Formation of Intellectual Competence of Students Studying in the Field of “Tourism”

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Abstract: Knowing of bases of intercultural communication is imperative for professionals working in the tourism industry, which involves a great number of different companies, including foreign ones. All cultures are different and the ability to adapt to these cultures, to live in this complex world of diverse cultures, learn a foreign language and foreign culture is a guarantee of effective business cooperation, success and prosperity. Every nation thinks itself the best, the cleverest and the most normal one [1]. All native things excite understanding, approval and sympathy and the strange ones, on the contrary, arouse distrust and sometimes irritation. This promotes communication barriers, distrust, contradictions and conflicts. Stereotypes, setting the features of national character in jokes, play a great role in intercultural communication. However, we should study the great world culture or cultures, pierce the culture through its language to understand that stereotypes give no insight into the mentality of any nation [2]. Stereotypes should be treated with caution; otherwise, they can play a low-down trick.

Key words: Intercultural competency • Intercultural communication • Communication barrier

INTRODUCTION

Currently, tourism is an industry that requires professionals in various fields, including highly qualified specialists working in the contact zone. To integrate into the international economic union, it is necessary to make a personal image as competent and reliable partners with a high level of communicative and intercultural competence. Special attention should be given to intercultural communication: to equip students with knowledge of the rules, national peculiarities of the partner countries on international business, as well as models and features of behavior in both everyday and professional contexts of the representatives of other cultures and to teach to use these rules in practice. Rejection, misunderstanding or ignorance of another culture can lead to communication barrier, conflict, break of business relationships [3].

Techniques: This paper used the methods of generalization, classification, analogy and simulation and analysis of scientific and educational literature on the subject of research.

RESULTS AND DISCUSSION

To form the intercultural competence of students the models of communicative behavior in everyday and professional context of the representatives of different cultures should be used. This paper deals with the classification of the characteristics of national business communication between representatives of different cultures. Currently, the modern Russian university provides an opportunity to build business relationships in the form of various situational problems with bearers of different world cultures, within one study group of students as a micro world.
At the present time, the content, structure, issues and problems of formation and development of communicative and intercultural competence are the subject of active investigation by Russian and Western science. Issues and problems of formation and development of communicative competence are also practically solved in connection with a number of speechology disciplines studied at universities, such as "Russian language and culture of speech", "Fundamentals of speech communication", "Russian language in professional communication", "Business Communication", "Rhetoric", which allow the student to master the specific knowledge, skills and abilities in the field of social interaction [4].

However, the process of teaching the business communication with foreign partners should more widely use both domestic and Western models of world cultures and algorithms to achieve mutual understanding. Particular attention should be given to business negotiations with foreign partners. We should also concentrate on national characteristics and cultural differences in the preparation to and in the process of negotiation. People of different cultures negotiate in different ways. In addition, these cultural differences and contradictions are primarily disclosed during negotiations. Negotiators should consider a communicative situation, namely time, place of communication, formality or informality of the situation, the interlocutor’s personality, his/her age, gender, ethnicity, education level, social status etc. In addition, it is very important to learn to read information about the interlocutor, analyzing both verbal (with the help of speech) and non-verbal (gestures, facial expressions, posture, eye contact etc.) means of communication and demonstrate openness, sincerity and desire to dialogue. There are many tactics used by businesspersons, but there is no universal methods and strategies. However, decorum should always be observed, which means not to show negative emotions in relation to the other party or its unpleasant actions. Playing by the general rules, a special attention should be paid to inter-ethnic peculiarities and differences [5].

Currently, it is common for modern Russian university to have an ethnically heterogeneous student group and the relationships between the classmates, in fact, constitute a model of future contacts, search for mutual understanding between the representatives of different world cultures.

CONCLUSION

Now, labor market specifies quite high requirements for the content of competencies, which a highly qualified specialist must have and the most important criterion for the level of professionalism of the representatives of the so-called communicative professions, which many of professions belong to, including one representing the service sector, is communicative and intercultural competence. Specialist working in the tourism sector, in the area of speech responsibility and speech activity, must possess skills and abilities to assess and analyze the communicative situation, to understand the characteristics of the business communication between representatives of different world cultures, to conduct business negotiations and negotiations with foreign partners in a professional manner. Knowing of the basics of speech and intercultural communication is the guarantee of successful professional activity of any specialist, particularly, it is for professionals working directly in the contact zone, which includes tourism and services industry [6].

REFERENCES

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