The State Information Policy as a Condition for the Formation of Social Competences of the Students (Case-Study: Higher Schools of Tourism)

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Abstract: The paper describes the results of the research concerning the role and the importance of media space in the process of professional staff formation; the uncontrolled and often destructive influence of the media, mainly the influence of the Internet on the formation of personal qualities of the youth, especially on the development an appropriate set of values and adequate social competences of future professionals in the sphere of tourism [1]. The article stressed the need for the appropriate government agencies to initiate and implement a professional Internet content inspection. A special emphasis falls on the need for a more thorough inspection of the contents of media publications concerning the facts related to the history of Russia, as well as the development of strategic problems of modern Russian society. The analysis of the media content publications, the views of the students and the graduates of schools of tourism, as well as the teacher-experts reveals the necessity to create a special public information policy; the researchers offer a model of information policy implementation in order to create social competences of the students of tourism schools [2].

Key words: Professional Internet content • Social competences • Media publications in the sphere of tourism

INTRODUCTION

The Methods of Research and the Procedures of the Study: There were studied the contents of media publications, as well as the views of the students and the teacher-experts concerning the contents of media publications. The analysis of the content was followed by the development of the techniques which were based on the following methodologies and techniques of scientific research:

- General theory of the systems;
- System analysis and synthesis;
- Modeling of complex systems;
- Structural and functional modeling;
- Methods for describing the functional requirements;
- The methods of choice and decision-making.
- The research of the opinions was performed in two main directions:
  - The study of students' opinions;
  - The study of the opinion of the research expert teachers.

In order to reveal the opinions of the students, there was used the method of the thorough survey in the web space for a general aggregation of the students of the profile tourism schools, as well as the profound personal interview method for the sample aggregation of the society of the university graduates. In this particular case the method was employed to collect the views of the graduates or get some information concerning their self-realization in the sphere of professional development [3].

In order to study the opinions of the teacher-experts, there was used the method of expertise. An expertise (expert evaluation) is an average or a modal characteristic made by a group of specialists in education in the sphere of tourism according to the modern social-economic requirements, on condition of consistency or similar views.

Research tools: the profile of the student/graduate, methodological recommendations for the interviewer, "the notebook of the expert."
RESULTS

The following tendencies were identified as a result of the research:

- The content of media publications in the sphere of tourism make little reference to such dominants as: ethics and culture of communication; ethics of intercultural communication; the features of intercultural communication; tolerance in the modern world; "human ecology", "the development of human capital" (only 5% of the publications contain the dominants mentioned above) [4];
- The contents of media publications often contain destructive information which is aimed at distorting the historical and current reality of Russia, which has a negative influence on the formation of important historical personal qualities such as: patriotism, respect for professionalism, etc. (31% of more than 470 publications contained negative content);
- The students of schools of tourism (a majority of 80%) agreed that it is difficult to understand political propaganda, they do not understand the aim of the published materials, they cannot give any moral evaluation or interpretation of the facts;
- The graduates of schools of tourism (67% of respondents) confirmed the importance of positive attitudes in professional activities in tourism: in the implementation of intercultural communication, in teamwork, in the development of human capital and so on;
- The majority of teacher-experts (94%) support the idea of organizing professional inspections in media publications.

The study included a number of successful experiments concerning the government policy projects, among them is '10 Wonders of Russia', a project of public ratings of tourist attractions in the Russian Federation which attracted several million raters.

CONCLUSION

The scientific value of the study is in its focus on the need for government support and the informational inspection resources in order to develop quality professional education and training of qualified staff for tourism.

Tourism, as a socionomic sphere, requires specific competences of employees, major performance-related competences; these are the social competencies.

Having studied the views of graduates of schools of tourism, the researchers came to the conclusion that such important features of social competencies as tolerance, intercultural communication, human potential development, moral patriotism orientation, dedication and professionalism are necessary for the professional development in tourism [5].

The surveys among tourism-oriented colleges have shown that immaturity and lack experience make it difficult for students to navigate in the continuous flow of media information, moreover, the content of media publications mostly has a destructive influence on their personal development. The professional teacher-experts have also voiced their concern and pressed for government inspections of media publications to be instituted.

Thus, taking into consideration the self-realization of modern youth which live online, in media space, the implementation of the following governmental information policy is quite reasonable as a condition for forming social competences of students in schools of tourism [6].

- The state information policy is based on the principles of humanism, the capital development of a human, respect for constitutional rights and moral and ethical values ??of Russia;
- The state information policy is based on the meaningful, instrumental and reference-consultative levels;
- The meaningful level is a purposeful formation of content of social internet projects of moral-patriotic bias, such as, for example: "A history of Russia" and so on;
- The instrumental (or methodological) level includes the organization of qualitative inspection of media publications by professional experts, to ensure adherence to the moral and ethical guidelines, principles of tolerance and etc.
- The reference-consultative level is the development of the consulting mechanism of internet community members, bloggers with the help of the professional scientists and native authoritative historians, sociologists, linguists, etc.

Thus, the study does not only stress the pressing need for of the state information policy implementation, which will facilitate the creation of social competencies of
the students of schools of tourism, but also proposes a model for the state information policy implementation, which is regarded as a necessary condition for the creation and development of social competencies of students of schools of tourism.

REFERENCES