

THEORETICAL AND PEDAGOGICAL ASPECTS OF FORMING SOCIOCULTURAL COMPETENCE OF STUDENTS IN TOURISM

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ABSTRACT

Article attempts to discuss the essence of sociocultural competence in future employees and examine the possibilities of developing sociocultural competences through tourism activities.

Keywords: Tourism, education, sociocultural competence, cultural awareness, pedagogy.

INTRODUCTION

Education has always been the main subject for discussion since it is considered as one of the main factors of the successful development of personality culture. However, the rapid devaluation of the cultural values by young people in globalized world causing concern in teaching community.

This means that there is a contradiction between the acute social need for culturally competent specialists in the labor market and their shortage in the regional economy. One of the reasons for this contradiction is the low efficiency of the existing processes for the development of students' cultural competence in higher education institutions.

Modern young generation is eager to acquire new knowledge for successful personal development in the context of developing information technologies and global dynamic changes.

Sociocultural competences are becoming increasingly essential and significant in terms of career and competitive abilities. Acquired sociocultural competences assists young specialists to succeed in contemporary labour market. Effective teaching of methods of socialization is increasingly important to develop the sociocultural competences in university students. There has been a wide range attempts to reveal the essence and importance of sociocultural competences and some research has been conducted in that direction. However, there is a little research done in examining tourism activities as a mean of developing cultural competences in university students. The following article attempts to discuss the essence of sociocultural competence in future employees and examine the possibilities of developing sociocultural competences through tourism activities.

Methods and materials

Analytic-synthetic methods are applied by the author in the study and analysis of literature on the topic; the method of comparative analysis is also used in determining the essence of concepts of cultural competences in students.

Results

The term "sociocultural competence" has recently become one of the most widespread in the professional and methodological literature. There are various definitions of the following term in the literature.

Sociocultural competence is considered as a complex and multi-component concept and closely attached to other areas of science as pedagogy, cultural studies, social psychology. [3].

It is important to note that deeply understanding different culture, or in other words "cultural awareness", is quite essential for a better understanding of one's own culture. Sometimes a person does not have a clear idea of a particular sociocultural situation until the person looks at it from a new point of view or encounters it in the process of intercultural communication. Each case of engagement in tourism activities provides a great opportunity for the person to find out more about culture. [1].

The concept of competence is a modern, dynamic concept that carries a special semantic load associated with a set of interrelated personality traits: knowledge, skills, habits, methods of activity that are set for the corresponding range of objects and processes necessary for productive action with respect to them. With the help of socio-cultural competencies, it is possible to solve a range of serious cognitive, developmental and spiritually-forming tasks aimed at realizing a person's potential in the conditions of tourism activities.

Sociocultural competence, as defined by V.V. Safonova, is the presence of knowledge in various social and cultural spheres that characterize the country, various societies and communities of visiting country and the ability to adequately apply this knowledge in the act of communication [2].

Sociocultural competence is viewed as a systemic characteristic of a person, manifested in the process of creative activity of the person, and is expressed in the products that the person creates. The need for its formation in an integral pedagogical process is predetermined by a number of reasons:

- implementation of the educational standard, according to which students must acquire the "basic values and achievements of national and world culture;
- fundamental scientific ideas and facts that determine the general worldview positions of the individual;
- scientific research that actualizes the need to create conditions that ensure socialization, intellectual and general cultural development of students, the formation of their social and functional literacy ".

The basis of socio-cultural competence is formed by knowledge about the culture, values and norms of the society together with methods of behavior in it. For a student, society is represented by a wide (world, country) and narrow (family, school, neighborhood) environment. Student's sociocultural competence is determined by the extent to which he is informed about both environments. It is not only about knowledge, the world, the country, the region, their characteristics, social institutions represented in them by the school, family, but also about the peculiarities of relationships between people, about traditions, norms and rules of behavior. Therefore, one of the most important ways of developing socio-cultural competence, we consider the formation of a student's knowledge about social culture, the specifics of its manifestations, ways of behavior and interaction in each of these situations. Sociocultural competence, which characterizes the interaction of a person with society, other people, allows him to adequately fulfill the norms and rules of life in society.

Tourism is an effective means that activates the cognitive activity of students, pushes them towards creativity, fosters initiative, develops skills and abilities of self-education. Orientation to the outside world, practical knowledge of the world around them contribute to the formation of such a quality characteristic of a young person as curiosity.

An important role in the formation and development of the tourist culture of a future specialist is played by the level of his socio-cultural competence, the presence of a strong desire towards mastering knowledge, skills and abilities about the culture, history, traditions own and other countries.

Tourism activities also helps students to obtain necessary skills and competences mentioned above by visiting destinations and exchanging knowledge and being in contact with local people.

Tourism occupies a special place in the space of modern communications, which can be defined as a specific form of socio-cultural communication. And in this capacity, tourism at the international level helps the mutual understanding of nations, the development of mutual understanding and the establishment of economic and cultural ties between peoples, and at the domestic level it contributes to the establishment of interregional ties, effective social communications, the formation of a special cultural environment. All this significantly changes the functional nature of tourism, transforming it from a traditional recreation into a complex socio-cultural phenomenon, which is based on the actual communication processes.

In conclusion, it should be noted that the system of forming the socio-cultural competence of future specialists will successfully function only under the presence of a number of conditions, in particular, such as the personality-developing nature of the learning process, the synthesis and interconnection of ideas of intercultural communication in the spirit of tolerance and mutual understanding, the value-motivational orientation of students for mastering socio-cultural competence, widespread use of interactive learning technologies.

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