

NININS 2020**International Scientific Forum «National Interest, National Identity and National Security»****PRACTICAL BASIS OF FORMATION OF PROFESSIONAL
VALUES OF THE WOULD-BE MANAGERS**

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Abstract

The axiological orientation of modern social thought is implemented in educational policy, considering a modern university graduate as a person, not just possessing specific competences and knowledge, but also capable of cooperating and constructive multicultural dialogue, interacting with people of different cultures and knowing the system of socially significant world values. In modern pedagogical science, considerable experience has been accumulated in preparing students of different specialities for value — oriented professional interaction, forming and developing the tolerance, intercultural communicative competences, educating the younger generations in a multicultural world. Nevertheless, the issue of formation the system of professional values of the would-be managers of restaurant and hotel service in the process of vocational training remains poorly developed today. So, the main aim of this research is to consider the modern Russian higher education from the point of view of the process of preparing would-be specialists for value-oriented professional interaction for determining the degree of their readiness for the adequate intercultural dialogue, and to develop the appropriate methodology and the elective course.

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1. Introduction

The methodology for the formation of the system of professional values of the would-be managers of restaurant and hotel services, which is characterized by a two-component structure, that is, it is represented by interrelated and complementary learning and educational modules, is divided into stages (preparatory, basic and final ones), has a culturological component and functions in the process of teaching a foreign language (Christmas, 2019).

The methodology we suggest includes a total of forms, methods, and tools of working with a conversational text, which will stimulate the formation of the system of professional values due to the eventual immersion of the would-be managers of restaurant and hotel services into the world of culture. It can be used in higher educational institutions in the sphere of service and tourism. Besides, the given methodology allows taking into account the needs and peculiarities of the would-be managers of restaurant and hotel services: the work is organized individually and in small groups formed according to their level of training (Romanov & Snegurova, 2017).

2. Problem Statement

The methodology we developed involves learning and understanding of the following things: certain professional standards and rules; system of professional values (high-quality service, happiness of guests, recognition by colleagues and guests; profitability of the establishment); universal values (tolerance, openness, willingness to communicate, etc.); moral qualities (kindness, sensitivity, participation, responsibility). The said elements, which represent certain values, will undergo certain transformations in conversational texts, which will allow forming a system of professional values of the would-be managers of restaurant and hotel services.

Purpose of the methodology: formation of the system of professional values of the would-be managers of restaurant and hotel services, which will contribute to improving the level of service in the hospitality industry establishments of Russia, ensuring the surge in customers, and increasing the attractiveness and success of the establishment.

3. Research Questions

- 3.1. To analyze the current state of the term “Professional Values” based on the consideration and definition of the conceptual and categorical framework.
- 3.2. To develop the methodology based on the extra course.
- 3.3. To prove the effectiveness of the developed methodology and the extra course.

4. Purpose of the Study

The aim of the study is to develop a methodology based on the thoughts of Galskova, Bystrai, Ter-Minasova, Butenko and Khodos () to form the system of professional values of the would-be managers of restaurant and hotel services in the context of intercultural interaction.

5. Research Methods

To achieve the research aim, theoretical scientific methods are used: comparative, system, and structural types of analysis, synthesis, and pedagogical modelling. Pedagogical papers and pedagogical systems in Russia exemplified with teaching foreign languages to the students of non-language faculties are the empirical material in this paper.

6. Findings

Table 01 shows the methodology for the formation of the system of professional values of the would-be managers of restaurant and hotel services.

Table 1. Methodology for the Formation of the System of Professional Values of the Would-Be Managers of Restaurant and Hotel Services

| Purpose: formation of the system of professional values of the would-be managers of hotel and restaurant services | |
|--|---|
| Learning module | Educational module |
| Preparatory Stage | |
| Learning the principles of the organization of the restaurant and hotel services, and the system of professional values of the hospitality industry in German-speaking countries Contents: linguistic preparation with elements of intercultural learning | Formation of the need to improve the professional activity, which in the future will be expressed in the improvement of the service level and in the increase of profitability of Russian restaurants and hotels. Contents: creative activities in the form of discussions, conferences, implementation of the project method. |
| Basic stage | |
| Formation of knowledge, abilities, and skills of using a foreign language as an aspect of activity. Contents: linguistic (language, speech, country study) training with the in-depth usage of principles of intercultural learning. | Stimulation of search, assessment, and selection of professional values. Contents: Learning and understanding the system of professional values and basic cultural standards by means of doing project tasks. |
| Final stage | |
| Formation of professional knowledge, skills, and abilities to provide high-quality service to the guests of a restaurant or a hotel, and to increase the profitability of the Russian hospitality industry. Contents: studying German-language educational literature, text and electronic information sources regarding the organization of hotel and restaurant services. | Designing the adopted system of professional values in life and professional perspective. Contents: approval, systematization, and building of the person's own scale of professional values while studying culture and history of a German-speaking nation. |
| Outcome: high level of development of the system of professional values. | |

It seems feasible to consider the content of the components of the methodology described above. We shall consider the content as a methodology component through the stages of formation of the system of professional values (Khaleeva, 2011).

The theoretical basis of learning and educational modules of the *preparatory stage* is a law of growing needs, which states that as some needs are satisfied, other higher order needs emerge. That is why one of the main objectives of the teacher at this stage is to make the would-be managers of restaurant and hotel services familiar with the principles of organization of hotel and restaurant service, and the system of professional values in the German-speaking countries, which are distinguished by a high level of morality and respect for the guests, and that, in turn, makes them more attractive for tourists from all over the world. One more objective for the teacher is to form the need to improve the level of service and increase the profitability of Russian restaurants and hotels.

Therefore, it is evident that the formation of the personality of a would-be manager of restaurant and hotel services with the developed system of professional values is influenced by the cultural context. In this regard we think that at this stage it is feasible to apply the principles of intercultural learning suggested by Ter-Minasova (2000).

The learning module of the suggested methodology provides for several stages of intercultural learning:

1. Stage: intercultural learning at the level of studying the system of values of a foreign culture (cultural studies and country study).
2. Stage: intercultural learning as a process of understanding the system of values of a foreign culture and its basic cultural standards adopted in the service sector.
3. Stage: intercultural learning as the ability to manage the behaviour in a restaurant or in a hotel in order to provide high-quality service to the guests of the establishment, to increase its attractiveness and prestige.

Based on the need to improve service and to increase the profitability of Russian hospitality industry establishments the *basic stage* is defined by the motivation of the would-be managers of restaurant and hotel services for search, assessment, and selection of professional values ensuring high-quality service, happiness of guests, recognition by colleagues and customers, economic development of the establishment, and career development.

This stage implies personal transformation of a would-be manager of restaurant and hotel services based on the acquisition of professional values during the implementation of the educational module of the suggested methodology. This is a period in the development of the orientation process, when the would-be managers of restaurant and hotel services focus on themselves and self-assessment. This stage implies reassessment of the system of professional values, their differentiation, and stabilization. Based on the views of Kiryakova (2000), we consider the “self-concept” psychological theory to be a theoretical basis for distinguishing this stage and providing rationale for it.

The learning module of the suggested methodology at this stage provides for the use of in-depth elements of intercultural learning. The use of conversational texts on the issues of racism, discrimination, and humiliation of human dignity will help the would-be managers of restaurant and hotel services to better know these phenomena and to become more aware of their severity and danger. Searching for necessary information, discussing it in groups, doing various speech exercises (such as clustering, inserting, interactive tables, mixed logic chains, text retelling) will enable the students to treat the manifestations of foreign culture, and different opinion or mentality more carefully and with great

respect, since while working on the text we perform not just some cognitive activities, but also value-oriented ones (Passov, 1985).

The person-centred methodology for the formation of the system of professional values of the would-be managers of restaurant and hotel services implies cooperation and co-creation excluding authoritative interaction model. The teacher's aim is to organize the educational process in such a way that a would-be manager of restaurant and hotel services could have an opportunity to put forward their own hypotheses without fear of making a mistake. It is assumed that the would-be managers of restaurant and hotel services will themselves formulate the rules of conduct and the conditions of effective development of hospitality industry establishments based on the knowledge they obtained and the emotional evaluation of events, whereas the teacher just brings them to the necessary conclusions (Zakharova, 2017).

The *final stage* provides for the designing of the selected system of professional values in life and professional perspective and implies that the coincidence of certain knowledge about professional values and professional rules of conduct can be considered as a high level of formation of the system of professional values of the would-be managers of restaurant and hotel services, as a development of the ability to render high-quality service to the guests of the establishments, and to modernize the system of Russian restaurant and hotel services on the whole.

This stage implies approval, systematization, and building a personal scale of professional values. The process of considering professional values acquires the characteristics of aspirations into the future, and a life perspective is formed. Following the views of Kiryakova (2000), we believe that this provision is conceptually based on the theory of prediction, which represents a way of scientific prediction based on the accumulated scientific experience and current assumptions about the future in order to determine it.

7. Conclusion

The methodology for the formation of the system of professional values of the would-be managers of restaurant and hotel services ensures the efficient operation of the system, has a two-component structure (represented by interrelated and complementary learning and educational modules), stages (preparatory, basic, and final ones), possesses a culturological component and functions in the process of teaching a foreign language.

The suggested methodology is necessary and appropriate for the formation of the system of professional values of the would-be managers of restaurant and hotel services. Its practical significance is determined by the ability to use theoretical provisions and conclusions, scientific and methodological materials, and suggested recommendations on the formation of the system of professional values of the would-be managers of hotel and restaurant services contained therein.

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