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## **THE IMPORTANCE OF COMMUNICATION SKILLS IN THE PROCESS OF FOREIGN LANGUAGE COMPETENCY DEVELOPMENT**

**Abstract.** The problem of development of foreign language competency in the process of training the future managers of tourism is studied. The difference between two scientific concepts “communication skills” and “communication abilities” is analyzed. To succeed in the process of communication the future tourism experts must acquire, develop and demonstrate communication skills.

**Key words:** communication, foreign language competency, communication skills, communication abilities.

The analysis of the problem devoted to the study of communication skills and ways of their formation in the process of training the future managers of tourism indicates at the complexity, multidimensionality and insufficient research of this problem.

Modern conditions of the development of education emphasize that learning a foreign language is an integral part of the professional training of students. Therefore, taking into consideration the prospect of the Ukrainian education to integrate into the European community, precisely the expert who speaks at least one foreign language has the formed skills of intercultural communication, recognizes and respects differences in native and foreign cultures, can easily adapt to the multicultural environment and realize his/her professional and personal potential.

The most demanded in the period of formation of inter-state integration are the highly qualified experts in tourism with the knowledge of foreign languages and, thus, are able to cooperate with foreign partners, make independent decisions in real situations, see the prospects and plan the strategy and tactics of the industry. The important qualities of tourism experts are communicativeness, ingenuity, creativity,

ability to engage in dialogue with partners by means of following the norms of cultural, business and linguistic ethics. Therefore, the problem of development of foreign language competency is becoming of particular significance in the process of training the future managers of tourism. Knowledge of a foreign language is a real necessity and a must for their successful future career.

The term “communication” can be defined as a process of exchanging information, from the person giving the information through verbal and non-verbal methods, to the person receiving the information. The most common method of communication is verbal, using a specific language where it is a two-way process, with feedback on the message received. Communication also involves the exchange of ideas, opinions and information with a specific objective (Iksan, 2012).

Communication is seen as the process of transmitting information and common understanding from one person to another (Keyton, 2011).

Summing up the given definitions we state that *communication* is the process by which information is exchanged between individuals. To succeed in this process one must acquire, develop and demonstrate *communication skills*.

To make a distinct research of communication skills we must first stress on the difference between the two notions: abilities and skills. In very basic terms, abilities are natural or inbuilt whilst skills are learned behaviours. Ability is knowledge in action, knowledge-based readiness of a person to perform a certain type of activity. Along with the abilities, skills are the form of expressing the experience of performing human activity. If abilities are the willingness for conscious and accurate actions, skills are the automated link of this activity. Consequently, skills are automated abilities [1].

Among the communicative abilities, the Russian psychologist A. Leontiev distinguished two main groups: 1) the group related to the ability to use personal communicative characteristics in communication; 2) the group related to the command of the technique of communication and contact [2]. Thus, these two groups of communicative abilities unite the whole range of the personality characteristics of a tourism expert (and his/her peculiar skills) that guarantee their successful communicative process. For example, the ability to control his/her behaviour in

dealing with the travel agency visitors, a set of perceptual abilities related to the understanding of customers, taking into account the characteristics of another individual; ability to establish, maintain contact, change its depth, go into and out of it, hand and capture the communication initiative; the ability to build a speech optimally from a psychological point of view.

According to the content and sphere of activity the abilities are divided into two types: general and special. To the general ones we refer the abilities of the future expert which are demonstrated in his/her professional activity: ability to study, mental ability, ability to work. They provide some productivity in learning, rely on general skills to realize, plan and organize corresponding tasks, master new techniques, overcome difficulties on the way to meeting the goal. The special abilities, which are distinguished in specific spheres of activity, researchers categorize as the ability to practical activity: constructive and technical, organizational and managerial, pedagogical, entrepreneurial, etc. The general and special abilities can be successfully introduced into practice by means of communication abilities. They imply interaction with people; provide opportunity to get in contact, cause people's positive attitude towards themselves.

The European Reference Framework claims the communicative language processes are based on speaking, writing, listening and reading skills. To act as a speaker, writer, listener or reader, the learner must be able to carry out a sequence of skilled actions.

*To speak*, the learner must be able to: plan and organise a message (cognitive skills); formulate a linguistic utterance (linguistic skills); articulate the utterance (phonetic skills). *To write*, the learner must be able to: organise and formulate the message (cognitive and linguistic skills); hand-write or type the text (manual skills) or otherwise transfer the text to writing. *To listen*, the learner must be able to: perceive the utterance (auditory phonetic skills); identify the linguistic message (linguistic skills); understand the message (semantic skills); interpret the message (cognitive skills). *To read*, the reader must be able to: perceive the written text (visual skills); recognise the script (orthographic skills); identify the message (linguistic

skills); understand the message (semantic skills); interpret the message (cognitive skills) [3].

Thus, having analyzed these skilled actions we can define them as the *communication skills*. Communication skills are essential for the successful future career of any student.

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