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COMPONENTS OF PROFESSIONAL CULTURE OF FUTURE SPECIALISTS IN HOTEL AND RESTAURANT BUSINESS

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Components of Professional Culture of Future Specialists in Hotel and Restaurant Business

The article focuses on the process of formation of professional culture specialists hotel and restaurant industry and its components. The author states that the individual professional culture is heavily influenced by the characteristics and specificity of certain areas, the installation of components associated with professional culture clarify the characteristics of this industry and the specifics of its employees of hotel and restaurant management.

The author examines the scientific approaches to determining the nature and components of professional culture specialists in various fields, the content of workers institutions hotel and restaurant industry. The article deals with the nature of multi-professional culture that allows us to consider it as a system that operates in the unity of its structural components and characterize this phenomenon in statics and dynamics.

Determined that there is a specialist professional culture and based on a system of values and motives.

Written by professional culture is seen as an integrative personality formation which includes motivational value, activity and cognitive components.

Keywords: professional culture, professional culture specialists of hotel and restaurant management, components of professional culture, professionally important qualities.

In modern society puts a qualitatively new challenge in education and personal development. Global objective of education is now preparing to human life in a complex and contradictory world, providing future professionals the opportunity to actively and creatively use knowledge. That is why the current system of higher education shall be directed to the realization in the professional training conditions of formation of professional culture.

For a long time problem of formation of professional culture experts were

ignored scientists, because in the new socio-economic conditions needed to solve urgent issues updating the content of education, creation and implementation of the learning process of modern educational technologies, providing subject – subject interaction between participants of the study process. Parallel to this, there were changes in the areas of training, under the influence of time there were new specialty, requiring theoretical and methodological basis for training in higher education. These specialties include experts and restaurants as representatives of the service sector.

The rapid development of hotel and restaurant industry, raising the population's needs for quality services in recent years began to demand a fundamentally new meaning professional training field of hotel and restaurant management, aimed at forming an integral professional culture of future specialists. At this stage, you can mark low enough interest among scientists in the formation of professional skills of specialists restaurants, among them, we can mention the labor I. Vologdin, G. Korotkov, I. Dovzhenko devoted to the study of specialists in maintenance. The formation of professional culture of future specialists of hotel and restaurant industry, unfortunately, remained unnoticed by scholars.

As the professional culture of personality is strongly influenced by the characteristics and specificity of certain areas, the installation of components of professional culture we associate with clarifying the characteristics of the industry and the specifics of its employees.

Service as a cultural phenomenon is part of the culture, which for centuries created special material, aesthetic, ethical values to meet every day needs.

The specificity of schools of hotel and restaurant business is the manufacture, sale and service provision. The employees of these institutions fully or partly perform services in the presence of the customer, the customer and are responsible for the quality, deadlines and service culture. The content of workers schools of hotel and restaurant management may identify the following elements of the labor process as communication with customers, design services, technology management or self-fulfillment services.

Contents of the management structure of enterprises hospitality industry has

considerable difficulty because involves managing the entire production process, its logistical support, formation and maintenance of process equipment, management of the enterprise, alignment of strategies and tactics work and enterprise development, creating his image, building relationships with clients, customers, suppliers, competitors, government officials, representatives of government agencies and others.

The professionalism and professional culture in general manager of hotel and restaurant business of an enterprise depends and quality of service.

Modern enterprises are high-tech facilities, the specialist hotel and restaurant business, to ensure the competitiveness of enterprises must plan, manage and monitor technological and production processes. This requires knowledge of technology and organization of hotel and restaurant management, production management technology, providing hospitality services and their quality management and more. Definitions shows that the professional activities of specialists of hotel and restaurant industry has signs of professions such as “man – technology (technology)” makes multifunctional activity of these professionals and their professions culture multidimensional phenomenon.

This specificity of activity, according to scientists, shows that the formation of professional culture of these professionals should based primarily on the creation and development of students in the system values, motivation, skills of self-actualization in the case of professional positions, professional culture of behavior. Thus, N. Husnullina believes that the future should be based specialist in professional work on an updated picture of the philosophical world, professional and values, promoting the creation of successful design, competitive manager [1, p. 54]. In this regard, a researcher at vocational value orientations professional hotel and restaurant industry understands reflected in his consciousness and behavior of professional values that are recognized as strategic objectives, promote professional and personal improvement and implementation of effective management activities.

However, not only the value is an important aspect of professional culture specialist. Fundamental importance for any activity is motivation, which in the

general concept of mental acts regulating core determinant component. Professional motivation is an internal driving factor in the development of future professionalism and professional, as only through a high level of professional motivation possible effective development of professional education and culture.

Continuing the theme of the need to develop motivational value sphere specialists, I. Andrianov said that today knowledge required of them in many areas, but most importantly – it's interest in his work, as the specificity of this area is that the products are of intangible character and [2, p. 102]. This intangibility of services is found in experiences that are created by the visitors and are a prerequisite for their return there. Impressions of visitors - is the result of professional culture of staff, their friendliness, attentiveness and care, hospitality is the atmosphere that is created interest in his work The staff of hotel and restaurant management.

Some feature motivational value sphere professional service sector and its professional culture is a professionally-important, important qualities that are necessary for successful and effective skills development profession. Research M. Lobur possible to determine the professional and meaningful to specialists in service quality which the scientist include: interest in the profession, responsibility, morality and personal activity, independence, willingness to take risks, readiness for adopting innovative solutions, diligence, industriousness, sociability, organizational skills, communication skills, friendliness, kindness, empathy, initiative, commitment to professional growth [3, p. 72].

However, all these qualities expert reveals only activity. Activity-direction of his professional culture includes methods and techniques of professional activities that are associated with specific objects implement it in their chosen field. Many psychologists and educators point to the leading character abilities in activities and formation of professional culture specialist.

In accordance with industry standards specialist in hotel and restaurant management engaged in a wide range of issues and is active in the areas of determining development strategy; organization and management of economic, financial, commercial, marketing, information and innovation institution, its logistics,

formation and management personnel, instructional design, technical documentation [4].

So when it comes to intellectual skills, the profession manager of hotel and restaurant management distinguishes ownership skills to ensure competitiveness, skills planning, management and control of production processes, economic and commercial activities. It is rather important to work effectively institution is providing its promotional activities, building and implementing marketing strategy.

Specialist hotel and restaurant management should identify and analyze the key factors that determine the need for introduction of new technologies and services, process equipment. This innovative software development requires training to transformations of its additional professional education, training and retraining. This is a very important aspect of management personnel that may be in the direction of self-education on an individual plan, participation in seminars permanent, short-term training and internships at the enterprises of hotel and restaurant industry and so on.

Team building, creating a system of material and moral incentives for staff, skillful use of the knowledge and experience of each employee needs for expert knowledge of both management theory and motivation and psychology of the skills management technique business enterprise.

The ability to establish psychological contact with different people – a sign of professional work and one aspect of their professional equipment. These skills allow us to understand customer behavior to select the best option for their service and get to know “their inner world with the purpose of self-conscious of their own behavior” [5, p. 214].

Scientists also believe that modern specialist in services distinguishes the ability to deal with complex professional situations with stress; be tolerant towards others; be able to manage your time; comply with the law; execute business documents and more. Mastering chosen “life skills” is an important step towards the formation of professional culture.

The peculiarity of service workers is constant communication with clients. When communication is a process of interaction of specific people based on the

exchange of thoughts, feelings through words and expressive movements. As the A. Dovzhenko, “the ability to communicate professionally dependent image, contacting customers, success in career specialists in service” [6].

Culture of Professional Communication as part of culture specialists in professional service has influence on the quality of services as to establish contact with clients employees of these institutions should have standards of oral and literate literary language; skillfully use them, reaching out the most accurate, relevant statements; know professional terminology and use a variety of communication tools.

The feature of professional communication specialists hospitality industry is its implementation in the form of a dialogue of cultures. Domestic tourism education industry representatives sure you get acquainted with the identity of other cultures enriches us, opens unknown horizons of our own culture, stimulate our creativity. As the L. Knodel, all parts of the tourism industry provides synergy of cultures, expanding channels of communication between different society in terms of global processes [4].

The combination of all the above skills, which we define as the organization and activity needs of professional hotel and restaurant management skills to operate large amounts of information, analyze, evaluate and record. This is not possible without solving such problems by specialist organizations and professional activity as analytical and reflective, structural and predictive, evaluative and information and corrective tasks. The ability to solve these problems allows professionals to direct and construct their professional activity, exercise of reflection and analysis, evaluate personality changes and their impact on the efficiency of the profession, to determine the level of education, upbringing, personal and professional development of general, make adjustments in their operations.

Multidimensional challenges of the future professional practice requires a considerable background in the form of theoretical knowledge in various fields. This is significant information field, important for the formation of professional culture, the features of professional formation, the specificity of his professional activity, reveals mechanisms of mastering it and implement a creative act.

In our opinion, expert in hotel and restaurant management enters into relationship with the professional culture in three areas:

- First, when learns the culture of professional work while studying in higher education;
- Second, he lives and acts in a certain socio-cultural environment as a carrier and translator of human values;
- Third, creates and develops professional culture as the subject of their own professional work.

This knowledge, according to Markov, is objectively professional activity specialist.

Furthermore, according to the main activities of specialist hotel and restaurant management should have theoretical knowledge in management, marketing, economics and law, business communication, ethics and etiquette, psychology, native and foreign languages, advanced domestic and foreign experience of the hospitality industry, today production technologies and equipment restaurants, ecology, safety, sanitation and hygiene, etc.

We have determined that there is a specialist professional culture and based on a system of values and motives. Because cognitive direction of formation of professional culture also provides search axiological knowledge and fixing them in the minds of future professionals.

The mentioned features we motivational value, cognitive and professional culture exist in interaction, their division is quite conventional. As an integrative education they form the basis of professional culture of professional hotel and restaurant industry.

All this indicates the nature of the multi-professional culture that allows us to consider it as a system that operates in the unity of its structural components and characterize this phenomenon in statics and dynamics. As the A. Korzhuyeva, the content of any cultural phenomenon determined by a combination of elements inherent in directly detected purpose, direction and purpose [7, p. 93].

In establishing the structure of professional culture specialists hotel and

restaurant industry, we explore the views V. Hrynkovoyi, I. Vologdin, N. Kachurovskoyi, A. Korzhuyevoyi, G. Korotkov and other scientists. Comparison of different approaches to structuring professional culture, we provide various characteristics of its manifestation in the areas of professional, led to some general conclusions and give your own opinion structure professional culture of these professionals. We believe that the system of professional culture specialists in restaurants is unity motivational value, activity and cognitive components that are interconnected and interdependent with each other.

Motivational-value component of professional culture of professional hotel and restaurant industry reflects a conscious choice to realize their individual abilities and interests in the hospitality industry, to master this chosen profession, which is realized in personal and social terms as a value; responsibly and creatively carry out professional activities on moral and ethical grounds, constantly directing the professional and personal development.

Activity-component allows skilled hotel and restaurant industry to use all methods and techniques acquired professional work to solve various problems in the organization and management of the hotel and restaurant facility to meet the needs and interests of consumers and ensure effective and competitive business enterprise. In this context, activity component provides for certain actions of the individual in relation to professional self-development, improvement of its own activities and environment, which directly depends on the quality of service provision.

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Безрученков Ю. В.

Складові професійної культури майбутніх фахівців готельно-ресторанного господарства

У статті приділяється увага процесу формування професійної культури фахівців готельно-ресторанного господарства, та її складових. Автором зазначається що професійна культура особистості знаходиться під значним впливом особливостей та специфіки певної сфери діяльності, то встановлення складових професійної культури пов'язуємо із з'ясуванням особливостей цієї галузі та специфіки діяльності її працівників готельно-ресторанного господарства.

Автор розглядає підходи науковців до визначення сутності та складових професійної культури фахівців різних галузей, змісту праці робітників закладів готельно-ресторанного господарства. У статті розкривається багаторівнева природа професійної культури що дозволяє розглядати її як систему, яка функціонує у єдності її структурних компонентів і характеризувати цей

феномен у статиці й динаміці.

Визначено, що професійна культура фахівця виникає та спирається на систему ціннісних орієнтирів та мотивів.

Автором професійна культура розглядається як інтегративне особистісне утворення до складу якого входять мотиваційно-ціннісний, діяльнісний і когнітивний компоненти.

Ключові слова: професійна культура, професійна культура фахівців готельно-ресторанного господарства, складові професійної культури, професійно важливі якості.

Безрученков Ю. В.

Составляющие профессиональной культуры будущих специалистов отеля-ресторанного дела

В статье уделяется внимание процессу формирования профессиональной культуры специалистов отеля-ресторанного дела, и ее составляющих. Автором отмечается, что профессиональная культура личности находится под значительным влиянием особенностей и специфики определенной сферы деятельности, определение составляющих профессиональной культуры связываем с выяснением особенностей этой отрасли и специфики деятельности специалистов отеля-ресторанного дела.

Автор рассматривает подходы ученых к определению сущности и составляющих профессиональной культуры специалистов различных отраслей, содержания труда работников заведений отеля-ресторанного дела.

В статье раскрывается многоуровневая природа профессиональной культуры позволяющий рассматривать ее как систему, которая функционирует в единстве ее структурные компоненты и характеризует этот феномен в статике и динамике.

Обусловлено, что профессиональная культура специалиста отеля-ресторанного дела возникает и опирается как система ценностных ориентиров и мотивов.

Автором профессиональная культура рассматривается как интегративное личностное образование, в состав которого входят мотивационно-ценностный, деятельностный и когнитивный компоненты.

Ключевые слова: профессиональная культура, профессиональная культура специалистов отеля-ресторанного дела, составляющие профессиональной культуры, профессионально важные качества.

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