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**КУЛЬТУРА ПРОФЕСІЙНОГО СПІЛКУВАННЯ В ІНДУСТРІЇ  
ГОСТИННОСТІ: ЇЇ ЗНАЧЕННЯ ТА ВПЛИВ  
CULTURE OF PROFESSIONAL COMMUNICATION IN THE  
HOSPITALITY INDUSTRY: ITS SIGNIFICANCE AND INFLUENCE**

**Анотація.** Головною особливістю роботи працівників сфери гостинності є постійне спілкування із людьми різних вікових категорій, соціальних статусів, а іноді і національностей. Культура професійного спілкування працівників сфери послуг полягає, в першу чергу, у шанобливому ставленні до клієнта, а також у вмінні взаємодіяти з людиною не залежно від ситуації. В основі професійної етики працівників індустрії гостинності закладено професійні знання, уміння і навички, моральні норми і принципи, а

також основні аспекти професійної, соціальної (у тому числі моральної, педагогічної, політичної, дипломатичної, внутрішньої, емоційної) культури та службовий етикет.

Під час виходу до гостей закладу досить важливим є відповідність манер, зовнішнього вигляду, мови, жестів та одягу. Якщо працівники порушують свою професійну етику, переступають моральність, забувають про свої професійні норми, то це призводить до створення негативного іміджу готельного-ресторанного підприємства.

Вміння етично, грамотно та змістовно висловити думку, подати інформацію клієнту є необхідним і надзвичайно важливим складником комунікативної компетентності працівників сфери індустрії гостинності. Саме цей складник є фундаментом бізнес-процесів галузі, який спрямований на просування й реалізацію туристського продукту, готельно-ресторанних послуг, екскурсійного, санаторно-курортного й спеціалізованого обслуговування. Зважаючи на це, вміння та навички професійного спілкування мають велике значення як у межах міжнаціонального, так і міжнародного діалогу.

**Abstract.** *The main feature of the work of hospitality workers is constant communication with people of different ages, social statuses, and sometimes nationalities. The culture of professional communication of service workers consists, first of all, in respectful attitude to the client, and also in ability to interact with the person irrespective of a situation. The professional ethics of the hospitality industry is based on professional knowledge, skills, moral norms and principles, as well as basic aspects of professional, social (including moral, pedagogical, political, diplomatic, internal, emotional) culture and professional etiquette.*

*When visiting the guests of the institution, it is very important to match the manners, appearance, language, gestures and clothes. If employees violate their professional ethics, violate morality, forget about their professional standards, it leads to a negative image of the hotel and restaurant business.*

*The ability to ethically, competently and meaningfully express an opinion, provide information to the client is a necessary and extremely important component of the communicative competence of employees in the hospitality industry. This component is the foundation of business processes of the industry, which is aimed at promoting and selling tourism products, hotel and restaurant services, sightseeing, spa and specialized services. In view of this, the skills of professional communication are of great importance in both international and international dialogue.*

**Key words:** *culture of professional communication, ethics of communication, communication skills, hospitality industry*

*культура професійного спілкування, етика спілкування, комунікативні навички, індустрія гостинності*

**Introduction.**

Communication plays an important role in the work of an employee of the hospitality industry. The ability to ethically and meaningfully express an opinion, provide information to the client - an important component of the communicative competence of the employee of the hotel and restaurant industry. Being aimed at the promotion and sale of tourism products, hotel and restaurant services, excursions, sanatoriums and specialized services, it is the basis of business processes in the industry. In view of this, the skills and abilities of communicative literacy, speech culture of the hospitality industry are of great importance in both international and international dialogue. The level of professional training of employees in this case is directly proportional to the efficiency of hotels or restaurants, as the list of services in most institutions is the same, and service and customer service are different. This factor is the basis of business success, the central place in which belongs to communications.

**Formulation of research.**

The purpose of the article is to determine the role of professional and communicative competencies of employees of the hospitality industry in the work of hotels and restaurants and the mechanisms of their formation

**Analysis of resent research and publications.** The level of formation of professional and communicative

competencies of employees of the hospitality industry actively influences the degree of customer satisfaction. These processes are of paramount importance because they shape the company's image, its authority in the industry and competitiveness. At the same time, professional communication has a positive effect on internal discipline, moral and psychological climate in the team and relationships with business partners. Polite and professional communication is a manifestation of respect and friendliness, helps to reduce the level of conflict situations [1].

Understanding the essence of professional and communicative competencies in modern science is twofold. Given the contradictions, we will rely on the definition of "competence" provided by the International Board of Standards for Training and Education (IBSTPI) - is the ability of an individual to perform activities, tasks or work. Competence covers a set of knowledge, skills and attitudes that enable an individual to act effectively or perform certain functions aimed at achieving standards in a professional field or field of activity (International Board, 2021).

The introduction of these elements into the professional activities of specialists takes place while studying in higher education institutions. The growth of professional and communicative competencies also depends on the experience of

communication, which is formed outside the institution of higher education and is associated with civic activity, participation in various activities. The main environment for its formation - everyday life, full of direct human interaction. Human life experience, erudition, knowledge together form the mechanism of effective professional communication [2].

The basis of professional and practical activities of specialists of hotel and restaurant business enterprises are the relations of the system "man - man". They make certain communicative demands on employees: the desire to communicate, the ability to easily communicate with strangers, good health when working with people, friendliness, sensitivity, endurance, ability to control emotions, ability to analyze the behavior of others and their own, understand their intentions and moods, the ability to resolve differences between them and organize interaction, the ability to put yourself in the place of another person, to find common ground with others, mastery of speech, facial expressions, gestures, the ability to persuade people, accuracy, punctuality, composure, knowledge of human psychology. The competitiveness of the enterprise directly depends on it [3].

#### **Presentations of the main results.**

According to marketing research, the level of customer satisfaction

depends on the behavior of employees. On average, only 9% of customers are not satisfied with the price, 14% - the quality of services provided and 67% of customers are the cause of a bad impression called the ability to communicate employees. The specifics of the field determine the need not only to be able to engage in dialogue, persuade the client, but also know the range of services, have a technique to identify customer needs, be able to demonstrate personal interest in the client and interest in him (Verbal Basics, 2018).

The main requirements for professional and communicative competencies of employees of the hotel and restaurant industry are: impeccable behavior (courtesy, tact, attentiveness, courtesy of visitors within their duties); knowledge of ethics and psychology of communication; sociability (ability of staff to create an atmosphere of hospitality, avoid conflict situations); knowledge of foreign languages; neat and attractive appearance (appropriate hairstyle, clothes, manicure, makeup, jewelry) [4].

Appearance plays an important role in communication processes as a way of nonverbal communication. Only a complex combination of verbal and nonverbal means of communication gives the full effect of contact. When acquainting the client with the list of services, it is worth emphasizing their benefits. It is important not to impose your

assessment and at the same time not to refuse to provide explanations when the client is waiting for them. Benevolence and restraint are qualities that should be inherent in the employee throughout the dialogue with the client [5].

For full communication, the employee must be able to quickly and correctly navigate the conditions of communication. Planning the language, the content of the act of communication, finding adequate means of transmitting this content, providing feedback, managing the situation, forming a positive impression of the hotel or restaurant in general - the main tasks of the hospitality industry.

Friendly qualities of an employee are friendliness, politeness, tact. Each of them should strive for this exemplary set when serving visitors. The professional ethics of service workers contains clear moral requirements for their behavior. The employee of the contact zone is obliged to control his mood, not to succumb to a momentary irritation [6].

In addition to the aspect of professional activity related to interpersonal contact "employee - client", it is worth paying attention to the format of interaction "employee - employee" and "subordinate - manager". The complex structure of the enterprises of hotel and restaurant complexes presupposes the presence of numerous divisions, services and services that must interact effectively with each other.

It is the result of this interaction and is the end product of the hotel and restaurant business. In view of this, the task of the management of the hospitality industry is to form effective communication not only with customers but also with the staff of the institution. This contributes to the effective coordination of staff, their motivation and rational use of human resources.

The main requirements for management communication are as follows: praise of the employee, encouragement to increase their own productivity by setting an example; maximum departure from criticism due to its destructiveness; communication on equal terms, attitude to the subordinate as colleagues; maintaining subordination during dialogue; avoiding the transition in communication on the individual; discussion of exclusively working issues; formation of effective channels of communication not only from top to bottom, but also from bottom to top for the prompt transmission of information to resolve work issues [7].

It is impossible to effectively manage staff without a system of motivation that determines the relationship between employees and the campaign. Managers often see decent wages based on fixed rates and salaries as the only incentive for productive work. However, foreign experience of staff motivation refutes such a one-sided, simplified approach.

Many campaigns often encourage staff to improve their professional communication skills through training courses, career advancement, prestigious jobs, or foreign language training. To this end, motivation systems are created that encourage the professional growth of the employee and have national characteristics [8].

The French model of staff motivation is based on strategic planning, free competition and fair taxation. Along with bonuses in the form of corporate health insurance, mortgage repayment assistance, lunch at the expense of the campaign, advanced training courses also occupy a prominent place. The difference between the American model is the encouragement of staff activity. Personal growth is the basis of a worker's career development, which must take care of the level of their qualifications as the basis of their material well-being. Employees who are actively learning and developing are given points, which then affect the salary rating. The Japanese model of staff motivation is unique. It builds a system of active communication aimed at identifying the employee with the company. The "three whales" of the system: official communication, corporate ceremonies and a single workplace [9, 10].

The Japanese system of motivation is generally aimed at uniting the team, strengthening the positive mood and strengthening the employee's

relationship with the company. All motivational models are ultimately focused on motivation for the result, which is determined in hotels and restaurants around the world with KPI - key performance indicators.

### **Conclusion.**

The formation of professional and communicative competencies of employees of the hotel and restaurant industry occupies an important place in the work of the hospitality industry and higher education institutions. This process is multifaceted and dynamic, which involves elements not only of learning but also of everyday practice, socialization, the level of mental formation of the individual. The formation of the basic level while studying at the university is an important part of the professional achievements of the future specialist, but is not exhaustive. Theoretical knowledge in modern conditions requires practical implementation, which takes place in the workplace and everyday life. At the same time, the improvement of communicative competencies in a hotel or restaurant also has different levels of relationships: "client - employee", "employee - employee", "employee - manager". Based on the general principles of interaction, they still have differences in the principles of social roles, hierarchy. Achievements and achievements of technical progress are also given. The spread of information technology has largely shifted

communications to social networks, to sites that require adaptation working staff, adjustment of services and departments of hospitality enterprises.

Hospitality professionals need to understand that hospitality is a quality

of service based on training, experience, learning and internal culture. It is the behavior of staff, the level of their professionalism will have an impact on the end result of the hospitality company

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