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Psychological competence of experts of tourist sphere as the determinant of personal development

In the article there are analyzed native and foreign sources on the substantial organization of professional training of experts of the tourist sphere promoting development of their personality; there are registered the purposes and problems of research of psychological competence of experts of tourist sphere as conditions of their personal development; the results of carried out research are cited.

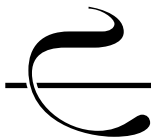
Key words: *tourism, tourist activity, psychological competence, professional training, tourist sphere, psychological training, schools of tourism.*

Tourism is a special sphere of human life activity within the limits of which they solve the problems of rest, entertainment, knowledge, development, sanitation, etc. Tourism is many-sided; it has a wide spectrum of versions, forms, means of embodiment; it possesses polyfunctionality, significant potential at both generally social and individual level. However, completeness of realization of the opportunities incorporated in it in many respects depends on the quality of activity of experts of this sphere. Tourism carries out the significant psychological function connected with socialization of personality, with expansion of its consciousness, with improvement of understanding of various life aspects, with development of social mobility which is supported by a system of transport, educational, information, cultural and cognitive, sanitary and hygienic means.

Studying of the source base has shown that till now there is no detailed and complete studying of approaches to organization of professional training of experts of the tourist sphere promoting development of their person.

In the literature some aspects of organization of professional training in the tourism sphere have already received an elucidation. In particular, to its organizational features there are attributed: continuity (V.A. Kvartalnov, I.V. Zorin), diversification and adaptability (A.I. Seselkin), orientation on prognosis and prognostic (futurological) researches (I.V. Zorin).

On the comprehension of features of the substantial organization of the tourist construct the great influence is rendered by the existing concepts of tourism: object-centered, article-centered and subject-centered (Voytenko M.V.). The object-centered concept considers tourism as one of branches of economy. The article-centered concept is based on consideration of tourism as sphere of special services granting, considered from positions of article and product of tourist activity (organization of excursions, animation, etc.) The subject-centered tourist concept is constructed on the approach to tourism as to professional work. Followers of this concept start with understanding of tourist activity as a professional and qualification basis of formation of the professional tourist education content. It is the concept of the career growth, opening a prominent aspect of individual claims and motivations. The spent analysis shows that the distinguished concepts of tourism, on their deep essence, are not mutually exclusive. Therefore, it is underlined that at organization of the professional training of experts of tourist sphere their complex account is required [1].



Comprehension of importance of carrying out of purposeful work for development of personality of the future experts of tourist industry during their professional training in the West manifested in definition of certain priorities of personal development of students trained at schools of tourism. So, there are data about English, Swiss and American systems. In Cornwall college (English school of tourism) as priority directions there act: development of communicative, organizing and business-skills among students. In Bornmoot university (English school of tourism) the model of training of the future experts includes development of such qualities as self-reliability, count on own forces; ability to act as members of the command; aspiration to have a wide profile structure, to possess a set of skills. Lozan school of tourism and hospitality (Switzerland) is focused on development of openness and activity, diplomacy and enterprise, skill easy to feel in various social conditions as the basic qualities. University of Johnson and Wells (American school of tourism) as those qualities considers honesty, patience, general business skills, ability to listen and give efficient advice to a client, skill to sell and orientation on a client [5].

In native practice the necessity of development of personality within the limits of psychological preparation has declarative enough character. In a certain degree this is promoted by absence of scientific ideas of what the psychological training should include and development of what qualities of personality should be priority for experts of the tourism sphere. The certain work in this direction is already conducted (G.I. Babii, M.V. Voytenko, E.N. Kanina, M.P. Kozyreva, S.B. Kosyan, E.V. Kulagina, P.S. Medvedev, E.A. Minaeva, V.A. Saakova, A.N. Tretiyakova, A.D. Chudnovsky, etc.).

Considering various aspects of construction of the professional training of experts of the tourism sphere, researchers recognize that their professional training should be accompanied by personality's development, i.e. include a psychological component.

Being based on the analysis of psychological features of tourism and tourist activity, in our work it is undertaken an attempt of empirical studying of features of psychological competence of experts of the tourist sphere as conditions of their personal development.

During the experiment some methods have been used: the method of expert estimation, the method of testing, the method of subjective scaling, methods of observation and conversation. During the empirical research there have been solved following problems:

- it is generated the complex of research methods and techniques, allowing to reveal features of influence of psychological competence on personality's development of experts of the tourist sphere;
- it is created and approved the program of development of professionally significant properties of personality of experts of the tourist sphere;
- it is studied the substantial connection between professional success of experts of the tourist sphere and development of their psychological competence;
- there are distinguished and characterized the basic levels of psychological competence of experts of the tourist sphere;
- there are established the structural components of psychological competence of experts of the tourist sphere and their psychological maintenance is revealed;



– there are studied the features of influence of psychological competence on development of personality of experts of the tourist sphere.

During the research it is revealed that psychological competence of experts of the tourist sphere integrates within itself some substructures. In its structure there are distinguished: regulative, communicative, cognitive, socio-personal, reflective and status components.

The communicative component of psychological competence makes a basis of professional success of experts of the tourist sphere. For travel agents it allows to establish effective relations with clients and colleagues, to state the position on various questions, to defend it, to understand and, even to “feel”, associates and to render necessary influence on them.

The socio-personal component of psychological competence, being manifested as attentiveness, respectfulness, tolerance, responsibility, politeness, decency of travel agents at construction of interaction with clients, renders significant influence on their success achievement at performance of official duties. The regulative component of psychological competence is manifested as presence of developed self-control, restraint, strong will, flexibility and non-standard thinking, which are necessary for effective interaction with clients. The cognitive component of psychological competence of travel agents is defined by development of their ideas about psychological aspects of tourism and tourist activity, opportunities of application of psychological knowledge for increase of the professional work success.

The reflective and status component of psychological competence is manifested as travel agent's formation of adequate self-estimation, realistic image “I-professional”, comprehension of the role, the status, opportunities and resources in tour agency. “Kernel” of psychological competence of travel agents is formed by its communicative and socio-personal components.

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