

3. *Artemov V.O Psychology of teaching foreign language, M. Prosvitnutstvo, 1969.*

4. *Kolot L.A. English Business Correspondence. K., 2009.*

UDC 81'243:338.48:005-057.68(043.2)

O.I. RUSYN

Lecturer,

Mukachevo Cooperative Trade and Economic College,

O.P. POPOVYCH

Lecturer of Management Department,

Mukachevo State University,

Mukachevo, Ukraine,

O. ZAULYCHNA

University of Information Technology and Management in Rzeszow,

Rzeszow, Poland

### **THE ROLE OF A FOREIGN LANGUAGE FOR TOURISM MANAGER**

Tourism is a powerful means and form of intercultural relations that contribute to the intensification of international contacts, the expansion of borders, which results in openness to other countries, the mutual enrichment of cultures. The proper organization of tourism activity in the modern society, that is tourism management and the level of intercultural training of specialists in the field of tourism, becomes of paramount importance.

Based on the basic understanding accepted in science, the concept of "manager of tourism" as a manager and organizer of tourism activities, it should be noted that the manager of tourism not only monitors and coordinates the work of other workers of the tourist organization, organizes services on tourist routes, but also communicates with business partners, representatives of other countries. Obviously, intercultural communication and interaction occupy a prominent place in the professional activity of the tourism manager.

The importance of forming readiness for intercultural communication among tourism managers is explained, first of all, by the fact that the main kind of activity for them is communication, solving communicative tasks. Therefore, the necessary conditions for successful professional activity of a specialist are awareness of the peculiarities of the communication process, the possession of verbal and non-verbal communication techniques, communicative strategies and communicative competence, which includes the ability to use a foreign language to achieve professionally meaningful goals [4, p.48].

A foreign language for tourism manager is one of the tools that helps not only act, persuade, make decisions, but also create a favorable business atmosphere, understand the culture of a representative of another country and the mentality of the people. The ability to conduct professional foreign language communication in a qualitative way contributes to the increase of competitiveness of specialists in the sphere of tourism in the labor market [1, p.243].

A novice manager who is at the same time a former student, often lacks the knowledge of a foreign language rather than the knowledge of practical topics, such as completing of various forms, the content and structure of tourist catalogs. So, for example, if a tourist goes abroad and it is necessary to fill in forms in a foreign language, the direct obligation of the travel agency employee is to help this client. All this leads to the formation of a complex "fear of the unknown", lack of self-confidence, which, of course, affects the competence and the quality of work performed. It should be noted that the graduate of the faculty of tourism should have not only a certain amount of professional knowledge, skills and abilities, but also have professional knowledge of foreign language. It is the professional knowledge of the foreign language for a specialist working in the field of tourism, which is a sign of his professional competence.

This is not about English in general (Social English), which can be studied at courses, but about the preparation of English-language professional-oriented communication of highly skilled professionals working in the field of tourism. It means English for special purposes, which has its own terminology and peculiarities which cannot be studied at regular courses. Thus, the acquisition of skills of professional communication provides the communicative competence of workers employed in various spheres of the tourist services market. One cannot but agree that the possibility of career growth in the field of tourism is directly related to the knowledge of a foreign language. At the same time, if the level of the language competence, for example, of the hotel staff can be reduced to the knowledge of certain special terms or clichés, then the level of language competence of specialists engaged in tour operator or travel agency activities must meet all the requirements of professional language competence. Besides, one cannot but agree with the fact that a highly skilled specialist with a professional knowledge of a foreign language will have a very high demand in the labor market [3, c.42].

Professional tourism activities connected with the use of a foreign language for solving various tasks include: communication with foreign clients, establishing contacts with travel agencies abroad, negotiating, marketing of a foreign market, promotional tours, cooperation with airlines, contacts with the host party, company representation at the international exhibitions, presentations, conferences, etc., acquaintance with special documentation: agreements, patents, plans, etc., writing the necessary professional business documents, completing forms and other documents, work with business correspondence, reading professional literature, etc., which require high knowledge of foreign languages [5, p.382].

Consequently, the need to speak foreign languages at the appropriate professional level by tourism managers is greatly enhanced by the integration of the modern generation into the world socio-cultural space. In view of this, only the specialist who knows at least one foreign language, has the developed skills of intercultural communication and possesses the skills of foreign language competence will be able to adapt to the multicultural environment and realize their professional and personal potential. Currently, the task of specialists is not only to provide comfortable rest of their clients, but also, having proper personal and professional qualities, to successfully solve various professional tasks and needs of users of tourist services. Therefore, the factor of having a good command of foreign languages by tourism managers is one of the main skills after having the knowledge of special subjects.

The prospect of further research is to develop a mechanism and ways to increase the level of knowledge of foreign languages and foreign language communicative competence of tourism managers.

***The list of the used sources:***

1. *Grin'ko S. A. The market for tourist training: the realities and prospects of development / S.A. Grin'ko. - Slobozhansky Scientific Bulletin: Collection of Scientific Papers - 2006 - No. 10 - p. 243.*
2. *Kvartalnov V. O. Management of tourism. Tourism as an activity type / V.O. Kvartalnov. - Moscow: Finance and Statistics, 2002. - 228 p.*
3. *Knodel L.V. Formation and development of professional competence of specialists in the sphere of tourism / L.V. Knodel // Scientific notes of TNPU named after V. Hnatyuk. - Ternopil: 2005 - No. 2 - p. 42.*
4. *Kobzar N.V. The role of intercultural communication in the activities of tourism managers / N.V. Kobzar // Visnyk LNU named after T. Shevchenko - 2011 - No. 14 (225) - p. 48.*
5. *Lozovetskaya V.T. The formation of professional competence of a specialist in the sphere of services and tourism: teaching and methodical manual / V.T. Lozovetskaya. - K.: 2010 - 382 pp.*



# МУКАЧІВСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ

89600, м. Мукачево, вул. Ужгородська, 26

тел./факс +380-3131-21109

Веб-сайт університету: [www.msu.edu.ua](http://www.msu.edu.ua)

E-mail: [info@msu.edu.ua](mailto:info@msu.edu.ua), [pr@mail.msu.edu.ua](mailto:pr@mail.msu.edu.ua)

Веб-сайт Інституційного репозитарію Наукової бібліотеки МДУ: <http://dspace.msu.edu.ua:8080>

Веб-сайт Наукової бібліотеки МДУ: <http://msu.edu.ua/library/>