

Monitoring the employment of graduates of the service industry and hospitality as a way to optimize student training

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Abstract. The article examines the significance of the results of monitoring the employment data of university graduates who train bachelors in the areas of the Service 43.03.01, the Hotel Business 43.03.03, to form up-to-date updates of practice programs and the content of plans of profile-oriented disciplines in the RPD using the example of a specific university - Don State Technical University Rostov-on-Don. The purpose of this study is to develop recommendations and identify areas of activity of universities for practical solution of the most pressing problems in the field of interaction of specialized universities with potential employers for the effective development of the service sector. **Keywords:** employment of university graduates, bachelors in the direction of "Service," "Hotel business," practice programs, potential employers, services, monitoring, wages, remuneration, career growth.

1 Introduction

The hospitality sector is wide in terms of representation by enterprises that meet this profile. These include hotel, tourist enterprises, socio-cultural enterprises and the fashion and beauty industries. The service component of the activity, which is also related to the above area, is in the work of almost all enterprises both in the manufacturing sector and in the non-manufacturing sector of the economy of all countries. Among other things, in the economies of developed countries, and in the economy of modern Russia in particular, enterprises of the service line of activity themselves make up a significant part of the number of all enterprises representing both the primary and secondary sectors of their economy. According to the share of tertiary sector enterprises in the economy, the belonging of each country to the number of highly developed, developed and developing countries is determined and established. The percentage of this share according to the list is as follows: 70-75%; 50-69%; 49- 10%. The same indicators are correlated with indicators of the quality of life of the population of countries with one or another level of economic development [1].

Accordingly, the demand for personnel for the service sector, the hospitality sector will not only grow quantitatively, but will also require constant qualitative updating of the theoretical and practical part of their training. At the same time, the requirements for the practical part will be significantly higher compared to the requirements for the theoretical

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one. This, in turn, puts forward a request for closer cooperation between educational institutions that train such specialists and specialized enterprises.

2 Review of scientific sources

Monitoring of graduate employment for the service and hospitality industry is reviewed and studied by authors such as: Skikos H (2016) [1]. Schomburg, H. (2015), [2]. Green F., Henseke G. (2017), [3]Boivin P. (2017)[4], Chang, J., Chalcraft, D. and Rieple, A. (2015) [5].

In his studies, Kostoglou V. (2015) [6] notes that graduates speak positively about the practical skills they have acquired in seminars and in all types of practices, as well as about the theoretical knowledge gained in lectures on specialized subjects.

Unlike "training based mostly on theory," practice-based training requires the student to study and apply theory from the very beginning in the real working environment provided by the practice bases, thus forming a multi-level model of practice-oriented training for service and hospitality specialists, as researchers Kavkaeva N.V. and Medyantseva S.G. (2015) [6].

Problem-based and practical approaches to learning have a long history of supporting learning based on experiences already gained in the learning process. Socio-psychological research and methodological theory show that by providing students with the opportunity to learn from their own experience of solving production problems, they can learn both the content and strategies of effective specialized activities. Problem-oriented learning (PBL) is a method of professional training of a young specialist with an orientation to a specific enterprise, since there is direct contact with the management on all the most significant professional issues and a direct immersion in practical professional activities. The manager has the opportunity to prepare for himself a future employee as always necessary in the field of service and hospitality labor reserve. This is very important today for this area, since the demand for personnel trained for this area is still growing and requires the search for new ways of interaction between educational institutions and employers that allow overcoming these problems. This requires the formation of sustainable trends in this direction by the efforts of both sides. As a number of researchers of our interest Jude Walker Vimbisio, Ngara Manyamba (2019) rightly point out [7].

The theory of monitoring the employment of graduates of training areas 430301 "Service" and 430303 "Hospitality" was developed by the authors: Barrows, H. S. (1986) [8], Savery, J. R., & Duffy, T. M. (1995) [9], Albanese, M. A., and M. itchell, S. (1993) [10]. A number of researchers assign a special role to innovations in the employment of graduates of these areas of training using interactive technologies Hyun Jeong Kim, Miyoung Jeong, (2018) [11], Miquel Angel Coll Ramis, (2020) [12]., Cathy H.C.Hsu (2018) [13]

The model for monitoring the employment of graduates of the Service 43.03.01, the Hotel Business 43.03.03 and the main features of its formation under the influence of innovation in the process of training specialists for this sector of the economy are considered in Glazer, E. (2010) [14], Carmen Mínguez Carlos Martínez-Hernández ClaudiaYubero, (2021) [15]. They consider it necessary, in order to further successful employment, to integrate formal and informal training facilities using augmented and virtual reality tools to train specialists in the service and hospitality sectors.

Since this study is devoted to the problem of employment of graduates of training areas 4303.01 "Service," 43.03.03 "Hotel business," the authors also studied the opinions of scientists regarding the training of personnel for service enterprises and the hospitality industry. So, Syed Zamberi Ahmad, Abdul Rahim Abu Bakar, Norita Ahmad, 2017 [16], which note the peculiarities of personnel training for these areas. The views of researchers emphasizing the need to connect this specialized education with business structures are interesting [17]. The role of entrepreneurial thinking in the service and hospitality sectors is

especially noted. Business schools, which are closely linked to traditional university education, are important in this regard [18].

To conduct this study, the authors relied on materials related to the direct analysis of data on monitoring the employment of graduates of the Don State Technical University in 2023, which makes it possible to build relevant trends in the employment of university graduates in the areas of Service and Hotel Business.

3 Methods of research

The following research methods were used in the work: analysis of scientific sources, synthesis of scientific ideas, foreign and domestic experience, description of theories of education profiling through interaction with employers in the process of training, questioning of graduates, monitoring of survey results for 2 years.

In preparing this study, the authors used and finalized a questionnaire for graduates developed by the practice department in order to find out what percentage of graduates of the Service, Hotel Business 43.03.03 of the Service and Tourism faculty of the Don State Technical University are employed and employed according to the training profile, and how their places of employment correlate with the places determined by him during his studies for practice; which attracts and, conversely, repels graduates when choosing a place of work after graduation at educational enterprises specialized for them. The survey involved 25 university graduates.

An analysis of the impact of loyalty programs of employers who cooperate with the university as a platform for conducting practices and practical classes for students, for graduates of the university in question as a way to attract young specialists was also carried out.

4 Results and Discussion

Based on the experience of foreign countries in organizing education in the field of service and hospitality, it should be noted that there is a rating system for assessing the data of educational institutions in terms of the demand for graduates. But in Russian practice, it is difficult to track the rating of universities in the field of service and hospitality, there is data only in general for universities in the Russian Federation, and specifically in the area of interest to us, there is statistics on educational institutions in Moscow [18]. In Russia, a stereotypical perception has formed that professional skills can be obtained only in the process of work, and not in the process of training. This is justified, because the field of service and hospitality is such an area where practical training is more important than theoretical or equivalent to it.

Universities are working on this problem, expanding the list of specialized practice databases from year to year. But the forms of organization of enterprises in the service and hospitality sectors limit the possibilities of group admission to the practice of students in the format of their interaction as practice bases with specific educational institutions. The specificity of their organizational structure allows only a point distribution of students to practice, 1-2 people, which will help individualize the process of practical training of future specialists. But this complicates the process of searching for practice bases for universities, which requires a significant increase in their number, which also complicates the control over the passage of practice by the university.

In addition, there are a number of difficulties in the process of interaction between universities and the professional environment of the service and hospitality sector. Many potential employers in this area conduct individual entrepreneurial activities (this mainly applies to hotel and a number of service enterprises themselves) in the format of freelancers,

self-employed and individual entrepreneurs. This makes them not very interested in admitting students to practice, and it is difficult for a university to adjust typical tasks for practice for small and very different enterprises. This requires constant cooperation and mutual development of opportunities for professional dialogue, which owners of small service and hospitality enterprises do not always respond to. Namely, they can often better provide training for a young specialist with a focus on a specific enterprise, since there is direct contact with the management on all the most significant professional issues and direct immersion in practical professional activities. The manager has the opportunity to prepare for himself a future employee as always necessary in the field of service and hospitality labor reserve. This is very important today for this area, since the demand for personnel trained for this area is still growing and requires the search for new ways of interaction between educational institutions and employers that allow overcoming these problems. This requires the formation of sustainable trends in this direction by the efforts of both sides. As a number of researchers of our interest Jude Walker Vimbiso, Ngara Manyamba (2019) rightly point out [7].

According to this necessity, main goal would be to replenish the databases of practices with new ones from among those with whom the students have already interacted on the basis of the initiative agreements they have concluded. Connect students who have received excellent feedback on the results of practice to productive cooperation with these enterprises for the following academic years, forming a mutual interest of the contracting parties: the university should invite managers to cooperate within the framework of scientific and methodological seminars of the department and specialized practical classes, the enterprise should receive guarantees for the opportunity to request students as trainees to help in high seasons and to participate in advertising events.

To form recommendations for overcoming and solving the above problems, a survey and monitoring of the employment of graduates of the Don State Technical University was carried out in the areas of training "Service" and "Hotel Business" in 2023 (June) -2024 (February)

As a result, the following results were obtained. In the direction of preparation "Service": It should be noted that part of the graduates of June 2023 of the Service direction had a job (45%, which is 20% more than last year's graduation rates) at the time of receiving a diploma of higher education (Fig. 1). After monitoring, this percentage increased to 87%, which is also an increase of 35% compared to last year.

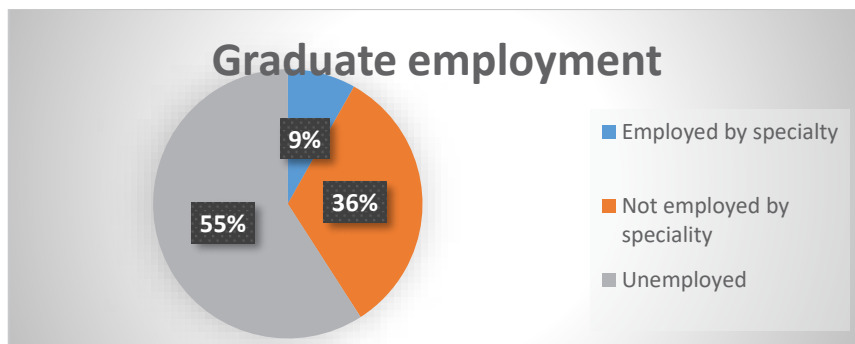


Fig. 1. Employment of graduates at graduation

These are good indicators and a good ratio of the share of working and not yet working for full-time graduates. The presence of 45% of employees (which is almost half of the group) at the time of completion of full-time education is evidence that practice-oriented training

allows some graduates to find a job by the time they receive a diploma, while 45% of those employed, albeit not in their specialty, are evidence of productively organized practices that allow them to find use of their strength in good positions without yet having a higher education. The service direction of preparation is the most universal, since there is a service component in the enterprise of any profile and production and non-production areas. Considering the enterprises where graduates work. Almost everything can be attributed to service - these are an exhibition center, beauty studios and fitness clubs. It's just that students do not work in managerial positions yet and attribute their work to work not in their specialty. There is a fairly high percentage of unemployed graduates, but all of them are focused in their prospects on service enterprises or on master's degree training. Serious adjustments were made to the statistics of employment of graduates by the complicated political and economic situation in the country and in the world.

During the monitoring process, the results changed for the better. The number of employed increased by 42%, the number of unemployed included only graduates on maternity leave. A number of graduates moved up the career ladder and changed their job in the profile, and the percentage of people employed in their specialty increased from 9% to 40%.

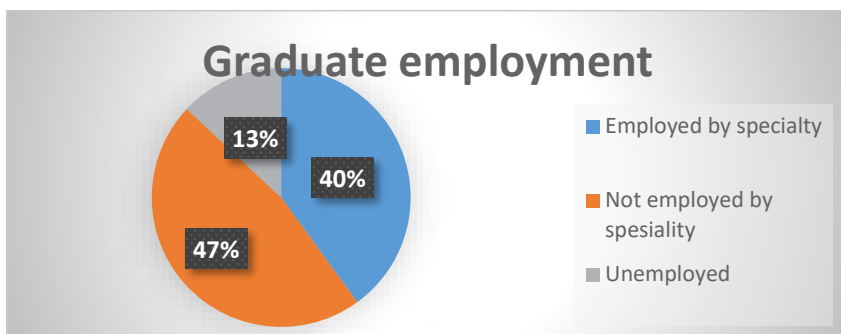


Fig. 2. Employment of graduates after monitoring

The indicator for graduates with more than a year of experience and more than -55% - 8% - indicates that the practice has yielded very good results. Everyone tried their hand at work and many have already gained experience, while 37% already have significant experience - over 3 years. All graduates who were unemployed at the time of graduation already have work experience, while some of the pains are significant, although many do not have it in their specialty, but simply to earn money to pay for training and accommodation. But again, it should be emphasized that there is a service component in all areas where graduates worked and work, that is, everyone has experience in the profile too, which is very important when looking for the desired job after graduation. Upon completion, the bulk of graduates are focused on work in their specialty - this, according to the general forecast, should have increased the% of those employed by the end of 2024 to about 87-92%. Monitoring indicators (Fig. 2) confirm this forecast.

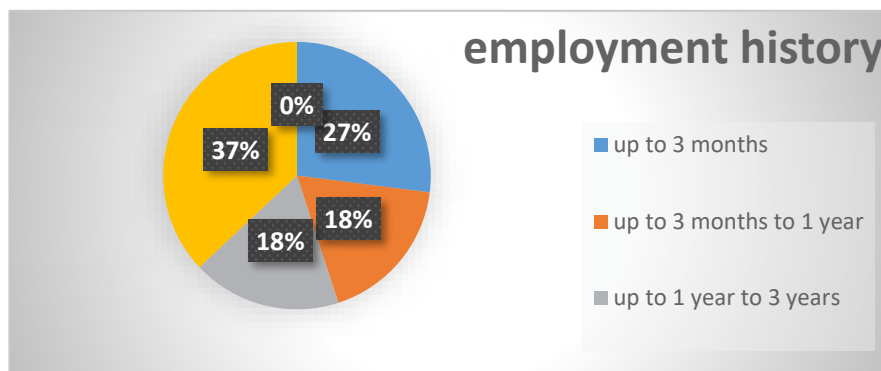


Fig. 3. Work experience of graduates

During the survey, the preferred remuneration of young specialists was identified (Fig. 4). The diagram clearly demonstrates that out of 11 people who answered this question, no one considers wages in the amount of 10, 15 or 20 thousand rubles as the initial level of wages. The largest number of survey participants (72%) would like to receive more than 30 thousand rubles at the start of their professional work, 18% - 25 thousand rubles, 10% - 30 thousand rubles. And these indicators reflect the problems of the modern Russian economy and the prices that have increased over the past years, requiring more and more costs from consumers of goods and services, and it is necessary to earn more and more to cover these costs. In addition, graduates with the above work experience already know their worth, many can put forward salary requirements in accordance with experience.

We should consider in mind the analysis of employers' applications showed that the initial level of remuneration is set from 15 to 20 thousand rubles. This creates serious problems both with the employment of young specialists and with the recruitment of personnel for a number of enterprises.

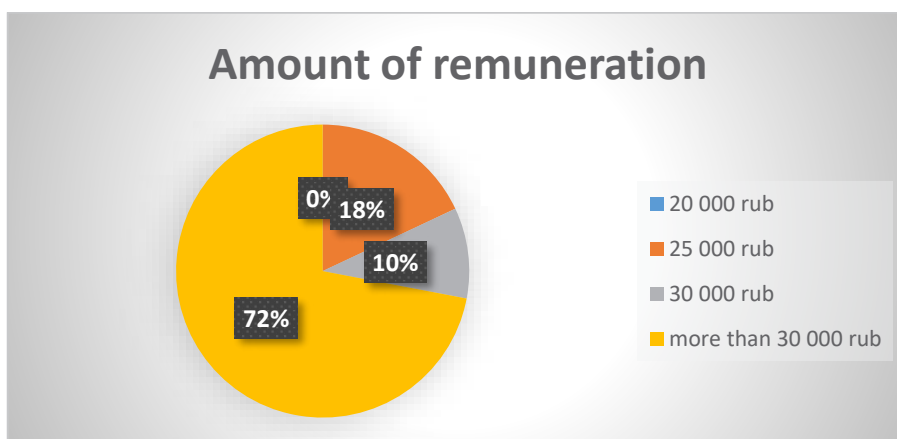


Fig. 4. Preferred remuneration

When ranking the factors affecting the choice of place of work, they put on:

- 1st place - money and benefits (45%);
- 2nd place - stability and reliability (36%);
- 3rd place - acquisition of new experience and knowledge (54%);

- 4th place - career (18%);
- 5th place - prestige of the company (27%);
- 6th place - independence and responsibility of the position (36%);
- 7th place - proximity to home (36%).

Compared to last year, the ranking of money and benefits has increased again, which reflects the current complicated political and economic situation and the increased ambitions of the younger generation, the factor of stability and reliability has risen to second place, it is also determined by the difficult economic situation in the country, so in the world, but besides this, the desire to have long-term income guarantees, since many young professionals take out mortgages, striving for independence, the third place was taken by the acquisition of new experience and knowledge. What reflects the modern demands of employers on the ability to quickly master new technologies in all spheres of the modern economy, and who, like not young people, are more susceptible to this change and study and master them with interest, then the career and prestige of the company follow, which has the following explanation: since social benefits and benefits are now becoming very significant for everyone, and they are provided in full only by prestigious companies, and taking into account stability and reliability, which is already noted as a very significant requirement of young specialists and is close to this factor in terms of the semantic component and in explaining the reasons for the increase in its popularity, further the next sixth factor in importance - they still remain the independence and responsibility of the position, which confirms the unquenchable ambition of young people and the desire to independently establish themselves in the labor market, and the last position is occupied by the factor of proximity to the house, which is explained by the desire to break away from the house and start an independent life, the ability to drive a car and the presence of cars for some graduates (Fig. 5).

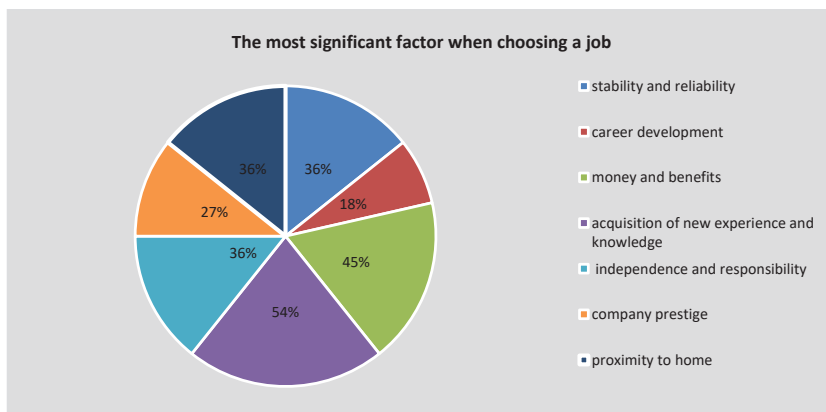


Fig. 5. The most important factor in choosing a job

Analysis of the responses of the graduates of June 2023 made it possible to draw the following conclusions:

1. All graduates are going to work in Rostov-on-Don and the Rostov region 11 - (100%).
2. Currently graduates of
 - would like to find a job in the specialty - 2 (18%),
 - agree to work outside the specialty - 4 (36%),
 - have a job in their specialty - 1 (9%),
 - gets the second higher - 2 (18%),
 - is going to continue his studies at the magistracy - 7 (64%)

- 7 graduates are going to continue their studies in the magistracy - (64%). All not employed at the time of graduation (6 graduates) and 1 employed, plans to combine work and study.
- Less than half does not expect to combine the main work with an additional 4 (36%).
- The bulk of graduates prefer non-manufacturing enterprises 11 (100%) (Fig. 6)
- Areas of preference:
Management and marketing - 5 (45%)
Advertising - 4 (36%)
State structures - 4 (36%)
Trading - 3 (27%)
Education - 2 (18%)
Financial sector - 1 (9%)

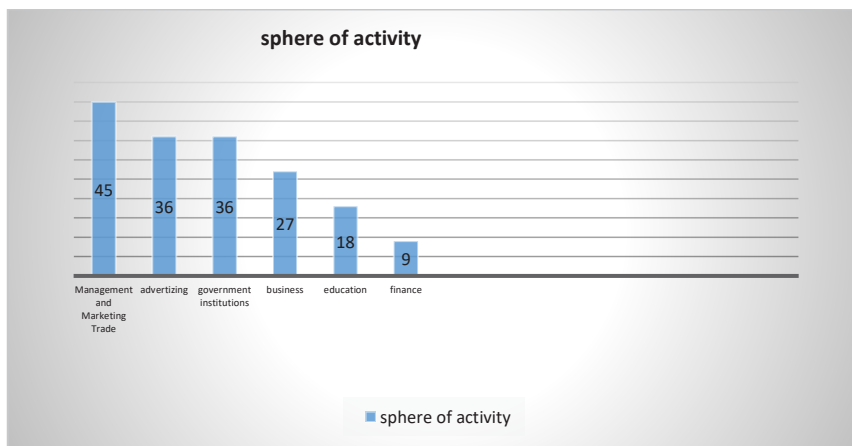


Fig. 6. The area of activity of the enterprise where graduates would like to work

7. By the nature of the work, preferences were distributed as follows thus:

- organizational and managerial - 5 (45%)
- advertising and information - 3 (27%)
- information and analytical - 3 (27%) (Fig. 7).

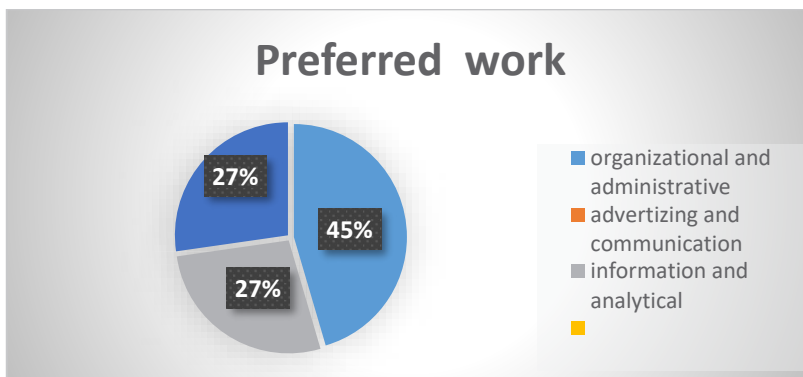


Fig. 7. Preferred work

Thus, according to the results of the analysis, it can be concluded that the percentage of employed full-time graduates and the presence of work experience of more than 3 years for a significant number of graduates indicates that modern students begin to look for the use of their strength in the labor market, starting from the first year. This is a time requirement, which is determined by the need for young people to search practically from the first years of study at the university due to the inability to accurately determine the choice of profession after school.

The second direction was considered the direction of training 43.03.03 "Hotel business." As a result, the following results were obtained.

Part of the graduates of June 2023 in the direction of "Hotel business" 6 (43%) had a job at the time of receiving a diploma of higher education (Fig. 1): of these, only 2 (14%), unfortunately, were employed in their specialty, that is, 29% of working graduates have not yet worked in their specialty. At the time of graduation, there were 8 graduates who were not employed, which is 57% of the total. These indicators of working and not yet working for full-time graduates are permissible today at the time of graduation. A large percentage (43%) of employees is evidence that practice-oriented training allows almost more than half of graduates to find a job by the time they receive their diploma. In the process of practice, they get acquainted with the work of diversified enterprises, especially this range is wide in the first training practice, and many (especially for students on a commercial basis) find work and often in enterprises not only in the hotel sector. At the same time, almost the minimum number of employed in the specialty is evidence of the specifics of work in the hotel sector, which requires already trained specialists and a solid employment schedule, which requires a large number of absences, and this is unacceptable for full-time education. But the request for trainee trainees was and will be quite high on the part of hotel companies. Unfortunately, the time periods for which requests are given by hotels often do not coincide with the time periods of practices according to curricula, which often makes it difficult to organize practices. A fairly high percentage of unemployed graduates are focused in their prospects on hotel enterprises (about 60-75%).

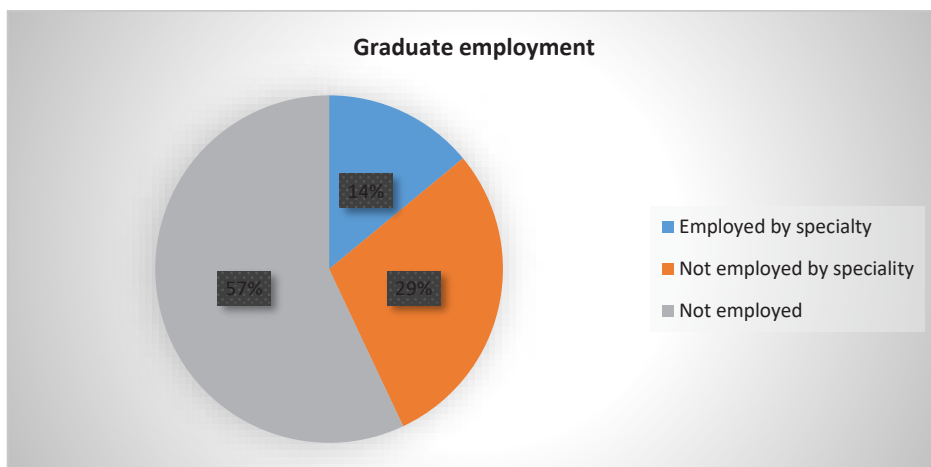


Fig. 8. Number of employed and unemployed graduates

During the monitoring process, the results changed for the better. The number of employed increased by 43%., the number of unemployed included only graduates on maternity leave. A number of graduates moved up the career ladder and changed their job in the profile, and the percentage of people employed in their specialty increased from 14% to 43%. (Fig. 9)

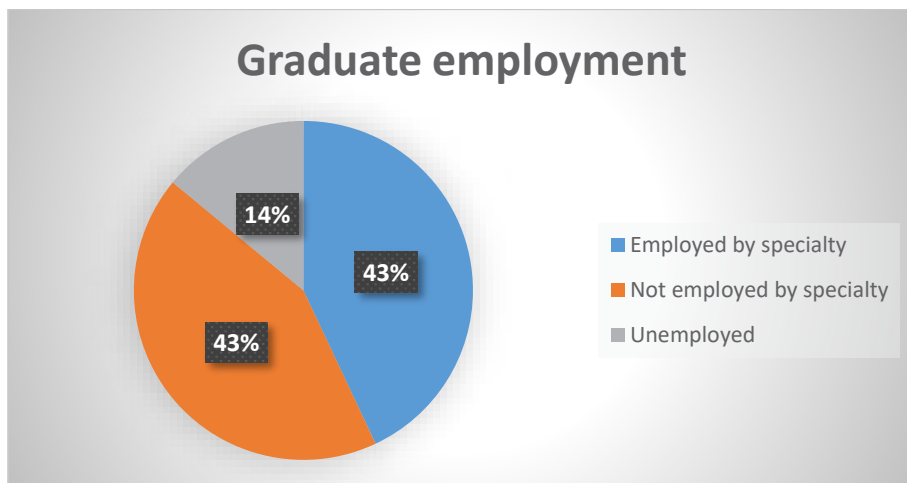


Fig. 9. Employment of graduates after monitoring

At the end, the bulk of the graduates were focused on work in their specialty - this, according to the general forecast, was supposed to increase the% of those employed by the end of 2024 to about 86-90%. Monitoring indicators (Fig. 9) confirm this forecast.

Potential employers will be interested in the fact that the bulk of graduates at the time of completion of their studies at DSTU had work experience (93%): more than one year 3 (21%), over 3 years of experience have 2 (15%) graduates, from 3 months to a year - 7 (50%), up to 3 months - 176%), does not have experience - 1 (7%) graduates (Fig. 10). The indicator for graduates who do not have experience - 7%, indicates that 50% of graduates unemployed at the time of graduation already have work experience, although they do not work at the moment, while for the most part the existing work experience is not in the specialty, but simply to earn money to pay for training. Upon graduation, this part of the graduates is focused on work in the specialty - this is about 50-65%. In general, taking into account those who decided to enter the magistracy, those who received job offers from employers-members of the SAC, the projected percentage of people employed by the end of the 2023 calendar year is projected to be 86-90%. Forecast confirmed by monitoring (Fig. 9).

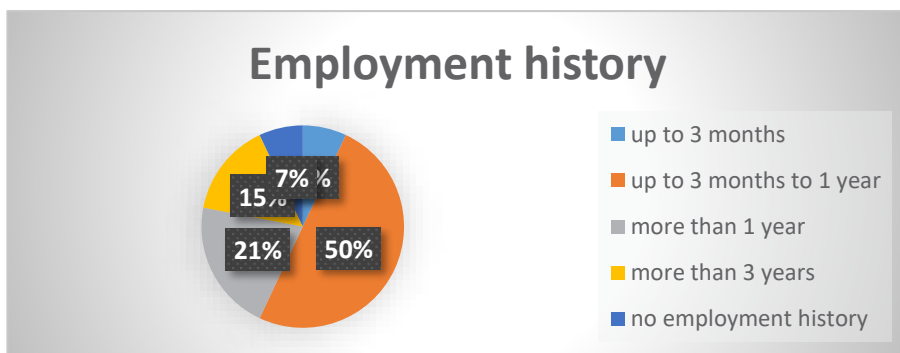


Fig. 10. Work experience of graduates working in the specialty

During the survey, the preferred remuneration of young specialists was identified (Fig. 11). The diagram clearly demonstrates that out of 14 people who answered this question, no

one considers 10, 15, 20 thousand rubles as the initial level of wages. The largest number of survey participants 8 graduates (58%) would like to receive at the start of their professional work over 30 thousand rubles, 3 graduates (21%) - 30 thousand rubles, 3 graduates (21%) - 25 thousand rubles.. And these indicators reflect the problems of the modern Russian economy and the prices that have increased over the past years, requiring more and more costs from consumers of goods and services, and it is necessary to earn more and more to cover these costs.

It should be borne in mind that the analysis of employers' applications showed that the initial level of remuneration is set from 15-20 thousand rubles. This creates serious problems both with the employment of young specialists and with the recruitment of personnel for a number of enterprises. The current graduates have the opportunity to set conditions for the desired salary, since 97% of them already have work experience and work experience.

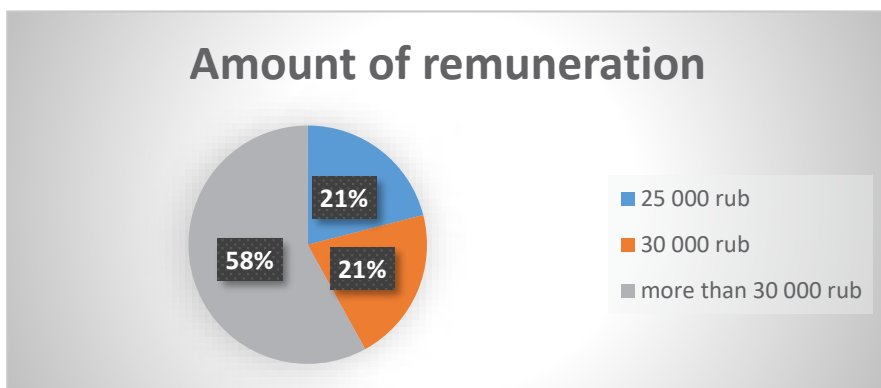


Fig. 11. Preferred salary of graduates

When ranking the factors affecting the choice of place of work, most put on:

- 1st place - money and benefits (36%);
- 2nd place - career (21%);
- 3rd place - prestige of the company (43%);
- 4th place - stability and reliability (28%);
- 5th place - acquisition of new experience and knowledge (41%);
- 6th place - independence and responsibility of the position (28%);
- 7th place - proximity to home (50%).

Compared to last year, the ranking of the company's prestige, stability and reliability and the acquisition of independence and responsibility of the position has increased (Fig. 12).

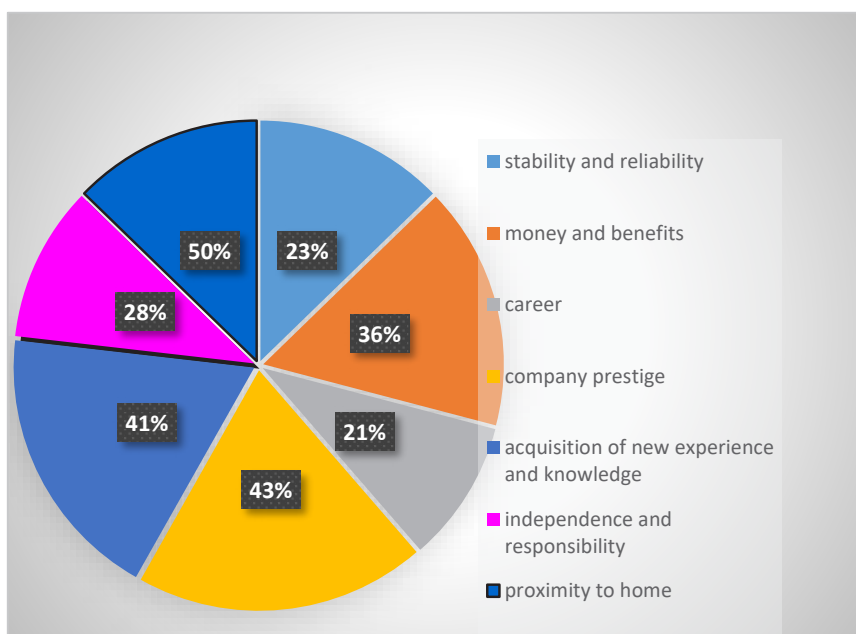


Fig. 12. Prioritization of employment

Analysis of the responses of the graduates of July 2023 made it possible to draw the following conclusions:

1. Many graduates are going to work in the Rostov region 12 - (86%)
2. Many would like to find a job in their specialty, agree to work in their specialty 6 (43%),
3. A significant part of graduates are going to continue their studies in the magistracy - 7 (50%)
4. More than half does not expect to combine the main work with an additional 12 (86%).
5. The bulk of graduates prefer non-manufacturing enterprises (86) (Fig. 6)
6. Areas of preference:
 - Management and marketing - 12 (86%)
 - Advertising - 8 (57%)
 - Trading - 8 (57%)
 - State structures - 4 (29%)
 - Financial sector - 3 (21%)
 - Education - 2 (14%)
 - Information technology-1(7%)

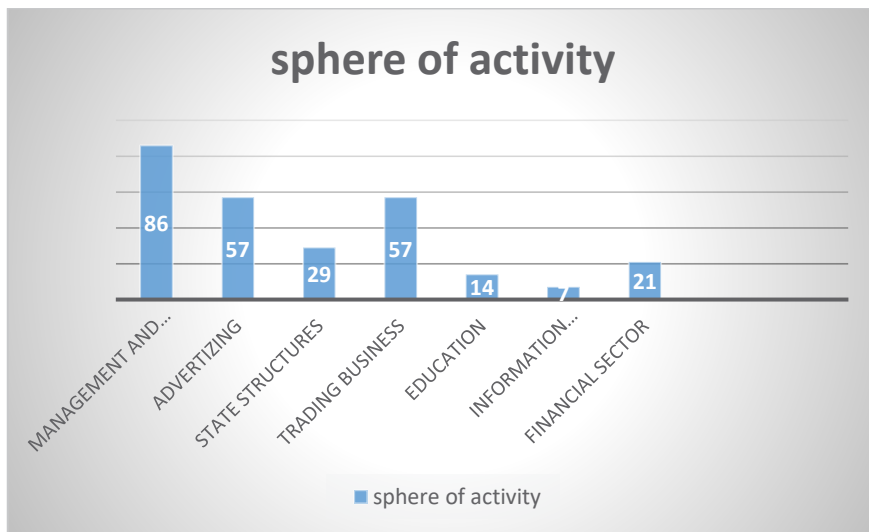


Fig. 13. Business area where graduates would like to work

7. By the nature of the work, preferences were distributed as follows thus:

- organizational and managerial - 13 (92%)
- advertising and information - 3 (21%)
- information and analytical - 3 (211%)

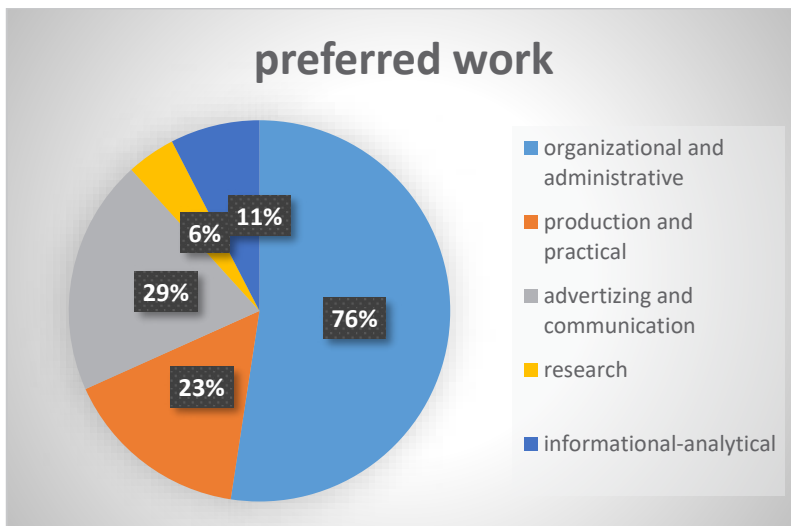


Fig. 14. Preferred work

Thus, based on the results of the analysis, it can be concluded that the percentage of employed full-time graduates has significantly increased according to the results of monitoring in the forecast indicators. The predictive survey required additional individual conversations based on the results of the survey. Work with graduates was carried out in close cooperation with employers, representatives of the management of enterprises of practical

bases. This made it possible to reserve a number of jobs for graduates who were undecided at the time of graduation at specialized hotel enterprises. All other indicators can be qualified as supporting loyalty programs of specialized enterprises in relation to university graduates. A very good indicator of the employment experience of graduates - 93% already have work experience, and this allows them to indicate experience in their resume when hiring, which employers often require today. It is important that some students who were unemployed at the time of graduation also have experience - this is 50% of graduates.

Requests for the initial level of remuneration increased compared to last year, which is justified by the economic situation in the country and the desire of young specialists to have not the minimum, but the average (25,000 rubles - 21%) and high salaries (30 (21%), and over 30,000 - 58%)), which is supported by the desire of graduates to reasonably put forward such requirements, as evidenced by the previous figures and indicators.

The majority of graduates prefer to live and work in Rostov-on-Don and the Rostov region (86%), that is, in their small homeland. This is a manifestation of patriotism, attachment to their native places, as well as evidence that the labor market of the Rostov region provides opportunities for the employment of young personnel. Areas of preference - management and marketing, advertising, public sector, trade, finance, information technology. According to the ranking of factors affecting the choice of a place of work in the first place, money and benefits (36%) (which indicates that the hotel sector has suffered greatly due to sanctions); on the second - career (21%) (ambitiousness among the younger generation is always present, although here preferences were distributed evenly across all seven indicators, which indicates an increase in the importance of each in a modern unstable situation); the third - the prestige of the company (43%), the fourth - the stability and reliability of the company (28%) (the priority definition of this factor was affected by the difficult situation in the hotel market in a complicated political and economic situation), followed by the acquisition of new experience and knowledge (41%); then comes the independence and responsibility of the position (28%); the last positions are traditionally occupied by the factor of proximity to home (50%). But it should be noted once again that the uniformity of the distribution of preferences in the second place equalizes indicators from 3 to 7.

By the nature of the work, the preferences of most graduates were given to organizational and managerial work, which is quite reasonable for people receiving higher education.

This year, the interest of graduates in advertising, communication and information and analytical spheres increased significantly (compared to last year) (21% and 21%, respectively). It is important to note that 50% of graduates are going to enter the magistracy. This indicates the desire of graduates to improve the level of their higher education and for future career growth, and to increase their professional status to request high earnings from employers and for future career growth.

All the results of the analysis allow us to draw a conclusion about a fairly high level of productivity of training specialists in the direction of 43.03.03 "Hotel business" and the prospects of this educational direction.

5 Conclusion

Thus, as a result of the study, the following conclusions can be drawn.

1. Monitoring the employment of graduates is a necessary basis for maintaining communication between the university and employers and with trained specialists. Feedback from enterprises is important with an assessment of the level of training of specialists for the service and hospitality sector, as well as proposals for adjusting the university curricula and forms and types of organizing practices. Practical orientation throughout the entire period of

theoretical training, combined with internships in service and hotel enterprises, will allow training specialists to meet the requirements of employers.

2. The analysis of the survey data and monitoring of the employment of university graduates who train specialists for the service and hospitality sectors revealed weak links in the interaction between the university and employers - the main of which is the lack of an up-to-date dialogue between them and a mobile response to employers' requests on adapting the terms of practice to the real needs of enterprises.

3. It is necessary to attract an increasing number of employers to conduct master classes on relevant innovative processes in the areas of service and hospitality. On the other hand, it is important to have our own platforms for the practical work of students in the profile, contracts with enterprises for conducting practical classes at specialized enterprises - service and hotel.

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