

The Formation of Intercultural Competence as an Integral Part of Professional Training in the Field of Tourism

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Abstract: The basic knowledge of intercultural communication is extremely necessary for the specialists working in the industry of tourism, which includes a huge set of various companies both Russia-based and based abroad. All cultures are different, so it is necessary to be able to adapt to these cultures, to live in this complex world of diverse cultures, to learn foreign languages, foreign cultures - this ensures effective business cooperation, success and prosperity. Every nation considers itself the best, the most intelligent and the most adequate. Everything that is native is always approved of and clear, and everything foreign is incredulous and even irritating. Hence, communication barriers, mistrust, contradictions and conflicts arise. A great role in intercultural communication belongs to stereotypes, which fix national characteristic features through jokes and anecdotes. However, it is necessary to study the world's greatest world cultures; to penetrate the culture through the language in order to understand that stereotypes do not allow of any insight into people's mentality. One should treat stereotypes with caution, otherwise, they can play a cruel trick. Today the content, the structure, the issues and the problems of formation and development of communicative and intercultural competence are actively studied by the Russian and Western sciences. The issues and problems concerning the formation and the development of communicative competence are also viewed in connection with a number of language disciplines included in the higher education curriculum; among them are "The Russian language and the culture of speech", "Fundamentals of speech communication", "The Russian language in professional communication", "Business Communication" and "Rhetoric", whose aim is to guide the students to masterspecific knowledge, skills and abilities in the areas of social interaction. At the same time in the process of training students in business communication with foreign partners, it is necessary to draw heavily upon both domestic and western models of world cultures and algorithms in order to achieve mutual understanding. Special attention should be paid to business negotiations with foreign partners. In the process of preparation and negotiation it is also important to pay special attention to the national characteristics and cultural differences. People of different cultures negotiate in different ways. That is why, first of all, cultural differences and contradictions are usually revealed in negotiations. The parties to negotiations must take into consideration the communicative situation – the time, the place of communication, the formality and informality of the situation, the identity of the interlocutor: age, sex, nationality, education level and social status. Besides, it is necessary to accumulate information about the interlocutor with the help of not only verbal analysis (by means of speech), but also nonverbal (by means of gestures, mimics, poses, eye contact, etc.) means of communication and to show openness, sincerity and a desire to be engaged in dialogue. There is a set of tactics

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which are routinely used by business people; however, there are no common recipes or strategy to be followed. At the same time it is necessary to observe decorum - the external decency: not to demonstrate negative emotions towards the interlocutor or his / her actions, however improper or irritating you may find them to be. Playing by the general rules, it is important to focus on inter-ethnic peculiarities and differences. Currently, ethnic heterogeneity of student groups has become the norm for the Russian higher education institutions. The relationship between fellow students is a model for future contacts and the search for mutual understanding between people of different world cultures.

Key words: Intercultural competence • Intercultural communication • Communication barriers

INTRODUCTION

Today tourism is an industry requiring professionals in various fields, including highly qualified specialists working in the contact zone. It is necessary to form a unique image of a competent and a reliable partner with a high level of communicative and intercultural competence in order to integrate into the international economic union. It is also necessary to pay special attention to intercultural communication: to equip students with the knowledge of the rules, the national peculiarities of the partner countries on the international business arena, the models of behavior demonstrated by representatives of other cultures both in everyday and professional contexts, as well as to teach them to apply these rules. Discomfort, misunderstanding and ignorance of a foreign culture can lead to communication barriers, breed conflict and disrupt business relations.

MATERIALS AND METHODS

The methods of generalization, classification, analogy, modeling and analysis of scientific, educational and methodical literature on the research problem were used for this paper.

RESULTS

In order to form intercultural competence of students, it is necessary to use models of communicative behavior of representatives of different cultures in everyday and professional contexts. The paper presents the classification of characteristic features of national business communication between representatives of different cultures. Nowadays, Russian higher education environment provides vast opportunities to build business relationships in a variety of situational problems within one student group, as within a microcosm, with representatives of different world cultures involved.

CONCLUSION

Today the labor market has fairly high requirements for the content of competences which a qualified specialist must demonstrate. The communicative and intercultural competences are used as most important criterion to evaluate the level of professionalism of the representatives of the so-called communicative professions. A specialist working in the sphere of tourism, in the area of speech responsibility and speech activity must possess skills and abilities to assess and analyze the communicative situation, to recognize the features of business communication typical of representatives of various world cultures, and also to be able to conduct business talks and negotiations with foreign partners at a high professional level. The knowledge of the basics of speech and intercultural communication guarantee a successful professional activity of any specialist, especially for professionals working directly in the contact zone and such zone is the tourism and service sphere.

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