

UDC 005.32
IRSTI 71.35.13

**FORMATION OF PSYCHOLOGICAL COMPETENCE OF SPECIALISTS FOR WORK
IN THE HOSPITALITY INDUSTRY**

**ФОРМИРОВАНИЕ ПСИХОЛОГИЧЕСКИХ КОМПЕТЕНЦИЙ СПЕЦИАЛИСТОВ
ДЛЯ РАБОТЫ В ИНДУСТРИИ ГОСТЕПРИИМСТВА**

**ҚОНАҚЖАЙЛЫЛЫҚ ИНДУСТРИЯСЫНДА МАМАНДАРДЫҢ ЖҰМЫС
ІСТЕУІ ҮШІН ПСИХОЛОГИЯЛЫҚ ҚҰЗІРЕТТІЛІКТЕРДІҢ ҚАЛЫПТАСУЫ**

T.A. MIKHAILENKO
Т.А. МИХАЙЛЕНКО

(«NARXOZ» University, Almaty, Republic of Kazakhstan)
(Университет «НАРХОЗ», Республика Казахстан, г. Алматы)
(«НАРХОЗ» Университеті, Қазақстан Республикасы, Алматы қ.) E-
mail: tatyana.mikhailenko@narxoz.kz

The psychological competence of specialists in the field of hospitality is of great importance for improving the service culture aimed at serving customers based on the development of psychological and practical skills. The author proposed a combination of psychological skills and competencies required for work in the hospitality sphere, as well as the formation of psychological competencies and communicative culture among future specialists.

Психологические компетенции специалистов в сфере гостеприимства имеют большое значение для повышения культуры сервиса. В статье рассматривается совокупность психологических навыков и компетенций, необходимых для работы в сфере гостеприимства. Автором предложена модель формирования психологических компетенций и навыков общения специалистов в сфере услуг, которая описывает этапы их формирования, определяет условия формирования коммуникативных навыков как существенных элементов этой модели.

Қызмет көрсету мәдениетін жоғарылатуда, маңызды орынды қонақжайлылық саласы мамандарының психологиялық құзіреттілігі алады. Қызмет көрсету мәдениеті клиенттерде психологиялық және тәжірибелік дағдылар мен икемділіктер қалыптастыру негізіне бағытталады. Автордың ұсынысы бойынша қонақжайлылық саласына қажетті психологиялық дағдылар мен құзіреттіліктер жиынтығы, сонымен қатар болашақ мамандарда психологиялық құзіреттіліктер мен коммуникативті мәдениетті қалыптастыру қарастырылған.

Key words: psychological competences, culture, consumer, service sector, hospitality industry.

Ключевые слова: психологические компетенции, культура, потребитель, сфера услуг, индустрия гостеприимства.

Негізгі сөздер: психологиялық құзіреттіктер, мәдениет, тұтынушы, қызмет көрсету сферасы, қонақжайлылық индустриясы.

Introduction

At present, the hospitality industry is developing rapidly in Kazakhstan. The most important task in the field of hospitality is to satisfy the needs and demands of clients. Customer satisfaction is impossible without personal communication of staff with their clients. This is especially true for the personnel of the contact zone, which is the personnel who come into direct contact with customers. There is an ever-increasing need for special psychological competencies and skills in dealing with clients.

When preparing specialists in higher education institutions in the specialty of "Catering and Hotel Business", it is very important to shape students' psychological competencies, which will enable them to successfully communicate with clients when carrying out their professional activities.

The purpose of the research is: 1) to study the basic psychological competences necessary for working in the hospitality industry; 2) consider ways of forming psychological competencies and communicative skills for hospitality professionals.

Objects and methods of research

The primary information source was text and quantitative materials. The object of the study are university students.

The data of the Association of Psychologists of the Republic of Kazakhstan is used <https://www.b17.ru/community>. Scientific and

applied works are based on special and general scientific methods taking into account the specifics of the research subject.

Results and discussion

Speaking of the culture of customer service in the hospitality industry, we first refer to mastering skills of psychological and communicative competences by contact zone specialists.

What is meant by the service culture in service sector is the system of accepted labor and socio-psychological norms of ethical conduct and high spiritual values, the principles of which are consistent with today's requirements of world service standards and reflect the quality of individual or mass customer service.

The service culture is dictated by the policy of a certain company. Each company develops its own ethical code, which is supported by the system of incentives for service personnel and a number of other activities.

All employees of the hospitality sphere, in terms of qualification requirements, can be divided into three large groups: management, staff to work with guests and support departments. This article deals with the category of employees who directly work with clients; thus, brought into direct contact with them.

A distinctive feature of the hospitality industry is its customer-centric approach where customer satisfaction is the top priority. First, here the impression is sold, so it is important to ensure that clients do not receive negative

emotions and feel psychologically comfortable. Therefore, there are special requirements to the personnel of this field:

- high level of professionalism;
- psychological and communicative competences;
- being good at overload work and under pressure;
- acceptance of responsibility, initiative;
- personality traits (should be well disciplined, polite, attentive, considerate, friendly and tolerant).[1]

Psychological and communicative competencies are the basis of social technologies, which are built on the relationship between employees and customers in the service sector.

In general, today Kazakhstani service sector faces the task of effective combining national features and international principles of service culture. Quite many new aspects of service culture are nowadays becoming of a universal, international character. In this regard, first, it is necessary to familiarize future specialists with the psychology and aesthetics of service.

At present an independent branch of psychology has developed - the psychology of service, which studies the features and role of psychic phenomena in the servicing activity of those who work in the contact zone. It studies such areas of psychology as the identity of the service worker (the subject of this activity); the identity of the customer (service object) and psychology in the process of service.

Knowledge of the psychology of service will help employees to learn their inner world in order to consciously regulate their behavior and understand the behavior of customers to choose the best option for their service.

The main objectives of service psychology are: to study psychological mechanisms of interaction between consumers and people in service, the needs of customers, psychological conditions for the organization of work for employees in the contact zone and identify psychological factors of organizing service processes.

In the development of psychological competence among professionals of the hospitality industry, the following psychological abilities and knowledge are to be in priority:

1. High level of creativity, as service activities involve the design and implementation of new services.
2. Abilities that will enable to perform a huge number of various tasks that arise in the

service of clients, who have their own individual psychological characteristics.

3. A high level of communicative abilities, that is, the ability to establish a dialogue contact in a short period in order to sufficiently understand and satisfy the customer.

4. Ability to behave professionally in conflict situations.

5. Ability to quick psychodiagnostics, which will enable the employee to quickly understand the purpose of the client's arrival, his need, and take actions to satisfy his demands.

6. Ability to overcome communication barriers (socio-psychological, national, cultural, gender and language).

To form the necessary psychological competencies, particular attention should be paid to a certain amount of knowledge, skills, abilities and habits to ensure efficient communication with clients.

The employee of the contact zone in the hospitality industry is required to have such specific abilities as communication skills, tactfulness, understanding and observation. These abilities, in turn, are closely related to such important components of the individual as knowledge, skills, and abilities and they are indicators of professionalism.

Each client has individual psychological characteristics and perceives the service in his own way. The employee in communication with the client must make sure that the client is satisfied with the service provided. Therefore, it is necessary for specialists in the service sector to develop the following qualities of psychic activity:

- the strength of the nervous processes, which is expressed in their activity and emotional stability, whereas weakness is characterized by increased fatigue and emotional instability;
- steadiness manifested in well-balanced behavior, self-control and consistency;
- mobility as a rapid transition of nervous processes from one state to another: from excitation to inhibition and vice versa.

A client-centric specialist should find a good approach to the client, understand his individual needs and provide convincing arguments. Communication with a true professional leaves the client with a feeling of casual conversation, a feeling that he was treated with respect, attention and understanding. This approach allows to keep regular customers and attract new ones, creates a positive image for the service company and ensures a stable business reputation.

It is also necessary for specialists in the service sector to develop communicative competences, which include verbal and non-verbal communication methods. The structure of communicative skills includes the following: speech, dialogue, audio-contact and assessment-reflexive skills.

Specificity of verbal communication in working with a client implies not only what is said, but also how it is said: complete information, literacy of speech, diction, etc.

As known verbal communication in our life makes up less than 35%, and more than 65% of information is transmitted non-verbally. Therefore, a specialist in the service sector needs good skills of not only verbal, but also non-verbal communication. There are several nonverbal channels on which speakers exchange information: space, facial expressions, eyes, intonations and pantomime.

Communication skills imply not only the ability to speak, but also the ability to listen. Good listening is a qualification that requires additional training or skill.

When developing the skills of active listening to the professionals of the hospitality industry, one should keep in mind that in order to create a favorable psychological climate in the process of listening to a client or partner, there are some important things to follow:

- while listening, should smile and keep eye contact with the speaker;
- should not say anything while listening to the client, showing interest in what he is saying;
- ask as many follow-up questions as possible, and constantly clarify by repeating the client's exact phrases;
- do not give any assessment of what was heard, do not judge the client;
- express compassion to the client and both the tone of your voice and the pace of speech should be in harmony with the partner's voice;
- in the process of listening, be careful not to be distracted by the specific characteristics of the speaker;
- always listen to the client to the end;
- if you are unhappy with the client or partner, should hide your emotions; keep patience, calmness, affability and trust.[2]

Formation of communicative skills among specialists in the service sector should be conti-

nuous and carried out throughout the process of theoretical, production and after-hour training.

It is based on a system of principles: scientific, systematic, social partnership, integration, intersubject communications, and professional orientation.

During theoretical training, a set of psychological competencies is formed in the course of studying the disciplines of the professional and general education cycles. Throughout the educational process, psychological competencies and communicative skills are formed during the execution of tasks that include elements of professional communication such as public speaking, creating professional problem situations, participating in discussions and conferences.

The requirements of the professional ethics to specialists in the hospitality industry are stipulated in the ethical code. Each service company has its own ethical code. Compliance with the code will allow specialists to meet service standards that may vary and depend on the concept of the hotel - its category and target audience. It is not enough for a service employee to learn the provisions of the ethical code. These provisions must go into beliefs and become his habit.

Conclusion

The idea of the relationship between theory and practice lies at the heart of the formation of psychological competencies and communicative skills. This process is based on the following approaches: person-oriented, systemic, problematic, and modular-competent.

Thus, a model for the formation of psychological competencies and communication skills of specialists in the service sector is developed, which describes the stages of their formation, defines the conditions for the formation of communicative skills as essential elements of this model.

REFERENCE

1. M. Masilova G. Service Activity [Electronic resource]: a textbook for students: an electronic analogue of a printed publication / M. Masilova G.; the editor L. Aleksandrova. I. - Vladivostok: Publishing House of VSUES, 2016. - 120 p.
2. The Internet site of the Association of Psychologists of the Republic of Kazakhstan [Электронный ресурс]: Режим доступа. <https://www.b17.ru/community>. Дата обращения: 26.03.18 г.