

## PERSPECTIVES OF EDUCATIONAL ACTIVITY IN TOURISM

**ALEXANDRA – GABRIELA, BURLACU**

*DRD., STATE UNIVERSITY OF PHYSICAL EDUCATION AND SPORT, CHISINAU, REPUBLIC  
OF MOLDOVA*

e-mail: burlacu.alexandra@economic2.ro

### **Abstract**

*Tourism education is crucial in preparing students to meet the demands of the increasingly dynamic tourism sector, which means that it is necessary for them to develop both professional and practical skills. The workforce is heavily used by the sphere of tourism, and educational opportunities in this area allow students to apply what they have learned in the classroom. The development of personal and professional talents is achievable in this way for learners. This study aims to review the activities used in educational institutions, expose educational tourism and show the value of educational activity in the tourism industry.*

**Keywords:** educational activities, tourism education, tourism.

**JEL Classification:** A20, I29, Z39.

### **1. Introduction and context of the study**

The article substantiates the opportunity of using interactive teaching training technologies in the process of education for students in the field of services / tourism, because the training of specialists in the field of tourism is one of the most important topics considering the quality of the staff, a key factor of tourism development. The essence of interactive teaching methods have been analyzed compared to traditional ones. The advantages and characteristics of using interactive methods in the educational process that help to achieve learning objectives, increase motivation to study, shape professional creative thinking, increase students' interest, stimulate teamwork, overcome shyness and insecurity in the real working environment. [8]

The study of tourism has become a popular science for education. Tourism education was originally taught in the form of a vocational school, but as it developed, it was taught as a study in a variety of academic aspects. Under the name of vocational school, tourism was first taught in higher education and has since acquired a number of many other educational nuances. In order to balance supply and demand, tourism education was implemented. The tourism industry needs to be examined much more closely, as it is constantly changing, which means that both its positive aspects and its difficulties in the idea of solving them must be addressed. Lewis (2005) states that: "Balancing the professional and liberal aspects of tourism education is vital to produce a well-trained graduate. This balance develops students who are generally educated and informed and responsible in the development of tourism, as well as professionally functional in tourism. Focusing only on the vocational makes students impoverish in terms of skills and general knowledge and makes them less likely to be able to respond to stakeholders in a developing tourism society." [4]

The research methods used in the present research have resulted in the general theoretical ones (analysis, synthesis, abstraction and generalization) and the methods of scientific knowledge (study of the specialized literature and description).

### **2. Tourism education**

Tourism education has developed in a heterogeneous and ad hoc way at national and even international level, with little to no connection with the current or perceived requirements of the tourism industry. [1]

Tourism education is a field dedicated to the teaching of knowledge in the field of tourism industry but also in related fields. Tourism education can include training in areas such as tourism management, marketing, hospitality and travel. Many universities have programs that focus on

learning about the industry as a whole, while others specialize in a specific field of tourism education. This type of education is an important part of the curriculum of any school of tourism profile, familiarizing the educable with important topics such as customer service, financial management and cultural preservation. These subjects are often taught by teachers with experience working in the industry

or

with

, companies that do business with tourists. Students can also learn about these topics by participating in activities related to them, such as internships or trips to locations frequented by tourists. In order to better correlate theoretical and practical activities, a minimal material basis is required, such as computers with internet access, so that students can research relevant topics in the field of education and tourism, but also an easy access to different specialized prints. Regular feedback from teachers about their work is indispensable in educational activities. In the end, it is necessary to have opportunities such as field trips and the various activities that put the knowledge acquired along the way to the test.

### **3. Tourism, travel, and the nature of education**

Although it is not easy to implement, active learning transforms, helps students to remain students throughout their lives because they always have something to learn. Jieyu Shi, Zhang and Cai argue that, in theory, the research responds to the need to adopt active learning to travel and enriches literature with empirical evidence. This analysis favors the adoption of active learning because it satisfies the need to travel and also develops the literature with concrete evidence. Tourism education is not just about teaching, students need well-organized internships to be able to implement the cumulative information, without practice there is no teaching and vice versa. Tourism and travel define an area of implementation, so a balance must be found between the knowledge acquired and the exercises practised. Through these internships, a link is formed between the tourism industry and education and thus, students can be competent and can work at full capacity.

There are a multitude of methods that are already being implemented, to encourage active learning: projects, case studies, multimedia help, teamwork, etc. Given the review carried out by LIT (Limerick Institute of Technology), parent organizations want to increasingly address practical activities with which staff will have the opportunity to continuously evolve and will feel increasingly attracted to the chosen career. The employees make it known that once the staff shows a high quality and has very well-developed skills and competences, the organizations have an increase in the value transposed by remuneration. The active approach used for a more efficient learning of the subject is highly appreciated by students because it stimulates success both professionally and personally. Consequently, large organizations and educational institutions want to easily but surely give up traditional learning methods, trying to implement practical activities, active forms of education of learners.

Below is schematically an overview (according to Joseph M. et al) of how the educational activity in tourism is visualized by educational institutions. As a result, it has been observed that active learning is the most effective way in which students can study the field of tourism.

Active learning: percentage of use and prevailing factors

The use of technology in active learning

Active versus passive learning

Active learning tactics

Barriers to active learning

Recommendations for those who want to teach through active learning

The percentage of active education use in classrooms varies from teaching time from 30% to 100%. The factors that influence this percentage are size, natura, class level, expected learning outcomes, preferences of students and teachers, etc. The percentage of active learning changes and depending on the branch that students study, the sales class has a percentage of 90% but those from human resources have only 35%-40% of the time used for active learning.

In active learning, technology was only present in a maximum of 30%. One of the reasons why teachers refuse to use technology as a source of active education is that they do not master it well enough and do not want to go to class and struggle, thus wasting time. Besides the fact that some teachers do not have the necessary knowledge to use technological materials, another problem is the lack of technological resources, laptops, computers, video projectors, etc.

Multiple previous researches have shown that compared to active learning, passive learning has several disadvantages. Passive learning is not very interesting and students who really want to learn are not involved and cannot develop effectively. Active learning is more than just teaching because the reasoning used on potential problems is also important. In active teaching, personal reasons or opinions may also arise.

The students came up with multiple tactics to streamline active education such as: various practical activities, discussions, debates, role-playing games, videos, crosswords, etc.

Although there are multiple advantages, there are also disadvantages of active learning such as: limited time, lack of materials, ignoring this type of teaching, lack of training of teachers or necessary materials, technological illiteracy, the difference between the educable. Many students come from educational institutions where teaching was lifeless and in time, they chose not to practice in the field of tourism because they had neither experience nor developed their skills (social, technological, etc.).

There are also a lot of tips for teachers and the effective spread of active learning: the material suitable for the lesson taught, accepting changes, trying new technologies, creativity and not to underestimate the time they have.

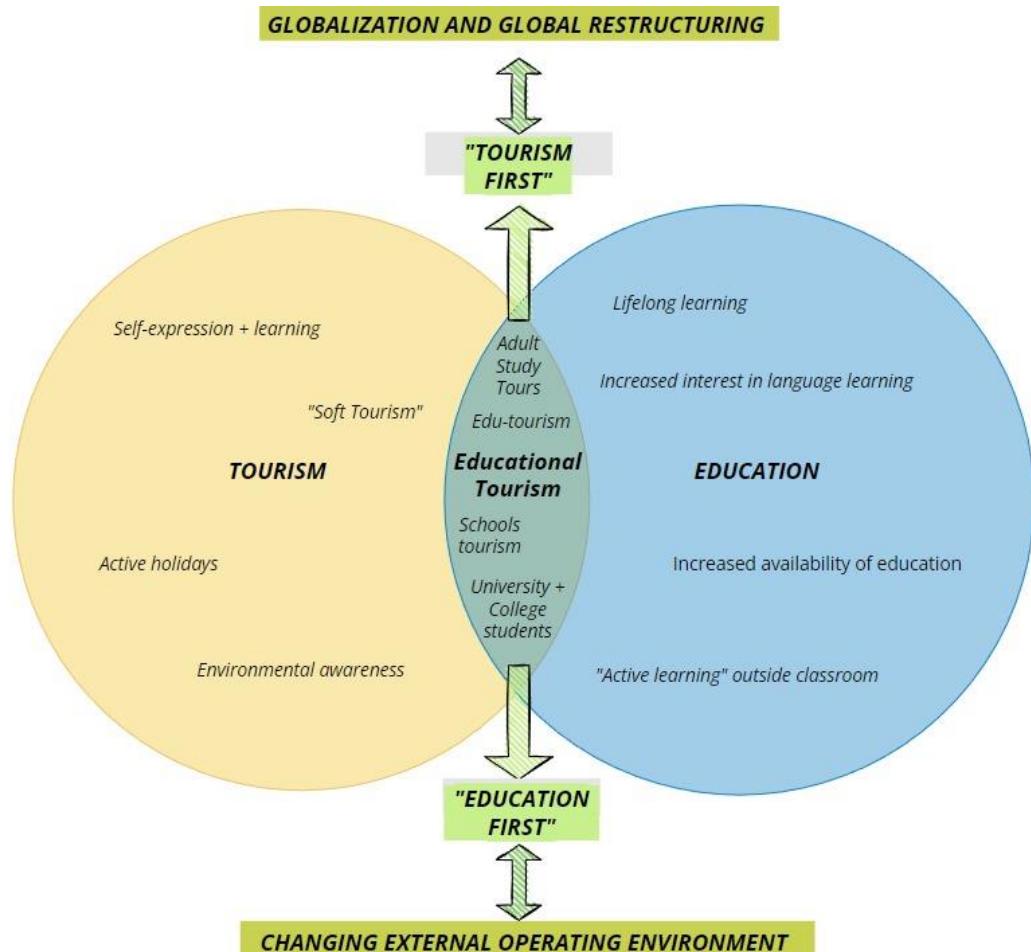
Source: Joseph M. La Lopa, Yousery Nabil M. K. Elsayed & Michael L. Wray (2018): The State of Active Learning in the Hospitality Classroom, Journal of Hospitality & Tourism Education

#### 4. Educational tourism

Educational or abridged tourism, edu-tourism, refers to "any program in which participants travel to a location as a group with the primary purpose of engaging in a learning experience directly related to the location." Educational tourism is a 'tourist activity undertaken by those who carry out an overnight holiday and by those who make a trip for which education and learning are a primary or secondary part of their journey'. Edu-tourism is composed of several branches including ecotourism, heritage tourism, rural or agricultural tourism and student exchanges between

educational institutions. Traveling for educational purposes is not a new topic and during this period she expects her popularity to grow. Life Long Learning (LLL) is "the entire learning activity carried out throughout life, with the aim of improving knowledge, skills and competences, in a personal, civic, social and/or employment-related perspective. (European Commission, 2003). [7]

Educational tourism in educational institutions (excursions, camps, projects, etc.) must be carried out in such a way that participants are attracted by the information presented and show interest in learning, a balance must be found between education and fun. In the case of children, the desire to retain something may also be missing, so it is necessary to implement interactive activities.



Source: Christine McGladdery, Berendien Lubbe, "Rethinking educational tourism: proposing a new model and future directions", *Tourism Review*

According to Solnet, Robinson and Cooper (2007), tourism is an applied field, therefore the courses that are relevant to it should integrate both theory and practice. In order for students to develop their skills and experiences for their future jobs, tourism education must provide sustained practical activities. Thus, the idea of "special and generic skills" is revealed. The foundation for a healthy connection between education and business, where students can learn how to function professionally, is provided through practical courses. Students can use what they learn in class in a professional context. However, different situations require different uses of practical training. [5]

For example, we can list educational activities such as: City tour aimed at visiting and presenting different tourist attractions, the virtual circuit of various destinations through the application Google Earth, Bidding and planning of a destination, Role play – Check-in and Check-out of customers, etc.

## 5. Conclusions

In conclusion, this article presented the advantages of practicing innovative activities that would attract students to pursue studies in the field of tourism. As we are in a continuous evolution from a technological point of view, more and more platforms and ways to educate learners will emerge. Their involvement in internships or working in the sector develops their skills to solve possible problems that may arise at work. Active learning helps students to communicate effectively to look ahead and form, qualities beneficial to tourism because there will be a well-developed workforce. Tourism is undergoing and will continue to undergo changes and students who want to practice in this field must be sufficiently prepared to be able to accept any change easily and there is no other way but to practice educational activities specific to real-life situations. [6]

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