to develop control and measuring materials for certification.

**Hypothesis:** To achieve the international standards of service in the Russian tourist industry it is necessary to develop special tools of an assessment of competences with the help of formal education, informal and non-formal training.

**Novelty of the research:** Scientific novelty consists in development of an order, procedures of certification and control and measuring materials for certification of competences of employees in tourist industry.

**The main principles to be depended:**
1. The country has not yet developed the qualification requirements and the functional duties of the employees of tourism industry.
2. Certification of the personnel is an establishment of compliance of qualitative characteristics of the personnel to requirements of the international standards. The procedure of certification has five stages. Methods which can be used are tests, interview, demonstration, self-description, portfolio methods, supervision, etc.
3. Certification is directly connected with the development of professional standards. The development of certification system means the development of an order, procedures of certification and control and measuring materials for certification of competences of employees in tourist industry.

**Theoretical and practical significance of the research:** Received conclusions are made to increase the effectiveness of performance of the personnel in tourist organizations using a competency-based approach.

**Results of the research:**
1. Russia has not yet developed the qualification requirements and the functional duties of the employees of tourism industry.
2. Certification of the personnel needs creation and use of a professional standard, the document which establishes requirements to competences, necessary for appropriate performance of a certain work.
3. The European countries have already developed and apply systems of certification of the personnel in general and in the tourism sphere in particular.
4. The work includes the order and procedures of certification of employees of tourism industry, definitions of professional and general competences, the cards of the type of work and the list of units of the professional standard for the managers of the second level, and also the control and measuring materials for the certification of personnel and models of diagnostic evaluation of professional qualification of workers.

**Recommendations:**
1. For development of the system of certification of the personnel «Qualifying requirements (professional standards) to the main positions of workers of the tourist industry» can be used.
2. It is necessary to study projects of foreign countries to create an effective system of certification.