BUSINESS ETIQUETTE FORMATION FOR TOURISM AND RECREATIONAL ACTIVITY MANAGERS ON THE LABOUR MARKET

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Анотація. У статті висвітлено аспекти професійної підготовки менеджерів туризму до туристично-рекреаційної діяльності. Проаналізовано можливі шляхи проведення такої діяльності та формування необхідної культури ділового спілкування у процесі проведення турів, планування готельних послуг та забезпечення харчування.

Ключові слова: туризм, подорожі, туристичні ресурси, туристична привабливість, підготовка менеджерів туризму, готельна індустрія.

Problem actuality. In current condition of continuing national establishment very important tasks arise, which, in particular, are connected to proper citizens personality and values development, in the first place associated with belonging to certain nature (community of language, way of thinking, geographical conditions, traditions, manners and customs, education, art, literature, mode of life and the principles of Christian culture in the intellectual education of young people in the Ukrainian society) [8].

The term "culture" is of Latin origin, and was used for description of processing, development, or education, but originally meant "tillage". In the initial stage under the term culture considered were all existing changes, which appear in any natural object, caused by human activity. At first, the term "culture" emerged in Ancient Greece and had a meaning “enlightened”. The entire world used to be divided into “educated” and “uneducated” parts accordingly. Everything available in Greece, was determined as cultural, and outside of its borders – barbarian. Culture, as well as etiquette, was considered as result of material and intangible activity of the human kind. Therefore, culture in integration with novel educational activities planning is to be further evolved as a specific mode of individual’s vital functions, developed as result of human interactions within social groups, as well as with the natural environment.

According to I. D. Bech, long-lasting tradition of culture phenomenon research performed by philosophers, sociologists, psychologists, historians and other scientists has proven in the first raw the existence and actuality of further theoretical development of culture and etiquette, and, in the second raw, sustainability in perception of culture in context of those specifically different from each other meanings and definitions, which often do not correspond with each other [2].

Recent publications analysis. In the last decade Ukrainian scientist continued to conduct scientific research, dedicated to similar scientific problem. Among those we would like to list, are such authors, as V. Akulov-Muratova, A. Aleksandrova, V. Andruschenko, M Birzhakova, K. Bardnka, S. Boronina, T. Vajdanich, M. Vachevsky, P. Verbitska, V. Gumenyuk, S. Goncharenko, E. Dracheva, V. Dehtjar, M. Evtuh, I. Zjazun, O. Kekosh, V. Kovalchuk, L. Melnyk, O. Padalka, N. Primachenko, L. Sydorenko, T. Thorzhevskaya, A. Usakov, O. Shpak and others. These authors represent mainly educational experience and cultural activities research, associated with education of youth, in particular, students. Unfortunately, these publications lack specific information in the field of touristic education, its importance, especially in the direction of sport and recreational activities education.
**Purpose of the article.** The aim of scientific research presented in this article is to determine new technologies for managerial training in the field of tourism and tourist and recreational activities. The main topic of scientific research is dedicated to improvement of student’s youth and future managers of tourism business communication culture and etiquette.

**Main material presentation.** It should be noted that the culture is closely connected with such categories, as "ethics" and "morality". The words “ethics” and “morality” are commonly used in combination with the following words: lecture on ethics, Christian ethics, custom ethics, human relations ethics, code of conduct [5].

According to V. Movchan, we define ethics and moral as knowledge of the most general laws of morality formation and its historical development. Morality is the main issue, which explores the ethics. Ethics investigates the laws of humanity’s moral life. It is supplied with the real interpersonal relationships knowledge. With the use of ethics the most advisable and moral relationships value are investigated. Therefore, knowledge on ethics combines the reality of moral society, humanity, as well as the image of a morally perfect, ideal relationship as a guide to personal and societal improvement in breeding of the good and the culture [7].

**Educational role of tourism.** Sports and health tourism for pupils and student’s youth is a specific educational and harmonious personality development school. Leading role in here belongs to the labour education, which consists in skills and self-service, as well as socially-useful work. Students ensure autonomous vital activity of their tourist groups going offline for the biggest part of travel. Each participant should be able to navigate the terrain, overcome obstacles, and make a camp, cook, repair equipment and clothing, provide first aid. All this allows visitors not only to gain the basic skills of everyday life, but also teaches them to adhere to conscious discipline rules, organizes nature, produces the consistency of action in the teamwork [6].

One of the most important educational and developmental functions of tourism for tourist trip participants leads to the comprehensively developed harmonious personality formation, education of conscious citizen, which combines the spiritual richness, moral purity and physical perfection. Participation in tourist trips enhances a sense of teamwork, importance of environmental protection, expands participants horizons. The overall aim of such educational tourist trips brings the tourists of all ages together, promotes new acquaintances, the establishment of friendly relations. Such trips are also a source of positive emotions. Tourism, like no other kind of sports activity, contributes to the understanding of beauty of nature and people, adds spiritual content to the everyday life, makes it beautiful, and helps understand the world around us better. This determines an aesthetic function of tourism [4].

During training and in the field trip conditions cultivated and determined are personal characteristics of touristic journey participants: courage, determination, patience, persistence, imitativeness, disciplined behaviour. A set of these qualities is the most important feature of sports character, which also includes the will to victory in tourist competitions, the desire to go to the end of the scheduled route. This is achieved with the ability to mobilize forces, confidence in the victory, psychological resistance, and quick decision-making.

Important role in positive psychological climate creation in touristic group belongs to its leading manager (instructor, or coach) under condition of mutual support by participants. The most important psychological factors in such team are emotional stability, commitment, and optimistic reaction on any possible difficulties, mutual aid, and touristic group manager’s authority.

According to Z. Filipov, there is one mutual condition for all kinds of sport campaigns – it is a continuity of the route, without which physical and psychological load sharply decreases. In its ideal form the route should be without (or with minimal number of) the radial departures (radial departure is considered to be part of the route with the return to the starting point), and with an equal distribution of physical, technical and psychological obstacles loads [10].

For the chosen touristic route implementation, it is sufficient for tourist to buy a tourist ticket, and arrive in time to the starting point of the trip. Afterwards he will receive all needed services: accommodation, food, tourist equipment, and excursion service. In the planned routes with active
way of travel (on foot, by canoe, while biking, hiking, horseback riding etc.) tourists travel to specific, planned and prepared in advance routes under the guidance of experienced instructors.

**Creative sports travel based on self-activity.** A group of tourists selects instructor on their own, elects the district travel route, develops and determines the campaign timing, creates supply rations list needed for the hike, prepares the equipment. Amateur sport trips are performed during spare time on holidays or vacation, and mainly at tourists own expense.

Tourist trips can be classified according to their forms into weekend hiking trips, multiple days trips (during the holidays), training camps and tourist expeditions. An essential role in safe passing of the amateur tourist treks belongs to the proper organisation. In order to ensure the above all participants must know and strictly obey to the "Rules of travel for pupils and student youth in Ukraine", approved by the Ministry of education and science of Ukraine № 249 from, 24.03.2006 [9], and other documents and recommendations for amateur tourism [1].

Tourist trips are classified according to their increasing length, duration and technical complexity (hiking, skiing, mountain biking etc.), and come in following complexity categories – I, II, III, IV, V, VI, and all others – up to complexity category V inclusive (table 1).

**Table 1**

<table>
<thead>
<tr>
<th>Difficulty Category</th>
<th>Trip duration, days</th>
<th>Hike Length</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Hiking</td>
<td>Ski trip</td>
</tr>
<tr>
<td>I</td>
<td>6</td>
<td>130</td>
<td>130</td>
</tr>
<tr>
<td>II</td>
<td>8</td>
<td>160</td>
<td>160</td>
</tr>
<tr>
<td>III</td>
<td>10</td>
<td>190</td>
<td>200</td>
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<tr>
<td>IV</td>
<td>13</td>
<td>220</td>
<td>250</td>
</tr>
<tr>
<td>V</td>
<td>16</td>
<td>250</td>
<td>300</td>
</tr>
<tr>
<td>VI</td>
<td>20</td>
<td>300</td>
<td>300</td>
</tr>
</tbody>
</table>

Source: [10]

According to the Unified classification of sports, sports tourism (and respectively, sport trips) are divided into the following types: hiking, skiing, mountain, water (propeller vessels and rafts), bicycle, motorcycle, car, speleological and sailing. With the increasing complexity increases accordingly the number and complexity of the natural obstacles. Pedestrian crossings may be performed in any terrain: mountains, woods, tundra, and desert. Any mountain hikes, including pedestrian crossing, require overcoming mountain passes. Mountain passes are divided into six following complexity categories – 1A, 1B, 2A, 2B, 3A, 3B.

Taking into account the length and duration indicators of trip classification, referring it to the appropriate difficulty category is achieved by a comparison of the route with standard routes, which are classified in the list of tourist routes. This list is reviewed on a regular basis, once in four years, at the same time as a Single Sport Kinds Classification, not included into the Olympic Games program; it is supplemented with the information about the new routes, and areas.

Sports tourism is one of the most popular forms of recreation, which gradually gains back its lost positions of the most popular motor activity of the Ukrainian population, and school and student's youth.
Conclusions. At its first stage tourism paradigm was researched in the framework of economic priorities, and its importance was considered from the standpoint of profitability. The next period directed research within the framework of tourism and social sciences integration: geography, history, etc. This resulted in development of such areas, as regional tourism, tourism history. Third period is based on the study of social tourism principles, with the priority in philosophy, sociology, pedagogy, psychology of tourism [3].

It is determined, that tourist education needs to be based on a humanistic philosophy and has to be oriented towards personal and professional educational activities; promote creative potential evolvement of the teaching process subjects; provide tourism sector with competitive and skilled managers of tourism from all specializations according to social needs. Its functioning is directed towards tourism managers training, which will help future managers in tourism not only become determined in their profession, but also to get their professional self-determination and self-actualization in the course of life. Managers will be capable of focused, continuing communication with tourists representing different national and cultural traditions, religions; they will gain mobility and flexibility in their profession, taking into account the demand on the labour market, presenting outgoing approach in education and its activities planning for educational institutions with the tourist profile.

Tourism as a kind of economic activity and an important social institution is focused on natural resources and cultural heritage exploiting. Therefore, its very important role consists in efficient and rational natural resources and cultural heritage exploitation, their preservation and restoration, prevention and reduction of the negative impact from tourist activities on the natural environment. Future research needs to be focused on specific measures development, which will help to determine recreational potential characteristics of all regions in order to create unique national tourist product.

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Abstract. This article highlights the aspects of training for tourism and recreational activity managers. Analysed are possible ways to conduct such activities and needed business communication in order to achieve national managers culture formation in the process of tours and travel plans development, as well as hotel and food services planning.

Keywords: tourism, travel, travel resources, tourist attraction, training managers of tourism, hotel industry.