



ВЛАДИВОСТОКСКИЙ
ГОСУДАРСТВЕННЫЙ
УНИВЕРСИТЕТ
ЭКОНОМИКИ И СЕРВИСА




National Centre for
Public Accreditation

SUMMARY REPORT

on international public accreditation of the cluster of
study programmes

«Tourism» (43.03.02)

delivered by Vladivostok State University of Economics
and Service



2019

While preparing this Summary Report we used information from the Self-Evaluation Report and the Report on the External Review of the cluster of study programmes «Tourism» (43.03.02) delivered by Vladivostok State University of Economics and Service.

The presentation document for the use by the National Accreditation Board.

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GENERAL INFORMATION ON EDUCATIONAL INSTITUTION

Full name of the educational institution	<i>Federal State Budgetary Educational Institution of Higher Education «Vladivostok State University of Economics and Service»</i>
Founders	<i>Ministry of Science and Higher Education of the Russian Federation</i>
Year of foundation	<i>1967 — Far Eastern Institute of Consumer Services 1995 — Far Eastern State Technological Institute 1996 — Vladivostok State University of Economics and Service 2002 — State Educational Institution of Higher Professional Education «Vladivostok State University of Economics and Service» 2011 — Federal State Budgetary Educational Institution of Higher Professional Education «Vladivostok State University of Economics and Service» 2015 — Federal State Budgetary Educational Institution of Higher Education «Vladivostok State University of Economics and Service»</i>
Location	<i>41, Gogolya Str., Vladivostok, 690014</i>
Rector	<i>Tatiana Terentieva, Doctor of Economic Sciences, Professor</i>
License	<i>Series 90Л01 №8830 reg. № 1799 of 07.12.2015 permanent</i>
State accreditation	<i>Certificate of State Accreditation Series 90A01 № 1963, reg. №1869 of 25.04.2016 valid till 21.01.2021</i>
Number of students	<i>7752 of whom: 4452 are full-time students 326 are part-time students 2974 study in absentia</i>

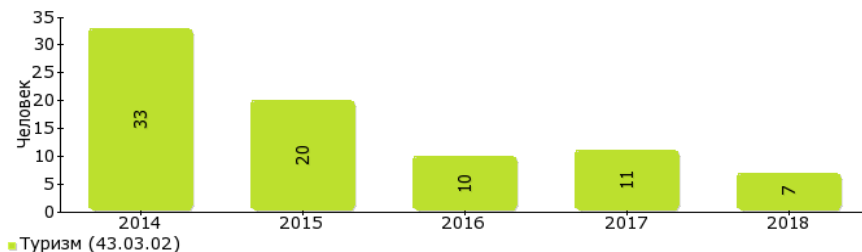
INFORMATION ABOUT THE STUDY PROGRAMMES UNDERGOING ACCREDITATION

Educational programmes	<i>«Tourism» (43.03.02)</i>
Level of training / Standard period of training	<i>Bachelor Degree Programme / 4 years</i>
Structural subdivision (Head)	<i>International Institute of Tourism and Hospitality (Galina Gomilevskaia, Candidate of Economy, Associate Professor)</i>
Graduate departments (and their respective heads)	<i>Department of Tourism and Ecology (Galina Gomilevskaia, Candidate of Economy, Associate Professor)</i>
Dates of Review	<i>May 21-23, 2019</i>
Person responsible for accreditation from the HEI	<i>Yulia Chebova, Director of the Department for Academic and Extra-Curricular Work</i>

SAMPLING RESULTS OF THE PROJECT "THE BEST STUDY PROGRAMMES OF INNOVATIVE RUSSIA"

Indicators	2019
Cluster of the study programmes «Tourism» (43.03.02)	
Number of the given programmes in the RF	302
Number of higher educational institutions to offer the given programmes	302
Number of programmes – winners of the project (% from total number of these programmes offered in the RF)	25 (8,3%)
Primorskii Krai	
Number of the given programmes offered in the region	5
Number of programmes – winners of the project (% from total number of these programmes offered in the region)	1 (20%)
Number of higher educational institutions and branches in the region	33
Total number of programmes offered in the region	423
Total number of programmes – winners of the project (% from total number of these programmes offered in the region)	36 (8,5%)

REFERENCE DATA ON STUDENT ENROLLMENT FOR PROGRAMME



ACHIEVEMENTS OF THE STUDY PROGRAMMES

Quality of implementing the study programme

Management of the University and the educational programmes is carried out in accordance with the quality management system. The quality of the educational programmes is provided by high qualification of the teaching staff and its regular improvement; research activities of the teaching staff and students; wide international ties and international student mobility; close cooperation with employers; development and continuous improvement of teaching materials, including electronic courses in the Moodle system; use of innovative educational technologies (case methods, business games, etc.); use of international practice on development of paraprofessional skills (project activities, elements of WorldSkills). High quality of delivery of the educational programmes is proved by students' success at the competitions and olympiads and high demand for the graduates.

Providing up-to-date content of education

The issues of improving training of students and content of the educational programmes are discussed at the meetings of the Department. The relevance of education is provided by annual renewal and correction of the educational programmes, curricula and programmes of disciplines in accordance with the requirements of professional standards and employers' recommendations. The University signed agreements with «Tourist Information Centre of Primorskii Krai», «Primorautotrans», «Vostok Intour», hotel complex «Vladivostok», «Fusion-Restorans», «National park «Bikin», etc. The students are involved in project activities, practice-integrated training, contract-based and grant research that contributes to improvement of students training.

Teaching staff

The level of education and qualification of teachers correspond to the requirements. In 2018 44 teachers delivered the educational programmes, 75% of them have an academic degree, 90% have subject-specific education. 24 people have honorary titles (Honorary Worker of Science and Technology of the Russian Federation, Honorary Worker of Higher Professional Education of the Russian Federation) and federal, regional and municipal awards. Teachers from other educational and research institutions and practitioners are involved in the educational process to improve quality of Bachelors training. The teachers of the Department of Tourism and Ecology regularly serve internships and improve their qualification (in 2015-2018 – 28 people).

Independent assessment of student learning outcomes

Independent education quality evaluation is carried out by means of state and public accreditation of the study programmes; participation in different rankings; participation of students in the championship

«WorldSkills Russia», different Olympiads and competitions, gathering feedback from employers with the help of questionnaires, reviews of the study programmes, character references and letters of appreciation.

Educational resources

The educational process at the University is provided by regularly renewed material and technical resources. All buildings are equipped with the account of availability for people with disabilities, classrooms are provided with multimedia equipment (projection device, presentation screens, document camera, LCD display, videoconference device) with an access to the Internet and electronic and educational environment of the University. Special software programmes used in the educational process are installed on the computers. There are sports facilities; special premises are equipped for educational and creative processes. The Resource Information and Analytical Centre (RIAC) of the University fully provides the educational process with traditional and electronic information resources.

Research activity

The teachers and students do research activities. For the last four years more than 60 articles were produced, 50 of which were published in peer-reviewed research journals and 6 articles were published in the journals of Scopus and Web of Science. Following the results of symposiums and conferences, 114 reports were published. In 2015-2018 19 research works were done. The results of them are used in the educational process. More than 20 research events were held (round tables, international forums, etc.). More than 100 student works were published following the results of different conferences. 97 students received awards.

Academic mobility of students

The following kinds of international student academic mobility are carried out: student exchange programmes, internships, subject-related exhibitions, forums, conferences. In 2015-2018 64 people participated in these programmes. In 2018 the number of foreign students was 10 people.

Employability of graduates

The Regional centre «Start-Career» works at the University to promote employability of graduates and students. According to the annual monitoring, graduates of the field of study «Tourism» are in demand on the labour market. In 2018 the employability rate was 97%. Six graduates of 2018 continued their studies for Master's degree. Graduates work in tourism industry not only in the Primorskiy Krai but in other Russian regions and abroad, for example, in the People's Republic of China and New Zealand.

International projects

International cooperation of the teachers with foreign partners is carried out through joint research, conferences and seminars. The University set relations with educational institutions from Japan, China and Cyprus.

EXTERNAL REVIEW PANEL



Xia Zancai (Changsha, China)

Review Chair, foreign expert

Doctor, Professor, former Dean of the College of Tourism of Hunan Normal University, member of the Tourism Management Teaching Steering Committee of the Ministry of Education of China

A nominee of the Higher Education Evaluation Center of the Ministry of Education (HEEC)



Viktoria Erdakova (Sochi, Russia)

Deputy Review Chair, Russian expert

Doctor of Engineering Sciences, Associate Professor, Vice-Rector for Academic Affairs and Quality of Educational Activities, Sochi State University, member of the National Academy of Tourism, member of the Assembly of Professors

A nominee of the Guild of Experts in Higher Education



Lin Derong (Xiamen, China)

Panel member, foreign expert

Doctor, Professor, Director of the Tourism Management and Planning Institute, Xiamen University, member of the National Tourism Management Professional Degree (MTA) Graduate Education Steering Committee

A nominee of the Higher Education Evaluation Center of the Ministry of Education (HEEC)



Irina Brodt (Vladivostok, Russia)

Panel member, representative of professional community

Deputy Director of the Vladivostok branch of the Russian tourism network «BILETOUR»

A nominee of the Vladivostok branch of the Russian tourism network «BILETOUR»



Eduard Chechelev (Vladivostok, Russia)

Panel member, representative of students

4th year student, field of study «Tourism», School of Economics and Management, Far Eastern Federal University

A nominee of Far Eastern Federal University

INFORMATION ON THE LEADING TEACHERS OF THE EDUCATIONAL PROGRAMMES

Galina Gomilevskaja

Candidate of Economy, Associate Professor, Director of the International Institute of Tourism and Hospitality, member of the public expert board on tourism development in the Primorskii Krai, Head of the working group on development of child tourism in the Primorskii Krai

Tatiana Boitcova

Doctor of Engineering Sciences, Professor, Department of Tourism and Ecology, academician of the International Academy of Ecology and Life Safety associated with UN Department of Public Information, corresponding member of the Russian Academy of Natural Science

Iлона Mikhina

Candidate of Economy, Associate Professor, Department of Tourism and Ecology, Director of "VSUES Travel"

Artem Kononov

Candidate of Economy, Associate Professor, Department of Tourism and Ecology

Irina Tolstykh

Candidate of History, Associate Professor, Department of Tourism and Ecology

Yulia konovalova

Candidate of Philology, Associate Professor, Director of the Institute of Foreign Languages, member of the Presidium of the Interregional public organization «Asia-Pacific Association of Teachers of the Russian Language and Literature»

Olga Gurevich

Associate Professor, Department of Tourism and Ecology, CEO of «Travel Agency «Primorskii Club»

Anzhelika Petruk

Associate Professor, Department of Tourism and Ecology, Deputy Director for Research Work of the regional state autonomous cultural institution «Arseniev Primorskii State Associate Museum»

Igor Grivanov

Candidate of Geography, Associate Professor, Department of Tourism and Ecology

Natalia Ivanenko

Candidate of Biology, Associate Professor, Department of Tourism and Ecology

Nina Konopleva

Doctor of Culturology, Professor, Department of Design and Technologies

COMPLIANCE OF THE EXTERNAL REVIEW OUTCOMES WITH THE STANDARDS

STANDARD 1. Policy (goals, development strategy) and quality assurance procedures of a study programme

Compliance with the standard: **substantial compliance**

Good practice:

The main processes of the University are documented and are used by the staff.

The International Institute of Tourism and Hospitality involves key partners in the educational, project and research activities. It provides the system of quality assurance in the field of study "Tourism" (round tables with employers; internships of the academic staff; career guidance; work in the State Examination Board; supervising practical training; working as experts of the WorldSkills Championship).

The University subdivisions participate in the procedures of the internal system of quality assurance by participating in the working groups that carry out audits of the educational programmes.

Areas for improvement:

All stakeholders should be informed about the quality assurance policy, which should be published on the University website.

Employers, students, subject-specific ministries, Councils on professional qualifications should be involved in the introduction of the quality assurance policy in the educational and research activities of the Departments.

The University should document the procedures for the development of the quality policy and involvement of all stakeholders in defining goals and development strategies.

STANDARD 2. Design and approval of programmes

Compliance with the standard: **substantial compliance**

Good practice:

The educational programmes of the cluster «Tourism» are documented in accordance with the requirements of Federal Law Ф3-273 "On Education in the Russian Federation".

The educational programmes have clearly defined goals, especially, to the extent of education and formation of cultural competences.

Great attention is paid to acquisition of professional skills. The practice-oriented approach is used and provides students with an opportunity to do practical training at the enterprises.

Areas for improvement:

The requirements of professional standards and qualification levels should be taken into account when developing the educational programmes of the cluster «Tourism». The University should determine the requirements to learning outcomes by combining professional competences with employment functions required by professional standards.

The University should develop the mechanism for taking into account opinions and suggestions of employers during the discussion and delivery of the educational programmes. The process must be documented.

It is necessary to involve students and employers in the development of content and evaluation of quality of the educational programmes.

STANDARD 3. Student-centred learning and assessment

Compliance with the standard: **substantial compliance**

Good practice:

The students are content with the opportunity to make individual learning paths. They are fully informed about the educational programme, criteria and procedures of learning outcomes evaluation.

The procedure of filing an appeal is described in the Regulations on State Final Examination in accordance with the requirements of the Order of the Ministry of Science and Higher Education of 26.06.2015 №636.

The practice-oriented technology of organization of the educational process is introduced on the 3rd and 4th years of study (practical training is combined with theoretical training during the 7th and 8th semesters).

Areas for improvement:

The students should be more involved in the development of content and evaluation of quality of the educational programmes. The mechanism of considering opinions and requirements of students should be documented.

The University should develop and document the appeals procedure based on the results of control and evaluation of students' learning outcomes at all stages of the educational process.

The content of the educational programmes of the cluster "Tourism" should be reviewed in relation to introduction of the disciplines of the professional module, beginning with the 1st grade, reduction of the number and/or extent of general disciplines (recommendations of students).

STANDARD 4. Student admission, support of academic achievements and graduation

Compliance with the standard: **full compliance**

Good practice:

Students are actively involved in academic mobility programmes in tourism, hospitality or such like as well as language proficiency programmes.

There is an effective system of vocational guidance implemented at the Department, which makes it possible to enroll a sufficient number of students.

Students definitely benefit from the integrated programmes in tourism with accelerated term of training (recognition of secondary vocational training).

Areas for improvement:

It is necessary to develop (update) the special policy and material support of students involved in academic exchange programmes. It is recommended to enhance the support of students, who have considerable achievements in research and project work.

It is advisable to use the results of self-evaluation of students' learning outcomes in language courses.

STANDARD 5. Teaching staff

Compliance with the standard: **substantial compliance**

Good practice:

The teaching staff are actively involved in research project and contractual work related with tourism.

There are good conditions for training and retraining of the teaching staff and their professional development.

The quality of the programme is ensured by the University's leading position in tourism in terms of education and research.

Areas for improvement:

It is necessary to optimize the teaching staff taking into consideration age, education, position and prospects for development. It is advisable to design and implement the system of incentives for young teachers.

It is necessary to develop threshold standards to enhance fundamental courses and methodology and expand the use of educational technologies.

It is advisable to improve foreign language competence of teachers, thus expanding their opportunities in international cooperation.

STANDARD 6. Learning resources and student support

Compliance with the standard: **full compliance**

Good practice:

The modern infrastructure is created and provides quality education, health maintenance of students, teachers and staff – specialized laboratories simulating professional environment of tourism and hospitality, sports complex with a swimming pool and gyms, Health Centre, Centres for Outdoor activities and Entertainment of students.

Areas for improvement:

The University should improve material and technical resources used in the educational process, in particular, increase the number of specialized equipment not older than 5 years. Supervisor of the educational programme "Tourism" should enhance control over students using the resources presented in the electronic library system.

The number of specialized software should be increased in the following areas: booking programme, system of travel agencies management, system of management of tour operator's activities, automatisations of orders for tours, excursions, etc. When selecting software, the University should give preference to the systems that are popular at the tourism enterprises in the Far Eastern Federal District.

STANDARD 7. Collection, analysis and use of information for managing the study programme

Compliance with the standard: **full compliance**

Good practice:

The availability of an effective information system, which makes possible the automatized management of the academic process at the University including the "Tourism" programme.

Areas for improvement:

Students should be more involved in collecting and analyzing information which is used for managing the study programme "Tourism".

To complete the technology of benchmarking in order to be able to conduct timely corrective actions at all levels of the implementation of the cluster of programmes "Tourism". The procedure for corrective actions should be updated and documented.

STANDARD 8. Public information

Compliance with the standard: **substantial compliance**

Good practice:

An effective system for informing the public about the offered study programme "Tourism" is in place. The system complies with the requirements of the Ministry of Education and Science regarding placing information on the official site of the educational institution. The site is accessible to visually impaired people.

Areas for improvement:

It is recommended that the analysis of employment of the graduates from the programme "Tourism" should be made on the basis of the official data of the Ministry of Education and Science published at the portal "Monitoring of graduates employment" (<http://vo.graduate.edu.ru>).

The content of the sites in foreign languages should be expanded and brought in accordance with the Russian version of the site.

STANDARD 9. On-going monitoring and periodic review of programmes

Compliance with the standard: **substantial compliance**

Good practice:

A system of gathering feedback from stakeholders of the cluster "Tourism" is in place. The process of receiving information is automated.

Areas for improvement:

The practice of gathering feedback from students and employers should be maintained with subsequent informing the stakeholders about the results of surveys with the purpose of enhancing the effectiveness of the academic process.

The procedure for collecting feedback from students, graduates and employers, as well as the procedure for internal evaluation of the quality of study programmes, its periodicity and effectiveness should be documented. The criteria of the effectiveness of the monitoring procedure should be established.

STANDARD 10. Cyclical external quality assurance of study programmes

Compliance with the standard: **substantial compliance**

Good practice:

Regular external evaluation of the quality of the study programme. Successful state accreditation of the programme "Tourism".

Annual participation of the programme “Tourism” in the Monitoring of the Effectiveness of HEIs.

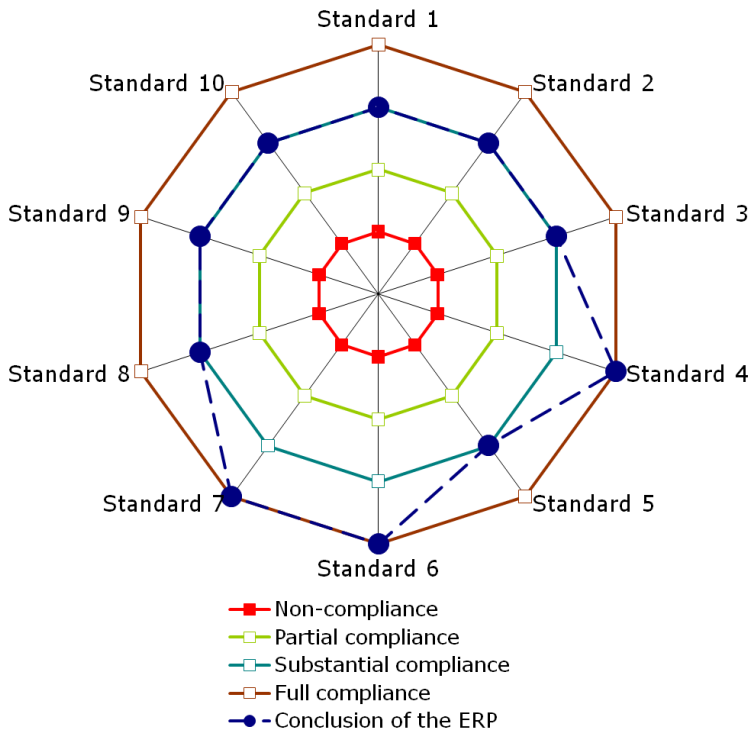
Independent evaluation of the quality of the programme by the Agency for Public Quality Control of Education and Career Development (AKKORK).

Areas for improvement:

The corrective action plan should be further refined and documented to follow up the results of external evaluation of the degree programmes in the time frame envisaged by the local regulatory acts.

In order to enhance the system of quality assurance a regular analysis of corrective actions should be undertaken and a plan for rectifying deficiencies should be developed in the timeframe envisaged by the local regulatory documents after each external evaluation of the cluster of programmes in “Tourism”.

DISTRIBUTION DIGRAM OF THE EXTERNAL REVIEW OUTCOMES



- Standard 1. Policy (goals, development strategy) and quality assurance procedures of a study programme
- Standard 2. Design and approval of programmes
- Standard 3. Student-centered learning and assessment
- Standard 4. Student admission, support of academic achievements and graduation
- Standard 5. Teaching staff
- Standard 6. Learning resources and student support
- Standard 7. Collection, analysis and use of information for managing the study programme
- Standard 8. Public information
- Standard 9. On-going monitoring and periodic review of programmes
- Standard 10. Cyclical external quality assurance of study programmes

CONCLUSION OF THE EXTERNAL REVIEW PANEL

Based on the self-evaluation report analysis, documents and data submitted the External Review Panel has come to the conclusion that the cluster of study programmes «Tourism» (43.03.02) **substantially** complies with the standards and criteria of public accreditation of the National Centre for Public Accreditation.

The External Review Panel recommends that the National Accreditation Board accredit the cluster of study programmes «Tourism» (43.03.02) delivered by Vladivostok State University of Economics and Service for the period of **six years**.

SCHEDULE OF THE SITE VISIT OF THE EXTERNAL REVIEW PANEL

Time	Activity	Participants	Venue
May 21, Tuesday			
8.45	Arrival at the University		Building 1, 41, Gogolya Str.
09.00 – 11.00	First meeting of the External Review Panel		Small Hall, Rector's Office, Building 1
11.00 – 12.00	Meeting of the ERP with the University administration and people responsible for accreditation	Rector, Vice-Rectors, people responsible for accreditation, ERP	Biriuzovy Zal, Rector's Office, Building 1
12.00 – 13.30	Tour of the University (visiting classrooms, library, etc.)	ERP	Buildings 1, 2, 3, 8
13.30 – 14.30	Lunch		Restaurant «Avanta»
14.30 – 15.00	Internal meeting of the Panel	ERP	Room 8014, Building 8
15.00 – 16.00	Meeting with Institute Director	Institute Director, ERP	Room 8017, Building 8
16.00 – 17.00	Work with documents	ERP	Room 8014, Building 8
17.00 – 18.00	Meeting with representatives of professional community	Employers, ERP	Room 8017, Building 8
18.00 – 18.30	Internal meeting of the Panel	ERP	Room 8014, Building 8

Time	Activity	Participants	Venue
May 22, Wednesday			
9.45	Arrival at the University		Building 1, 41, Gogolya Str.
10.00 – 11.00	Meeting with Head of Department, Deputy Head	Head of Department, Deputy Head, ERP	Room 8017, Building 8
11.00 – 11.30	Internal meeting of the Panel	ERP	Room 8014, Building 8
11.30 – 12.30	Meeting with students	Students, ERP	Room 8017, Building 8
12.30 – 13.00	Internal meeting of the Panel/attending classes (optional)	ERP	Room 8014, Building 8
13.00 – 14.00	Lunch		Restaurant «Avanta»
14.00 – 15.00	Meeting with teachers	Teachers, ERP	Room 8017, Building 8
15.00 – 15.30	Work with documents, assessment forms	ERP	Room 8014, Building 8
15.30 – 16.30	Meeting with graduates	Graduates, ERP	Room 8017, Building 8
16.30 – 18.30	Work with documents, assessment forms	ERP	Room 8014, Building 8
May 23, Thursday			
08.45	Arrival at the University		Building 1, 41, Gogolya Str.
09.00 – 12.00	Internal meeting of the Panel: discussion of preliminary results of the site visit, preparation of the oral report of the panel	ERP	Room 8014, Building 8
12.00 – 13.00	Closing meeting of the External Review Panel with the representatives of the University	ERP, University administration, Heads of the Graduate Departments, teachers, students	Hall of the Academic Council, Rector's Office, Building 1
13.00 – 14.00	Lunch		Restaurant «Avanta»
	Departure		