

Research Snapshot

Destination competitiveness in Russia: Tourism professionals' skills and competences

Lidia Andrades & Frederic Dimanche



Results

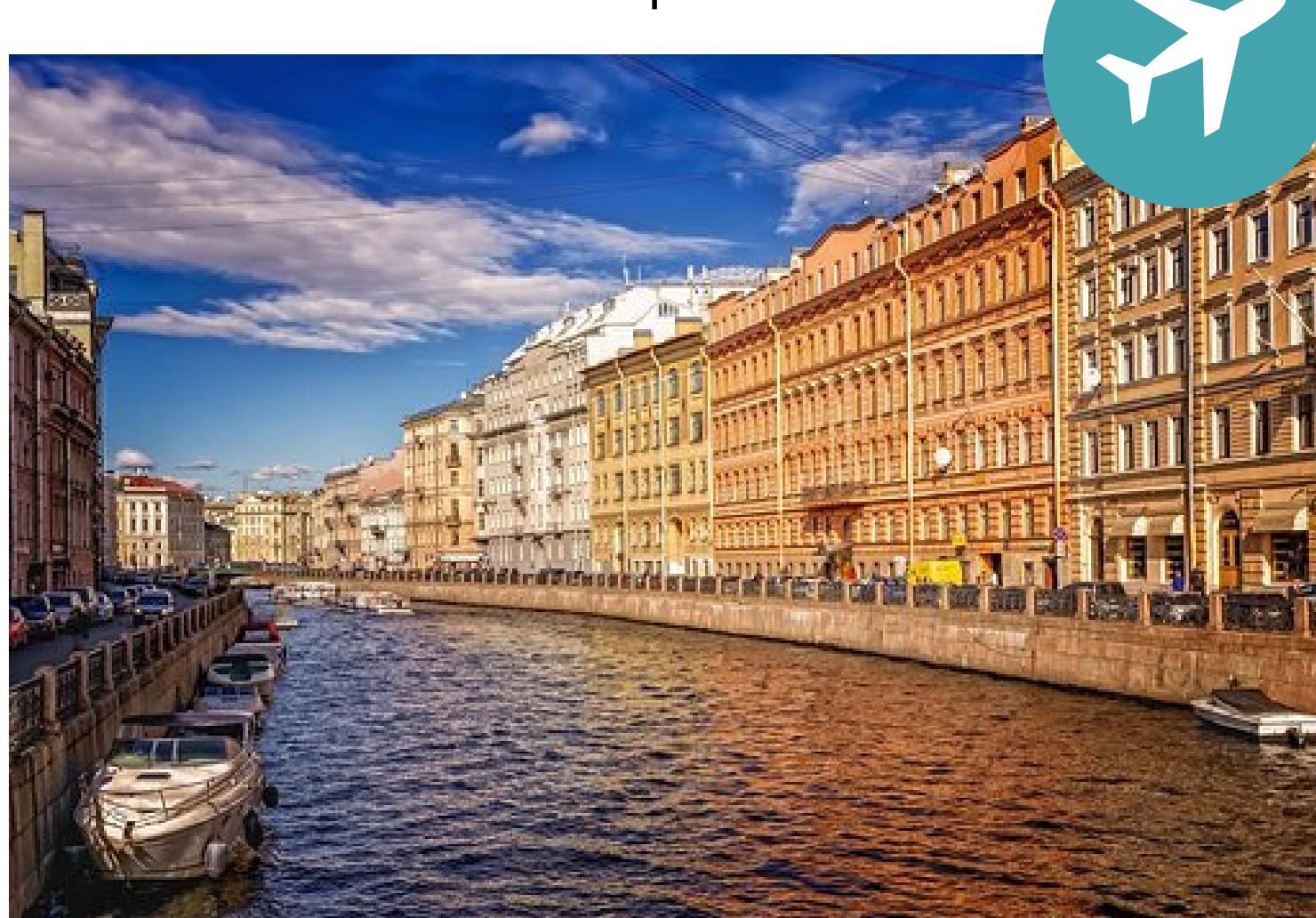
- Russian professionals need improved sustainable management, marketing and research skills
- Identifies areas for universities to address and focus on in their curriculum reform efforts

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Process

- Address the lack of a qualified workforce in Russia's efforts to enhance tourism competitiveness
- A survey of tourism professionals was conducted to assess importance and performance toward a set of competences



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