**Communication Skills as the Key to Success**

**in Professional Activity of Manager of**

**Tourism**

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At the end of the twentieth century tourism is becoming more and more popular. A lot of people spend their free time traveling, getting to know the world. In recent years, tourism has become a mass, democratic, appropriate for different interests, tastes, income. Tourism in Ukraine is one of the main industries. Our country has everything to become a leading tourist state in Europe: stunning natural resources, the presence of unique climatic, spa and ski resorts, endless opportunities for green tourism. National identity, food, interesting historical and architectural heritage, world-famous monasteries, temples, theaters and museums attract tourists. Ukraine has become a popular tourist country, and tourism has become a priority in economic development. Tourism is one of the most dynamic and profitable sectors of the economy. In the world over the past half earnings from tourism increased by 300 times. Studies from the World Tourism Organization, and forecast data developed on their results show the enormous prospects of tourism.

Taking into the consideration the place and role of tourism in society, the government has declared tourism a priority direction of development of economy and culture and creates conditions for tourism. Therefore, one of the most important tasks today is training a specialist of a new profile – competent and sociable tourism managers with professional and various skills and knowledge, capable to make decisions independently, ready to creative solving of typical and atypical occupational tasks aimed at meeting the needs and preferences of consumers. That's why the requirements to the manager of tourism are constantly increasing. A highly qualified specialist in tourism is increasingly associated with the mastery of language and professional communication.

Communicative activity considers to be leading for the future manager of tourism, because communication is the main instrument of work. Excellence in profession of tourism manager is closely connected with the ability of artistic ownership of linguistic means and techniques of communication. Therefore, communication skills are of great interest among other general skills of a professional in tourism.

Communication skills are the ability to establish and maintain the necessary contacts with other people, a set of ways of expressing ideas, thoughts, feelings, ways of influence on partner and companion. Communication skills are used in the process of communicating for the purposes of communication and they are the experience of relation between people as they are formed during the interaction.

The development of communication skills is an important scientific problem that is important both for human in particular and society in general.

Objective: to study the communicative skills necessary for tourism managers for success in professional activity.

An important contribution to the study of communicative skills was made ​​by such well-known domestic and foreign scholars as S. Bondarenko, I.Bruslova, F. Honobolin, I. Zyazyun, V. Kan-Kalyk, G. Kytaygorodska, A. Leontiev, N. Pleshkova, N. Kuzmina etc.. Attempts to classify communication skills were made by L. Savenkova, N. Nykandrov, V. Naumov. Works dedicated to the formation of communicative skills belong to M. Vasilenko, M. Isaienko, V. Kruchek, A. Area, L. Sikorski, T. Shepelenko A. Yanyshyn and many others.

In traditional pedagogy there is no single definition of communicative skills, so let's consider the points of view of some scholars for the determined phenomenon. O. Leontyev says that communication skills are the ability to use different language skills or their sequence for different communicative purposes. S. Shatilovym defines communication skill as a "possession of different types of speech activity as a means of communication at different levels of perfection". [Leontiev, A. Pedagogical dialogue / AA Leontiev. - M.: Knowledge, 1979. - 48 p.]

Most researchers (M. Baranov, M. Vashulenko, L. Vygotsky, P. Halperin, B. Holovin, L. Hraudina, I. Hudzyk, M. Lvov, H. Lyublinska, Ye. Passov, S. Rubinshteyn, O. Khoroshkovska, etc.) believe that communication skills is a complicated system-integrative concept, which reflects the ability of the individual to exercise communicative activity, ability to perceive and produce coherent speech utterance (text) according to the specific communicative situation and has creative nature.

Researchers (A. Bobrova, S. Vysotska, V. Krajewskij, N. Loshkarova, V. Onischuk, A. Usova, V. Shubynskyj) tend to view ability as the capacity to perform difficult integrated actions according to acquired knowledge, skills and experience.

Foreign scientists refer communication skills to the transferable skills, which are formed during academic study at university, and later moved to the professional sphere and is the most popular in society [Yanyshyn, О. К. Forming communication skills in future records managers. – Thesis for a candidate degree in pedagogy, specialty 13.00.04 –Kyiv, 2012.]

In the scientific literature, often along with the term "skill" is used the term "practice". Researchers of two groups tried to find out if there is a relationship between these terms. Representatives of the first (I. Ilyina, E. Kabanova-Meller, G. Kostyuk, L. Shvarts etc.) consider practice to be the formation of a higher level and skill - the initial stage of mastering the act. A person who is having practice is at a higher level than someone who has the appropriate skills. By this logic, skill becomes a practice eventually. The second group of scholars considers practice to be the primary (L. Spirin, O. Barabanschykov, Ye. Boyko, K. Platonov, E. Milyeryan, V. Kaplynskyy, N. Pleshkova). The study, which was conducted, based on the notion of skills as a person's ability to carry out certain activities on the basis of the acquired knowledge. And practice, the final stage of formation, the mastery of which can switch from one mode of action to another, diversifying methods.

Communication skills of tourism manager are understood as the ability to establish and maintain the necessary contacts with other people in the process of communication based on knowledge and skills learned during studying.

The effectiveness of the professional activity of manager of tourism depends directly on the development of communicative skills. Each employee has different abilities in communication: one can easily establish contact with others, effortlessly influence people, others bring tension and provoke negative emotions. Researchers T. Olhovetska and S. Olhovetskyy emphasize that the initiative serves as a means to control communication. Ability to communicate is multifaceted trait that has several components: the ability to experience pleasure in the process of communication and the desire to be among other people, altruistic tendencies. [Olhovetska T. Communicative skills of teacher in modern schools / T. Olhovetska, S. Olhovetskyy / / Mother School. - K., 2000. - № 2. - P. 50-51., P. 51]

Formation of communicative skills of manager of tourism depends directly on the professional responsibilities, content of activity and the ability necessary to have to perform professional duties effectively. An important remark was made by K. Abulkhanova-Slavska: "Undeveloped in time communication skills affect the subsequent stages of the life of the individual in the communicative activities as a failure to combine his/her activity with the activity of others. So without mastering communication skills, any activity can't be effective "[Abulkhanova Slavskaya-KA Activities and personality psychology / K. Abulkhanova-Slavska. - Moscow: Nauka, 1980. - 336 p., P. 221]

Communication skills should be formed deliberately because as E. Kosylo notes in his studies, spontaneous formation of communication skills often leads to authoritarian behaviors, conflicts, tension and confusion in professional relationships. E. Kosilo defines communication skills as a system of action, social perception possession, adequate usage of means of communication, the ability to transfer the rational and irrational emotional information, the ability to use verbal and non-verbal communication tools, the ability to conduct a dialogue, to transfer knowledge to life situations, etc. [Kosylo, E. Structural analysis generating kommunykatyvnoy competence in students of High society uchebnыh wound / EE Kosylo / / Innovations. -, 2003. - № 3. - S. 75-85., P. 79-80].

Thus, the formation of the communicative skills of future managers of tourism should be targeted and implemented in professional activity at which there is a need to solve professional problems.

Communication skills ensure the efficiency and effectiveness of communication. Communicative activity is a purposeful process of exchanging information with the existence of feedback. It is the basis of professional activity of manager of tourism of the development of interpersonal relationships. Communicative activity is not independent and autonomous, because it is influenced by external (environmental, partners in communication) and internal (acceptance, awareness of the communicative task) conditions. Communicative activity of tourism manager is usually a motivated interaction in order to:

• obtain, provide, and explain the information necessary for the effective performing of professional duties;

• influence, persuasion, encouragement of a man, a client, a employee to a certain type of interaction;

• meet the needs of people in communication.

Thus, communicative activity of tourism manager carries out in conjunction with a professional and can not be considered separately, respectively, and communication skills will be considered in unity with professional.

Communicative skills of workers differ depending on the professional activity. To find out the communicative skills that manager of tourism should possess for success, let's consider the skills classification offered by prominent scientists. Thus, analysis of the psychological and educational literature has allowed to distinguish different approaches to the classification of communicative skills. One of the first, who singled out communication skills, was A. Leontiev. He defined: volitional qualities, i.e. the ability to control their behavior; quality of attention (observation, flexibility of thinking); skills of social perception; the ability to understand, that's to model adequately the identity of the interlocutor, his mental condition by their appearance; the ability to present himself in communication with interlocutor; the ability to build optimally the speech in psychological terms, i.e., verbal communication skills; the ability of verbal and non-verbal contact; [Leont'ev, A. Teaching MyMLT / AA Leontiev. - M.: Knowledge, 1979. - 48 p.].

Another classification was given by V. Naumov [V. Naumov, Preparation of Future Teacher to Guidance of Pupils Communication / V. Naumov / / Various Teacher Preparation to upbringing work with learners. – Kirov, 1989. -C. 46-51., P. 47]. Author distinguishes generalized communication skills: oriental-evaluated skills, the ability to start conversation, the ability of information exchange, prognostic-regulatory, creative-communicative, the ability of control and self-control, organizational skills.

L. Savenkova distinguishes only four groups of skills: the ability to make contact, organizational, communicative, interactive. [Savenkova LO Communicative processes in studies / LO Savenkova / / Elements of the theory and practice of communicative skills. - Kyiv, 1996. - 120 p.]

On the basis of given classifications and review of psychological and educational literature we have defined a system of communication skills required by future managers of tourism for successful professional activity. It includes the following groups of skills:

*strategic* - ability to plan the talk in order to achieve maximum impact on the interlocutor (the ability to orient quickly and correctly in changing terms of communication, to plan and implement the impact of speech skillfully; the ability to predict the partner's behavior; ability to initiate communication; the ability to establish a business contact);

 *interactive* - the ability to build relationships with the communicative partners, to achieve effective interaction based on the shared interests (to show tolerance, empathy; to fell and support feedback in communication, to create an atmosphere of goodwill, mutual understanding, trust; to listen to your partner; to prevent and resolve interpersonal conflicts, to negotiate);

 *perceptive* - the ability to perceive personal characteristics and behavior of partners in communication adequately, fairly and accurately, understand their motivations and experiences, individual characteristics properly (ability to differentiate non-verbal behavior of the partner, the ability to estimate the behavior of the partner adequately);

*lingo-communicative* - the ability to express thoughts and feelings clearly and correctly, to possess lexical richness of language (following linguistic rules, using communication features of speech).

Communicative skills are formed directly in the process of professional interaction and are the result of communication experience between people. The high level of communication skills of tourism manager involves the ability to orient quickly in difficult situations, the ability to get in touch with different people; resolve conflict situations, to show kindness in communication, has a well-developed language skills. Such manager shows initiative both in communication and in work, he can defend his viewpoint and take independent decisions.

So, the level of development of communicative skills influences the effectiveness of the work, the ability to defend their position, establishment of positive relationships with people, creation a warm atmosphere of communication. And at the same time errors in communication cause serious failures in the professional activity. The reason of many conflicts in the tourism industry in many cases is a low level of communicative competence, due to the lack of specific communicative practice and appropriate communicative skills.

Thus, a high level of communication skills is the key to success both in professional activity and in everyday life. They contribute not only to communicative activity, but also enhance the culture of the individual, his perception of others.

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