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MODELS OF PROFESSIONAL COMPETENCE OF THE TOURIST BUSINESS MANAGER

The modern labor market is not sufficiently provided by competent specialists of the tourist profile who possess the professional competence necessary for independent and effective solving of professional tasks in the conditions of strengthening of intercultural communication and general informatization of the society. In the tourism industry today, communication and communication between representatives of different cultures, both in direct contact at the level of communication, and in electronic communication [2, p.32] are clearly manifested. That is why the leading specialists in this field have identified the following elements of the manager's competence:

1. Integrative competences (the ability to integrate knowledge, skills and abilities).

2. Socio - psychological competencies (the ability to manage, implement strategies, plans and abilities for innovation, understand the behavior of people, motivate their actions);

3. Organizational competences (methods of working with people, decision-making, collection and analysis of information, the use of computer technology) [3, p.43].

It is important to consider the main models that are used today to determine the professional competence of a tourism business manager.

The Society for Human Resource Management model defines the following types of competencies: ownership of management technologies; practical experience; business knowledge and personal skills; strategic contribution [1, p.28].

Model S. Whiddett & S. Hoolyforde distinguishes the following competencies:

1. business development (own development, motivation of ideas);
2. achieving consistency (planning, management transparency, decision on goals);
3. analysis - work with information (analysis and decision making);
4. people (work in a team, relationships).

The SHL model offers the following competencies:

1. signs of entrepreneurship (business, creative approach, definition, strategy);
2. quality manager (priority, planning and association, emphasis on quality, credibility);
3. professional characteristics (professional knowledge, analysis and problem solving, oral and written contacts);
4. own characteristics (interpersonal understanding, flexibility, stability, self-motivation) [4, p.86].

The model "Corporate financial technologies" distinguishes the following types of competences: thinking; decision-making; orientation to the result; analytical skills; art; managerial skills; delegation of law; time planning skills; leading projects; work in a team; persuasion and protection of personal opinion; being able to listen to other opinions, receive feedback [5, p.48].

The analysis of scientific approaches has allowed us to establish that the most important features of the future professional are:

1) professional qualities (the art of leadership, human skills, political culture, integrated system approach to work, the ability to generate ideas, turn them into practical activities, creativity, modern economic thinking, computer skills, an appropriate way of life, cultural communication, foreign languages);

2) moral and psychological characteristics of the leader (high ideals of life, humanism, honesty and truthfulness, justice and objectivity, will and courage, developed sense of duty and responsibility, mind and tolerance, tactics of relations, emotional restraint, kindness, unlimited patience, communication skills, business and personal reputation);

3) pedagogical qualities of the manager (ability to conduct subordinate training, develop the necessary professional skills of personnel, formulate clear and logical instructions, to ground their views);

4) business features - managerial skills: to diagnose the organizational system, to interpret the situation and make the right conclusions, to quickly adopt and implement non-standard decisions, to motivate employees for high-performance work, to effectively organize work, to ensure a high level of discipline of work, objective selection, evaluation, distribution of personnel, provision of self-organization of the labor collective, creation of a favorable mental climate, orientation in people, understanding of their character, abilities and psychic I will establish, establish business relations with other leaders, ability to negotiate, have meaningful, clear, convincing, substantiated negotiations, have a sense of humor, high erudition with ability to work efficiently in conditions of economic risk, practical reason and common sense, sociability, initiative and vigor, high work ability, will, purpose, organizational skills, ability to organize a team, ability to manage, strategic thinking, independence, initiative;

5) aspects of theoretical training of the modern manager: basic knowledge of macro- and microeconomics, scientific management, management theory and leadership, sociology, psychology and law, information technologies and computer technologies [6, p.126].

The presented models demonstrate that the content of teaching is a unity of theory and practice; it is aimed at the formation of professional knowledge and skills provided by educational, economic, marketing, managerial and professional components, as well as the development of socio-psychological and spiritual and creative features of the personality of a tourism business specialist who determines his ability to act in the context of globalization and sustainable development. , as well as the uncertainty caused by the crisis in the search results, the corresponding social needs and technical progress.

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