

SECTION 4. PEDAGOGICAL AND AGE PSYCHOLOGY

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4.1 The dynamics of value orientations of future managers of hotel and tourism industry

One of the leading positions in the system of value orientations of the personality is occupied with the orientation to professional values, the formation of which the researchers consider as the most important condition not only for professional self-determination, but also for the formation of the personality of a young person as a whole. In relation to professional activity, researchers emphasize the following values: values of the profession, which are associated with self-determination in professional activity; values of the profession, which are arising on the basis of different types of remuneration of professional activity on the part of the society; values, which are formed on the basis of different features of a profession; high-level values, which are used in the society to regulate attitudes toward the profession.

Value orientations provide stability of a personality, certainty and consistency of its behavior, constancy of relationships with the society. A developed value orientation is a sign of a mature personality, an indicator of the degree of its sociality, integration into social relations.

Famous American cognitive psychologist Arthur S. Reber reveals the term 'value' in three meanings. In the first meaning, value is the quality or property of the object, which makes it useful and desirable. Scientist draws attention to the pragmatic aspect that is conceived in this definition – the value of an object is determined by its role in social interaction, and the object itself has no value. The second meaning characterizes value as an abstract and general principle, regarding patterns of behavior within a particular culture or society, which, through the process of socialization, are viewed by members of that society as very significant. These are social values. They form central principles around which individual and social goals can be integrated. Classic examples are freedom, justice, education, etc. The third meaning of value relates to the field of economy. Value is the net value of an item, which is determined

by the fact that it can be obtained in exchange for other goods or some means of payment, usually money. This value, combined with the first one is very close to the notion of utility [109]. The classification of values is characterized by considerable diversity. In the psychological literature there is a description of the following hierarchies of main values: the Dionysian, at the center of which there are the conveniences of life, comfort and consumption; the Hercules – domination; the Prometheus – altruism; the Apollonian – knowledge, creativity; the Socratic – self-knowledge, self-development and self-improvement.

According to E. Fromm, ‘value or good is all that contributes to the deployment of human capabilities and the maintenance of life’. Dividing values into two groups, official and factual, he emphasizes that both the former and the latter have their own structure and hierarchy, in which certain higher values determine the others as necessary conditions, correlates of their realization [104].

E. Fromm notes that traditionally the basis of values was the Divine authority, that values are based on revelation and are the orientations of those who believe in the source of revelation, which in the Western tradition is God. Among the models that do not recognize the Divine authority, E. Fromm calls: 1) the concept of complete relativism, which proclaims ‘all values are the personal work of each and which have no reason beyond the individual’; 2) the concept of the inherent value of the society, according to which the highest values and obligatory for each person are all the rules that contribute to the survival of that particular society. From this point of view, ethical norms are identical to social norms, and social norms serve to perpetuate every society with its grievances and contradictions; 3) the concept related to ‘biologically immanent values’ which are common to animals and humans. Noting the weaknesses of this concept, E. Fromm points out that ‘biologically immanent value systems often lead to results directly opposite to a humanist oriented system’ [104].

Psychological approach to the classification of values is characterized by their division into terminal or T-values, values-goals and instrumental or I-values, values-means to achieve goals. The founder of this approach was American psychologist M. Rokeach [108]. In his theory, values mean the kind of beliefs, the central position in

the individual belief system. Values are the principles of life that determine how one should behave. Having developed the idea of the presence of terminal and instrumental values, M. Rokeach attributed our beliefs to terminal values that relate to the goals or end states to which a person strives (happiness, wisdom, well-being, etc.). Instrumental values also affect the representation of desirable methods of achieving terminal values (accuracy, education, tolerance, etc.). On the basis of M. Rokeach's understanding of values and value orientations, the concepts of cultural and individual values of the personality are derived.

Based on the M. Rokeach's concept (terminal and instrumental values), S. Schwartz (the 90's of the XX century) develops a new theoretical and methodological approach to the study of values. He believes that the most meaningful aspect that underlies the differences between values is the type of motivational goals which they express. The scientist believes that there are basic human values that are manifested in all cultures, that is, those that represent universal human needs. According to S. Schwartz, personality values exist on two levels: 1) the level of normative ideals (reflecting the principles of human behavior) and 2) the level of individual priorities (depending on group pressure and correlated with specific actions of a human).

Summarizing definitions of values of many Western theorists, S. Schwartz distinguishes the following characteristics: 1) Values are beliefs. These are not cold thoughts, when values are activated, they are mixed with feelings. 2) Values are the goals desired by the person and the behavior that contributes to the achievement of these goals. 3) Values are not limited to certain actions and situations. 4) Values act as standards that govern the selection or evaluation of actions, people, events, situations, etc. 5) Values are ordered by importance relative to each other. An orderly set of values forms a system of value priorities [110].

Due to the relevance of the topics and lack of its development in modern scientific works, the purpose of our paper was to study the role of value orientations in formation of professional's personality as one of the main components of the personality structure, which reflect life experience, accumulated by personality in individual development and influences professional formation.

The modern development of Ukraine is determined by the transformation processes, searching for own way of development of change in values and value orientations. The tasks of spiritual revival of the Ukrainian nation require special attention to the world of youth values as the country's future potential. It should be noted that value orientations are one of the most important factors in a person's moral choice, as well as factors that determine behavior in a particular situation.

Value orientations characterize the attitude of the personality to the most important goals of life and ways to achieve them. Even in stable societies, the process of the development and change of generations predetermines the opposition of competing normative-value systems. From the point of view of social development, the system of values that determines the perception of the majority of people of a particular society can act as a contributing factor to the process of the society development and as a destructive factor, as a force to counteract changes.

The logic of our research requires determining the place and role of value orientations in the development of communicative skills of future managers of hotel and tourism industry. The research was conducted at the Bohdan Khmelnytsky National University at Cherkasy, Ukraine. During this research horizontal section of formation and development of communicative skills of future managers of hotel and tourism industry in gender aspect was conducted; the interrelation with emotional sphere, organizational abilities and skills, value orientations of the personality were investigated. A total number of students who participated in the research were 348 (174 students – the experimental group). Applying the analysis of the testing results of future managers of hotel and tourism industry using the modified methodology of 'value orientations' by M. Rokeach [108], we obtained the average statistical data on the importance of basic terminal values.

The presence of value regulators ensures the stability of the personality during the crisis of unrealized. If the goal is achieved and loses its motivation, value orientations stimulate the emergence of new goals, the development of communicative skills. When an individual enters a relatively stable social environment, he/she overcomes three phases of personal formation: 1) *adaptation*, which requires

assimilation of existing values and norms, ownership of appropriate means and forms of activity; 2) *individualization*, which is generated by the sharp contradictions between the need to ‘be like everybody’ and the desire for maximum personalization, which is inherent in the search for means of defining one’s own personality; 3) *integration*, which determines the contradiction between the desire for the perfect presentation of own capabilities and the need to embrace them, to accept and develop only those opportunities that contribute to the development of personality [106].

The discrepancy or disruption of the development of these phases causes a disruption of the process of formation of communicative skills. Value orientations as a phenomenon directly correlate with the goal-setting process and precede it. Therefore, objectification of these entities not only reflects the sphere of self-awareness of the future manager’s personality, but is also a peculiar vector of the subject’s further goal-formation. The interconnection of the value sphere with the personal level of professional development of future managers of hotel and tourism industry is represented in the Table 1.

Table 1. Correlation of the value sphere with the personal level of professional development of future managers of hotel and tourism industry

Personal level of professional development	Course	Terminal values							
		III		VI		VII		VIII	
		B	G	B	G	B	G	B	G
1	2	3	4	5	6	7	8	9	10
Evaluation of emotional sphere	1	0,20	-0,33	-0,23	-0,02	0,32	-0,03	-0,09	-0,01
	2	-0,07	0,12	0,16	0,21	-0,44	-0,07	0,16	-0,02
	3	0,07	-0,16	0,12	-0,14	-0,08	-0,19	-0,20	0,12
	4	-0,29	0,17	-0,45	-0,22	-0,26	0,04	-0,26	-0,12
	5	-0,31	0,62	-0,18	0,50	0,01	0,23	-0,04	-0,21
Communicative skills	1	0,14	0,38	0,26	-0,09	-0,44	0,13	-0,01	0,07
	2	-0,13	-0,10	0,27	0,01	0,44	0,16	-0,40	0,07
	3	-0,05	0,16	-0,11	-0,10	-0,29	0,29	0,20	-0,13
	4	0,31	0,23	-0,18	0,35	0,07	-0,12	-0,31	0,37
	5	-0,08	0,25	0,28	-0,63	0,11	-0,76	0,13	-0,19
Organizational skills	1	-0,13	0,31	0,47	-0,37	-0,55	0,02	0,22	0,33
	2	-0,24	0,23	-0,08	-0,25	0,39	0,27	-0,50	0,19
	3	-0,01	0,01	-0,10	-0,08	-0,13	0,24	0,41	-0,23
	4	-0,26	0,12	-0,19	0,23	-0,03	0,22	0,02	0,17
	5	-0,29	0,36	0,16	-0,09	-0,05	-0,79	-0,15	0,17
Evaluation of communicative control in communication	1	0,08	0,16	-0,15	0,10	-0,05	-0,14	-0,28	0,02
	2	-0,18	-0,05	0,53	-0,23	0,04	0,37	-0,59	-0,07
	3	-0,13	0,03	0,21	-0,31	0,08	-0,10	0,10	-0,20
	4	-0,21	-0,06	0,23	0,46	-0,25	0,14	0,32	0,15
	5	-0,19	-0,17	0,08	0,29	-0,11	0,03	0,10	0,82

Evaluation of communicative skills	1	-0,10	-0,08	0,08	-0,11	-0,10	0,21	-0,01	-0,01
	2	-0,02	-0,07	-0,21	0,15	-0,41	0,31	0,43	0,12
	3	-0,20	-0,36	-0,11	-0,07	0,00	-0,05	0,11	0,00
	4	-0,08	-0,26	-0,44	0,23	-0,35	-0,10	-0,09	0,02
	5	-0,11	-0,47	-0,32	0,41	-0,16	0,67	-0,28	-0,02
Self- evaluation of communicative skills	1	0,01	0,33	0,28	-0,16	-0,04	0,21	-0,32	0,33
	2	-0,15	0,16	-0,25	-0,11	0,04	0,12	-0,49	0,08
	3	-0,27	0,06	0,13	0,02	0,14	0,15	-0,02	-0,24
	4	0,26	0,37	-0,26	-0,07	0,25	-0,08	-0,16	-0,26
	5	0,13	0,63	0,10	-0,51	0,22	-0,35	-0,12	-0,68

Source: authors' own work.

The rank correlation coefficient (r) may be within ± 1 . If the coefficient (r) is within $\pm 0,37$, this indicates a weak connection (or lack thereof) between the individual's ideas about the development of the higher education setting, value attitude to the chosen profession, formation of primary professional knowledge and skills. The value of the rank correlation coefficient (r), which ranges from 0,38 to 1, indicates that there is a significant positive connection between the value orientations and indicators of the personal level of professional development of the future managers of hotel and tourism industry. Values of (r) from 0,9 to 1 indicate inadequate overestimation of self-esteem; values of (r) from 0,39 to -1 indicate that there is a significant negative connection between value orientations and indicators of the personal level of professional development of the future manager of hotel and tourism industry. It should be noted that the closer the correlation coefficient (r) is to -1, the higher the probability of inconsistency of these indicators. Negative correlations between these scales indicate a decrease in self-confidence, an increase in dissatisfaction with oneself, a desire to change according to professional requirements.

Correlation analysis revealed that girls had the greatest increase in the correlation connection between indicators of communicative control evaluation in communication with manifestations of value № 8 'the presence of good and faithful friends' ($r=0,82$) and indicators of communicative skills evaluation ($r=0,67$) with manifestations of value №7 'materially secured life'. For boys, this connection has improved between indicators of communicative control evaluation in communication with values №3 'physical and mental health' ($r=0,53$). In the context of comparable values, the above indicators from the position of a successful manager of hotel and tourism industry were quite informative. According to experts, the activity of girls-managers, compared with

the activity of boys-managers, is more effective, they are more successful in education and interpersonal communication and have more presentable image.

Studying the value orientations of future managers of hotel and tourism industry has shown their interconnection with the process of formation of communicative skills, activity and personal development as a whole. For some students, entering to the establishment of higher education causes an increase in activity, and for some, an internal crisis.

According to the results of the research the value №3 'physical and mental health' is of great importance for boys: in the 5th year of education (2,47 points) and in the 3rd year of education (2,68 points). For girls, this value becomes even more important from the 2nd to the 4th year of education (respectively: 1,95 points, 2,24 points, 2,25 points), which testifies to the stable responsible attitude of girls to their health as a guarantee of future motherhood. The most pronounced statistical significance of the difference in expression of value №3 'physical and mental health' between boys and girls is manifested in the 4th year of education. In our opinion, this is quite natural. Without a harmonious mental and physical health, one cannot speak of successful professional activity and other values. This problem is especially urgent in Ukraine, where the level of health is deteriorating every year due to certain factors (Chernobyl disaster, low social standard of living, etc.).

Value №6 'love' (spiritual and physical intimacy with a loved one) – ranks second place of importance. The difference in the values of the rates of education courses between boys and girls is not statistically significant. This may be due to the short duration of study at the university and the tendency to changes. The fact that this value that has taken second place in the overall sample indicates that today, due to negative social circumstances, young people are lack of love, understanding and supporting in communication. This, in turn, may adversely affect the formation of communicative skills of future professionals. Analysis of the dynamics of expression in future managers of hotel and tourism industry of value №6 'love' (spiritual and physical intimacy with a loved one) showed that the boys have the highest indicator of

the stated value in the 5th year of education (4,27 points), and girls – in the 4th year of education (4,30 points).

The value №8 ‘the presence of good and faithful friends’, compared to the previous one, is more evident in girls in the 5th year of education (4,67 points), and in boys in the 3rd – 4th courses of education (4,53 – 4,58 points). This is explained by the fact that in junior courses students who are trying to adapt to the new environment focus on their problems. Senior students in the process of becoming a professional want to find support among friends, not just rely on themselves.

Statistical validity of the stated value is observed in girls during their education at the university, and in boys it tends to develop. The following values are of least importance for students: №16 ‘happiness of others’ and №17 ‘creativity’ (possibility of creative activity). The indicators of expression of the above values indicate that the general tendency of their expression decreases during the education at the university. But boys, unlike girls, in the 2nd year of education have an interest in personal problems of the environment and a creative approach to learning. This attitude is associated with the process of adapting to new conditions of life, their own formation in the team as a personality and increased interest in the opposite gender.

In our point of view, analyzing the values that students find most difficult to access in their lives, we should pay attention to the following. Value № 15 ‘happy family life’ is considered by all students to be one of the secondary. Previous researches have shown that in the penultimate and recent courses of education, this value students have put first of importance. We believe that this, on one hand, is related to the crisis of the family as a social institute of health (they did not create their own family), which has observed in our society recently, and on the other, with the presence in many students of subjective difficulties in realization this vital value.

The presence of subjective difficulties in achieving of this goal can lead to the problems in communication and developing of communicative skills. The following problems, caused by the contradiction between the motive of achieving a happy family life or creating it in the future and the inability or unwillingness to do it in real life, include: problems of already existing family relationships; problems in communication,

first of all, with person of the opposite gender, when there are subjectively strongly expressed evaluated sexual drives that are contrary to social or moral standards, as well as problems in the professional sphere.

Value №18 'self-confidence' (inner harmony, freedom from internal contradictions, doubts) is the most difficult for students to reach. This shows, on one hand, the frequent personal contradictions that arise in future managers of hotel and tourism industry in the process of development and education, and on the other, a lack of experience in the optimal resolution of these contradictions and the achievement of internal harmony, a lack of sufficient level of communicative skills' development. It also draws attention to the fact that awareness of this value as difficult for boys grow in the 2nd year of education. Confidence in their abilities is shown only in the final course (Bachelor's degree) – 6,92 points. For girls, self-doubt and professional attainment are the highest in the final 5th year of education – 9,93 points. Statistically significant indicators of the difference in value №18 'self-confidence' (inner harmony, freedom from internal contradictions, doubts) between boys and girls are indicators in the 2nd year of education.

For students from the 1st to the 5th year of education value №4 'interesting work' is also considered difficult to reach. Completing education at the university, young people find that their chosen professional activity is mostly uninteresting. This is due to the lack of employment prospects, the opportunity to reveal oneself as a specialist. Big difference between the value №4 'interesting work' and its subjective reach is connected in some students with motivational aspect of education.

It should be noted that at this stage of students' youth social development, material values are in priority: 58% would like to engage in private business. According to our research, health, love, the presence of good and faithful friends, self-control, the ability to insist on their own prevail among values-goals. That is, those values which are associated with active life and the need to choose a profession. The mean of achieving these values are mainly the qualities of the personality in the system of interpersonal connections: 'responsibility', 'honesty', 'cheerfulness', 'efficiency in business'.

Obviously, the demands to oneself and the demands which are made by the profession itself are not only the result of the youthful ideals that have been preserved, but also an indicator of belief in the social values in which the professional is given a prominent place. This distribution of value orientations according to gender is explained by a certain disappointment in life, profession and social values, where a true professional has never received proper recognition. Terminal values are considered as a kind of mean of communicative skills' formation and professional formation of future managers of hotel and tourism industry. Thus, the research confirmed once again the fact that one of the leading factors influencing the communicative skills' formation according to gender is the value sphere of the personality.

When selecting entrants, the level of interest of future professionals should be taken into account, as well as the content of their values in order not only to achieve an appropriate match between social, moral standards and behavior in general, but also help to develop professional qualities, particularly for future managers of hotel and tourism industry – adequate level of communicative skills.

The future manager's readiness for professional communication is an important component of general professional training, integrative personal quality, which determines the ability of the personality to establish productive communicative contacts with partners in the common activity, to use effectively verbal and non-verbal means of communication. The formation of professionally important communicative skills of future manager was carried out by the way of the holistic development of structural and functional components of the conceptual model of professional qualities of the specialist's personality.

During the experiment the interconnection of indicators of evaluation of communicative skills, organizational skills and abilities, evaluation of communicative control in communication, self-assessment of communicative skills of future managers of hotel and tourism industry were established and investigated. In the table 3 the interconnection of indicators that characterize the personal level of future managers' professional development are represented [105].

The analysis of the data among boys during their education at the university shows a significant increase of connection between the indicators of evaluation of emotional sphere and evaluation of communicative skills. If in the 1st year of education the rank correlation coefficient (r) is -0,46, then in the 5th year of education it is – 0,63.

Such a significant increase in communication density gives grounds for claiming about important positive qualitative changes in the sphere of students' self-awareness. This tendency is also evidenced by the indicators of correlation between evaluation of communicative skills and abilities and evaluation of organizational skills and abilities among boys: from (r)=0,65 in the 1st year of education to (r)=0,72 in the 5th year of education.

Such indicator shows that boys have developed abstract thinking, initiative, social activity, a balanced and mature position in decision-making, the need for rational organization and activity planning. Girls, compared to boys, have a low value of these indicators. If in the 1st year of education they corresponded to the value (r)=0,70, then in the 5th, there is a characteristic tendency to the decrease of the correlation connection.

There are reasons to state that in the personality structure of girls-managers of hotel and tourism industry, basic needs are not only not adequately met, but also not fully understood, which is reflected in their compensatory, possibly pseudo-assertive behavior. They are characterized by the presence of an immature system of life orientations, as well as inconsistency in the goals formation. The analysis of the data also shows a significant increase in the connection between the evaluation of communicative skills and abilities and self-evaluation of communicative skills in both: boys (r)=0,60 and girls (r)=0,75. Obtained statistic data indicate a steady tendency to the stabilization of self-esteem, decrease of personal anxiety, manifestations of aggression, dominance, expanding the possibilities of self-improvement, which undoubtedly are an indicator of the changes that have occurred in future managers under the influence of purposeful communicative training.

It can be argued that the improvement of developed communicative skills of future managers was facilitated by the use of: forms of organization, methods and

educational tools that model the social context and ways of communication of future manager in situations of professional interaction; motivation of learning through explaining to the students the importance of communicative skills in the professional activity of the modern manager; communicative training exercises that modeling a specific fragment of the real communication process and retain the essential features of the modeled activity; pedagogical management of the process of formation of communicative skills taking into account their content, structure, stages and logic of this process.

The process of optimization of the formation of communicative skills of future managers of hotel and tourism industry requires the introduction of changes in their educational process (namely, increasing the share of disciplines of the psychological and pedagogical cycle). At the same time, the introduction of the methodology of formation of professionally important communicative skills of future managers of the hotel and tourism industry, taking into account the gender aspect had found that the development of such qualities as diplomacy, emotional stability, internal self-control, non-conformism and intellectual needs revealed more time and additional research methods. That is, the development of communicative skills should be heterochronous.

As a result of the conducted research it is determined that the process of personal development of managers of hotel and tourism industry and their value and professional self-determination depend on the level and degree of social activity, self-activity and productivity of a personality itself. Activity and self-activity are always driven by values, and values are the regulator of self-activity of a personality. So, starting a professional activity a specialist, making a certain choice, has freedom to make decisions and find adequate means of achieving the goal and solving the problem.

To perform such a difficult task, the specialist will need not only a reflection of the experience of social relations, but also the enrichment of own spirituality and filling professional activity with personal meaning. They can be represented by the determinants of activity, behavior, subjectivity and cognition. In the individual value system of the managers of hotel and tourism industry, each of the above classes of determinants is reflected through subjective components: inner motivation, orientation,

attitudes and level of professional activity. Instead, the functioning and development of the professional thinking of future specialist is conditioned and dependent on the degree of manifestation and interconnection of these subjective factors. The values and value orientations of their carrier determine the strategy of professional requests and tasks solving, accordingly influencing the result of the professional activity of the specialist's personality.

All of the above allows us to draw the following conclusions: value orientations are specific psychological entities that always represent a hierarchical system and exist in the personality structure as its elements.

The system of value orientations defines the life goals of a person and accordingly expresses the most valuable, important for the personality, that which makes personal sense. In addition, they determine the needs of a person and are the engine of its development. The system of value orientations defines the characteristics of each person, so it is of great importance.