Forming Students’ Tourist University Professional Motivation

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Abstract: Forming students’ professional motivation, promoting targeted to the mastering of professional knowledge and skills is a huge challenge for theory and practice of higher professional education. Traditionally, in Russian science the development of professional motivation was investigated in contexts of educational motivation or professional self-realization and professional self-determination; the objects of study were such as motivational sphere of the person and its dynamics, educational and professional motives, values orientation and professional student readiness for professional activity. Issues of development of professional motivation of students in the learning process in tourism educational institutions are still not adequately reflected in scientific research. All of the above explains the purpose of the study, namely, the development of the content, forms and methods of development of professional motivation of students in the learning process in Universities and Institutes or High schools for Tourism.

Keywords: Student tourist Universities and Institutes • Professional motivation of students • Professional motives • Pedagogical conditions of development of motivation

INTRODUCTION

Professional student’s motivation is a key component of the personality structure and has a significant influence on the behavior of the young man, speaking reliable predictor of achievements in the University, as well as success in business and professional activities (H. Hekhauzen) [3].

Professional motivation refers to specific motives that determine the choice of profession and long performance of the duties of related to the profession, and its content is the set of persistent motifs (in the study-six groups of motifs), the manifestation of which depends on the professional attitudes, relationships, attitudes, and emotions, feelings and professional qualities of the person.

The educational process is essential for the development of University students’ professional motivation. Among the most popular are recognized forms, methods and technologies of training as the context, dialogue, debate, intellectually communicative and case studies(role-playing games), the generation of ideas and events, workshops, simulation games and behavior, the skills of productive thinking, development of the ability to solve problems, which occur in the professional preparation of future specialists in tourism to make a constructive contribution to the resumption of tourism.

Significant condition for the formation of professional motivation—is the accumulation by students of their independent cognitive experience, practice, experience of participating in a creative search for the best options for new solutions known technological and organizational problems, communicative experience. This condition provides for the transfer of theoretical and methodological foundations of professional practice in the plane-the technological and methodical, providing a future specialist, real professional competencies needed to perform professional functions in Tourism Organization.

It is important to take into account the provisions of the motivational theory expectations. Motivation can be promoted through communication, expectations, direct instruction from the significant adult (teacher or the head of the tourist enterprise) [2]. J. Sterling Livingston confirms that students during education and training are rather strongly affected by professors' expectations who
allow many of them to successfully accumulate skills and be ready for their professional activity. Enthusiasm and interest of the teacher's impact on the success of students is called the "self-fulfilling prophecies". [4] Experimental studies act from a position of the theory expectations.

**MATERIALS AND METHODS**

As research instruments were used scientific methods, including theoretical analysis of psychological, pedagogical, scientific-methodical literature on the problem of research, study and generalization of the experience of professionalism of the students in the tourism, method of pedagogical experiment.

**RESULTS**

- Professional student's motivation of Tourist University is considered in the context of professional motivation of the Manager of tourism as a set of stable motives, including the professional motives, the motives of professional development and career growth, pragmatics, cognitive, motives of self-actualization, social motives.
- Pedagogical conditions of the development of professional motivation of students in the learning process in tourism educational institutions are: the use in the process of professional education methods of context and problem-based learning, increasing the share of practical training at the expense of educational and practical training, professionally oriented training in educational tours, internships, business trainings, giving professional orientation educational work with students of the applied nature the students' research activities.
- Model and complex program of the development of professional motivation of students, including the stages of development of motivation-source, conscious of professional motivation, perspective of professional motivation, promoting increase of efficiency of professionalization of the students.
- Developed methodological support in the form of special courses, training programmes and fellowships, including a set of test and diagnostic tasks and materials, allowing controlling and regulating the development of professional motivation of students.

**CONCLUSION**

Study of structure and conditions of development of motivation of professional activity allows students to develop accurate long-term strategy of training in the Institutes and Universities, revise the educational process and increase the effectiveness of career guidance to students.

**REFERENCES**