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PROFESSIONAL PREPARATION OF FUTURE SPECIALISTS OF HOTEL AND CATERING INDUSTRY

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Professional training of future specialists is an important step towards becoming a professional. During this period, the professional self-determination of the individual is completed, the formation of worldview from the angle of the future profession, professional skills are improved, professionally significant qualities are formed, the initial professional experience is acquired.

The Law of Ukraine “On Education” stipulates that the purpose of education is the comprehensive development of man as a person and the highest value of society, the development of his talents, mental and physical abilities, formation of high moral qualities, formation of citizens capable of conscious social choice, enrichment of intellectual, creative, cultural potential of the people, raising the educational level of the people, providing the national economy with qualified specialists.

Thus, we need a quality of education that will allow graduates freely engage in real life and take an active part in the restructuring of the economy and society.

The purpose of training future specialists of hotel and catering business in terms of higher education is to train highly qualified personnel for the hospitality industry on the basis of real demand for their services, in the formation of their ability to provide service and customer service for the hospitality industry.
Realization of this purpose, as it is specified in the educational and qualification characteristic of the specialist and the curriculum 6.140101 “Hotel and catering business” will be carried out on the basis of formation the following abilities of future graduates: “diagnosing of their own psychological states and feelings in order to ensure effective and safe activities; defining the goals and objectives of their own activities and ensuring their effective and safe implementation; organization of their own activity as a component of collective activity; implementation of self-regulation of behavior in everyday life and at work and leading a healthy lifestyle; ensuring the necessary level of personal physical fitness and mental health; conducting sociological research; taking into account public relations in carrying out activities; use of non-verbal methods of communication; search for new information; communication in Ukrainian professional language; expansion of lexical and grammatical minimum; use of oral contacts in situations of professional communication; making written contacts in situations of professional communication; application of elements of socio-cultural competence; combination of theoretical and practical aspects of culture in the process of human activity and society; ensuring environmentally balanced activities; ensuring the necessary level of individual safety in case of typical dangerous situations” [1].

An integral part of professional preparation of future specialists of hotel and catering industry is the formation of their culture. Experts of the European Association of Hospitality and Catering Schools (EURHODIP) believe that the culture of hotel and restaurant business includes four components that determine the quality of hospitality and competitiveness of the hotel industry: 1) the culture of appearance, ability to move, stand, sit, demonstrate confidence, friendliness, calmness, which is manifested through posture, clothing, hairstyle, facial expressions, pantomime, emotional expression; 2) the culture of communication with clients: the ability to listen, conduct dialogue, understand others, be attentive, observant, establish contact, see and understand the client’s reaction, navigate the situation, avoid conflicts; 3) the culture of self-regulation: the ability to restrain themselves in stressful situations; ability to transform and control your mood; 4) the ability to mobilize themselves; ability to relieve stress, excitement, create the necessary mood; language culture: fluency in Ukrainian, Russian and two foreign languages; speech technique, grammatical correctness, diction, speech rate, voice training, voice timbre, emotionality, richness of intonation [1].

The leading tasks of professional training of future specialists of hotel and catering business include: formation of a socially mature, creative personality, education of morally, mentally and physically healthy generation of citizens; formation of public position, patriotism, self-esteem, readiness for work, responsibility, ensuring high ethical standards, atmosphere of friendliness and mutual respect in relations between consumers, teachers and students; ensuring the acquisition of knowledge in a particular field, preparation for professional activities.

Thus, the model of a new type of specialist should include both personal and professional components that will contribute to the training of a qualified specialist of the appropriate level and profile, competitive in the labor market, fluent in the chosen profession, and focused in related spheres of activity, capable of effective work in the chosen profession at the level of world standards, ready for constant growth, social and professional mobility.

References:

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