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PROFESSIONAL CULTURE IN THE SPHERE OF RESTAURANT INDUSTRY: THE CONTENT AND COMPONENTS

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Professional Culture in the Sphere of Restaurant Industry: the Content and Components

In article it is specified that the professional culture of experts of the sphere of a restaurant economy is an actual pedagogical problem. The professional culture of these experts is under the influence of specifics and features of their activity in the restaurant industry. The professional culture of experts of the sphere of a restaurant economy is considered by the author as integration personal education which structure includes motivational and valuable, activity and cognitive components.

We have analyzed professional culture of people who work in restaurant business as a system which consists of motive-and-value, active and cognitive components. The interconnection of these components provides the unity of the whole system and allows to investigate the phenomenon of professional culture in static and dynamic states. In order to achieve this one must determine the set of criteria and levels of professional culture in general and of its constituent components in particular, as well as diagnose the level of general personality development of future experts in restaurant management. All this will become the object for our further research.

Key words: professional culture, professional culture of experts of the sphere of a restaurant economy, activity, valuable reference points, motivation, professionally important qualities, professional knowledge and abilities.

Modern society at the present stage of its development is faced with completely new tasks in the sphere of education, professional training, and research. One of the main objectives of nowadays higher education is to ensure training of people so as to prepare them for professional life in a complicated and contradictory world, as well as to provide them with the possibilities for active and creative usage of the knowledge obtained. That is way the present system of higher professional education must be directed to building up the conditions for the formation of professional culture of future specialists while their professional training.

It should be noted that the question of the formation of professional culture has not yet been properly investigated by scholars and researchers, mainly because of the new social and economic conditions that influenced first of all the solving of such problems as changing of the content of modern education, implementation into the process of education of modern teaching techniques, providing of subject-object interaction of the participants of education. Along with these, the changes in the directions of professional training occurred under the new circumstances new specialties appeared which called for new theoretical and methodological basis for the professional training of specialists in the system of higher education. Among such specialties one may name restaurant catering and its specialists as representatives of the sphere of servicing.

Rapid development of restaurant industry, the increase in the level of people's demands concerning the quality of restaurant services in the recent years began to call for principally new content of professional training in this sphere aimed at the formation of holistic professional culture of future specialists of restaurant business. Presently we can identify a considerably low level of academic interest towards the formation of professional skills among the specialists in the sphere of restaurant servicing. However the question of the formation of professional culture of future specialists in the restaurant servicing has not been properly researched by scholars yet [1].

Thus the aim of the present article is to identify the content and structure of professional culture in the sphere of restaurant servicing.

As professional culture of individuals is under the great influence of peculiarities and specificity of particular sphere of activity, we connect the process of identifying of content and structure of professional culture to the process of finding out the particular features of this sphere and specificity of activities of its representatives.

Servicing as a cultural phenomenon is a part of everyday culture which during many centuries has been creating special material, esthetic, ethic values for satisfying everyday needs of people. Restaurant servicing is usually understood as such type of

activity which brings pleasure not only to the visitors of a restaurant, but also to its catering staff. Among the specific features of restaurants we name the production and realization of services. Workers of these institutions perform their work partially or entirely in the presence of clients and are responsible for quality, terms and culture of servicing. We can identify such elements of work of members of restaurant as: communication with clients, projecting of service, technological guidance, self-realization of services.

The content of the work of restaurant management is quite complicated, since it presupposes managing of the whole process of service production, its material and technical basis, creation and managing the technical equipment, staff management, building up the strategy and tactics of work and industry development, creation of its image, establishing contacts with clients, competitors, institutes of power, representatives of state institutions, etc. The work of the restaurant and the quality of service depend on the professional skills, professional culture of a restaurant manager whose personality becomes the unifying centre of the whole group of workers.

According to the classification of E. Klimov, professionals restaurants are more related to the type of “person – person”, as they are inherent professional features due process of communication services to consumers and business direct and indirect contacts with other people. Basing on the content of professional activity M. Levitov determined the demands set to a person whose profession belongs to the type “person – person”: caring and patient attitude to people, understanding of their individual peculiarities and psychological states, connecting the demand fulness and softness, having good facial memory, ability to divide and switch attention from one thing to another.

As modern institutions of restaurant industry are highly technologically-developed establishments, an expert in restaurant business in order to provide competitive ability of its institution must plan, manage and control all technological and productive processes. This fact presupposes the knowledge about typical food technologies, technologies of industry's development and management, providing services and managing their quality, etc. All the mentioned above means that

professional activity of experts in the sphere of restaurant business possesses the traits of professions of the type “person – technology”, makes the activity of these experts multifunctional and their professional culture becomes a multifeatured phenomenon.

This specificity of work of experts in the sphere of restaurant business, according to some scholars, is an evidence in favor of the formation of professional culture of these experts. This fact is based, first of all, on the creation and development among students the system of value orientations, motivations, skills of creative realization, professional attitude and culture of behavior. Thus, N. Husnullina thinks that any future specialist in restaurant business must be guided in his professional activity by the renewed philosophical world-view, by professional and value orientations promoting the creation of an image of a successful and competitive manager of restaurant business [1].

In such a way professional and value orientations of such an expert are understood as a reflection in his cognition and behavior of the professional values which are accepted as strategic goals, promote professional and personal growth and help to manage a restaurant effectively.

However, not only the value is an important aspect of professional culture specialist. Fundamental importance for any business motivation is that in general the concept of mental regulation serves a core determinant component. Professional motivation is the internal driving factor in the development of future professional and specialist, because only on the basis of a high level of professional motivation possible effective development of professional education and cultural identity [2].

The peculiarity of motivation for professional work among managers of restaurant industry, according to M. Vorob'jova, lies in the complex combination of motives, such as purely professional motives, social motives, motives for self-realization and professional development, for career-growth, cognitive and pragmatic motives.

Continuing the discussion of the necessity of formation of motive-and-value sphere of experts in restaurant business, I. Andrianiva notes that nowadays it is

compulsory for them to possess knowledge of many spheres, but what is more important, they must be highly interested in their work, since the specificity of their work lies in the fact that its products have imperceptible. This difficulty in perceiving the results of restaurant work is expressed in the impressions which are created among the visitors of any restaurant and which act as a pre-condition for their returning there. The impressions of visitors are the results of professional culture of their staff, their good-naturedness, attentiveness and care, of the atmosphere of hospitality which is established by the workers of the restaurant interested in their work.

It is exactly the ability of experts, according to O. Artamonova, to precisely and acutely understand another people, establish contact with them, tune to their emotional states, act according to the values, norms and samples of professional behavior, which is a key feature of their professional culture.

One of the identifying features of motivation-and-value sphere and professional culture of an expert in restaurant industry is professionally important quality for being successful in the profession and to perform the work effectively. The research by M. Lobur made it possible to identify a number of qualities which are professionally-important for experts in the sphere of restaurant business. Among these the scholar mentioned – being interested in the profession itself, responsibility, morality, personal active position, independence, readiness to undertake challenges, to take non-standard decisions, diligence, hard-working, friendliness, organizing and communicative abilities, goodnaturedness, openness, empathy, imitateness, desire to grow professionally [3].

Though all these qualities any expert in restaurant business can show only in a situation of active participation in professional work. Working direction of his professional culture includes means and methods of professional activity connected with specific objects of its realization in a chosen sphere. A lot of psychologists and teachers underline the leading position of skills in active work and in the process of culture formation. K. Platonov mentions skills among the most highly developed human qualities, and he interprets them as the ability of a human being to perform

certain activity in new conditions. Since skills are the basis for any action or operation, O. Leont'jev says that the absence of skills makes any activity senseless. We agree with V. Grinjova who underlines that skills being part of professional culture can be subdivided into intellectual, communicative ones, as well as professional techniques.

According to sphere's standards, an expert in restaurant industry deals with numerous tasks and works in the directions of 1) determining the strategies of industry's development; 2) organizing and managing of industrial, financial, commercial, marketing, informative and innovative activities of a restaurant; 3) providing its material and technical support; 4) selecting and managing of staff; 5) elaborating of instructions, etc [4].

If to speak about intellectual abilities, any manager of restaurant industry must possess the skills of providing the competitive basis for its restaurant, skills of planning, managing and controlling of productive processes, industrial and commercial activity of a restaurant. Another important aspect for ensuring an effective work of a restaurant is giving it necessary advertising support along with building up and introducing a marketing strategy.

An expert in restaurant business must be able to identify and analyze major factors which determine the necessity of introducing new technologies and restaurant services, new technological equipment. Along with this such type of innovative development requires making the staff ready for changes by means of organizing its additional professional training and re-training. This comprises one of the important aspects of work for staff managers, which can be realized by means of self-education (according to an individual plan), participating in seminars, short-time learning, and probation periods at leading institutions of restaurant industry, etc.

The formation of the restaurant's professional team, creation of the system of material and moral stimulation of staff, effective use of knowledge and experience of every worker require from the experts of restaurant industry the knowledge about the theory of management and personnel's motivation, as well as having the skills of psychology of management, methodology of institution's business management.

Ability to establish psychological contact with different people is the key feature of professional activity of experts in restaurant industry as well as one of the aspects of their professional techniques. These abilities allow to understand the behavior of clients in order to select the best variant of their servicing, and also to understand “one's own inner world with the aim to self-regulate consciously one's own behavior”.

Scientists also believe that it is easy to identify modern expert in the sphere of servicing by his ability to manage difficult professional situations, stresses, be tolerant concerning other people, be able to manage one own time, follow the law, dealing with official papers, etc. Possessing all the “life-necessary skills” mentioned above is the first step on the way to the formation of professional culture.

Another peculiarity of work of experts in restaurant industry is constant communication with clients. Under the word “communication” we understand the process of interaction among people which is based on the exchange of thoughts and feelings and is realized by means of words and expressive gestures. As I. Dovzhenko notes, “the image and career success of experts in the sphere of servicing depends on the ability to communicate professionally, to establish contacts with clients” [5].

The culture of professional communication as a constituent part of professional culture of experts in servicing influences the quality of services, since in order to establish contact with clients workers of the restaurants must know and be able to use standard oral and written language, use them both appropriately, find the most suitable and matching expressions, be aware of professional terminology and use different communicative means.

One of the peculiarities of professional communication of experts in restaurant industry is its realization in the form of dialogue of cultures. Domestic scholars in the sphere of tourism education are sure that getting acquainted with specificity of other nations' cultures enriches us, opens up new horizons of our own culture, stimulates our creative potential. As L. Knodel specifies “... all the links of tourism industry intrinsically stimulate the synergism of cultures, broaden the channels of communication among different social groups within the total globalization process”.

The combination of these factors (which we call organizationally-active) demands an ability to cope with significant amount of information, to be able to find, analyze, evaluate, and fixate it [5].

All this could hardly be possible to achieve without solving such tasks as: analytic, reflexive, constructive, prognostic, evaluative, informative ones. The possibility to solve these questions allows an expert to goal-direct and construe one's professional activity, to analyze and reflect on it, to evaluate personal changes and their influence on the effectiveness of work, to determine the level of education, intelligence, personal cultural and professional development, to improve one's professional work.

The multifaceted nature of work in restaurant business requires a significant basis in the form of theoretical knowledge from different spheres. The existence of such informative pool is very important for the formation of professional culture, determines the peculiarities of professional skills' establishment, specificity of work, opens up the procedures of its obtaining and usage.

We think that any expert in restaurant business is connected with professional culture along the following three dimensions: 1) when he becomes part of professional culture during the process of study in higher educational institution; 2) when he lives and acts in a certain social and cultural surrounding as a holder and transmitter of human values; 3) when he creates and develops professional culture as a subject of personal professional creativity. Forthwith, knowledge, as A. Markova mentions, is an objective characteristic feature of professional activity.

In order to become an integral part of social and working life, according to O. Korzhueva, modern professional must have broad knowledge on many aspects in Sociology, Economics and Politics, as well as he must possess rich worldview and erudition, high level of general culture.

Apart from this such a professional must have theoretical knowledge in Management, Marketing, Economics and Jurisprudence, Business Communication, Ethics and Etiquette, Psychology, Native and Foreign Languages, modern domestic and foreign research in restaurant industry, modern technology of production and

equipment of a restaurant, Ecology, Sanitary, Hygiene, etc.

We have already mentioned that professional culture of an expert is based on the system of value orientations and motives. That is why cognitive direction in the formation of professional culture presupposes the search for axiological knowledge and their fixation in the cognition of future experts in the sphere of restaurant business. These aspects become transmitted to certain images, notions, ideas about personal identification with future profession. Becoming part of professional culture an expert in restaurant business changes and interprets them according to personal characteristics and direction of one's professional work. This activity allows to solve contradictions among the skills and abilities of personal potential self-realization [6].

The spheres of professional culture mentioned by us (motivation, value, activity, cognitive ones) exist in unity as an integrative combination, and they comprise professional culture of expert in the sphere of restaurant industry.

If to analyze the approaches of scholars to the phenomenon of professional culture of experts in the profession of the type “person – person”, research of professional activity in restaurant business, in spheres of professional culture's implementation, demands of labor market, as well as personal experience in restaurant business, we can identify professional culture of an expert in restaurant industry as an integrative personal phenomenon which shows the level of theoretical knowledge and practical skills necessary for work in restaurant business, which exists because of the strong motivation and value system, developed professionally important qualities; it allows to satisfy effectively and creatively the needs and to harmonize the interests of customers and industries of restaurant business [6].

This definition shows the multilevel nature of professional culture and allows to look at it as at a system which functions in the unity of its structural components, and as the result to characterize this phenomenon from static and dynamic perspectives. As O. Korzhueva notes, the content of any cultural phenomenon is determined by the unity of its typical components which show the function, direction and goal.

While identifying the structure of professional culture of experts in restaurant

business we have analyzed the works of V. Grinkova, I. Vologdina, N. Kochurovs'ka, O. Korzhueva, G. Korotkova, etc. The process of comparing of different aspects to the question of structure of professional culture, different characteristics which it possesses concerning the sphere of its implementation allowed us to come to some general conclusions concerning the structure of professional culture. We strongly believe that the system of professional culture of experts in the sphere of restaurant management consists of three basic components, such as motive-and-value, active, cognitive one, which are interconnected and interdependent.

Motive-and-value component of professional culture of experts in restaurant business represents the conscious choice of a personality to open up one's abilities and interests in restaurant industry, to master the profession which in personal and social planes is thought about as a value, to fulfill professional work with diligence and creativity according to moral and ethic values, to develop constantly in professional and personal aspects.

Active component allows an expert in restaurant industry to implement all the means and methods of professional work for solving of various organization and management tasks with the aim to satisfy needs and interests of clients, to provide effective and competitive work of a restaurant. As the result this component relies on self-development of personality, improvement of one's own work and work of the staff which both determine the quality of restaurant services.

Cognitive component lies in the combination of professionally and culturally important knowledge which characterizes professional work in restaurant business and make up its theoretical basis, help to form professional skills, provide appropriate attitude in the question of self-realization of a person in a selected sphere of work.

The components determined by us comprise the system of professional culture of people who work in restaurant industry. They have their inner complicated structure which influences the state of development of every component, their interconnection, and rigidity of professional culture as a system.

The research carried out by us shows that the sphere of restaurant business belongs to state's economy, is connected with providing services and satisfying the

needs of customers in catering and leisure. Various tasks and peculiarities of work in restaurant industry make it an important social institution connected with the processes of socialization in society. This is the type of industry which sets up high demands to the qualifications of their experts, which, in its turn, calls for the necessity of formation professional culture among them.

We have analyzed professional culture of people who work in restaurant business as a system which consists of motive-and-value, active and cognitive components. The interconnection of these components provides the unity of the whole system and allows to investigate the phenomenon of professional culture in static and dynamic states. In order to achieve this one must determine the set of criteria and levels of professional culture in general and of its constituent components in particular, as well as diagnose the level of general personality development of future experts in restaurant management. All this will become the object for our further research.

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Безрученков Ю. В.

Професійна культура у сфері ресторанного господарства: сутність та компоненти

Професійна культура фахівців сфери ресторанного господарства є актуальною педагогічною проблемою. Професійна культура фахівців сфери ресторанного господарства автором розглядається як інтегративне особистісне утворення до складу якого входять мотиваційно-ціннісний, діяльнісний та когнітивний компоненти, що взаємопов'язані між собою та взаємообумовлені.

У статті зазначено, що взаємозв'язок цих компонентів забезпечує цілісність системи та дозволяє дослідити феномен професійної культури фахівців в статиці та динаміці, для чого необхідно визначити критерії та рівні сформованості професійної культури в цілому та її компонентів.

Ключові слова: професійна культура, професійна культура фахівців сфери ресторанного господарства, мотивація, професійні знання та уміння.

Безрученков Ю. В.

Профессиональная культура в сфере ресторанного хозяйства: сущность и компоненты

Профессиональная культура специалистов сферы ресторанного хозяйства является актуальной педагогической проблемой. Автор профессиональная культура специалистов сферы ресторанного хозяйства

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

В статье отмечается, что взаимосвязь этих компонентов обеспечивает целостность системы и позволяет исследовать феномен профессиональной культуры специалистов в статике и динамике, для чего необходимо определить критерии и уровни сформированности профессиональной культуры в целом и ее компонентов.

Ключевые слова: профессиональная культура, профессиональная культура специалистов сферы ресторанного хозяйства, деятельность, ценностные ориентиры, профессиональные знания и умения.

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