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Education Process Digitalization in Sociocultural Activity Managers' Training

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Abstract

The process of the future sociocultural activity managers' professional training under the conditions of information and educational environment in the higher education institutions is recreational-aesthetic and psychological-rehabilitative restoration of the future specialists' intellectual and professional potential, which can be effectively applied in the different spheres of life.

Keywords: vocational training, future manager of socio-cultural activity, information and educational environment, concept, institutions of higher education

Introduction

In Ukraine, the issue of the sociocultural activity managers' training system improvement is of particular importance for the scientific field 02 "Culture and art", because it includes different spheres of people's activities such as leisure, hotel and restaurant business, tourism, sightseeing and animation, entertainment, exhibitions and various scientific conferences. The necessity for highly qualified sociocultural managers, whose professional competencies must fulfill the demands of the digital society, exceeds the available supply. The main purpose of the specialists' theoretical training is to obtain knowledge, deeply integrated in nature.

Therefore, it is urgent to find the ways to train the highly qualified specialists in sociocultural sphere and to digitalize the educational process in higher education institutions (HEI). The future managers' training and the educational process digitalization are seen as the main directions of the managers' education modernization. Its development is based on the usage of the modern digital technologies. The information & educational environment formation in the HEI creates new opportunities for the further transformation of traditional educational technologies to a new quality level. The innovative approaches to the educational transformation of the future sociocultural activity managers' professional training attracted the attention of such scientists as Karpiuk, Lokshin, Sheremet. The research analysis made it possible to reveal that the modern teaching technology theory and methodology lack the conceptual basics of the future sociocultural activity managers' professional training in the conditions of HEI.

Main part

In the process of analysis of the scientific, methodological, educational and methodological literature on psychology and professional pedagogy it was revealed that there is no special scientific works devoted to the study of the future sociocultural activity managers' professional training concept in the conditions of the IEE. The main conceptual idea of our research is to realize that the future sociocultural activity managers' professional training in the conditions of informative educational environment in the context of multifaceted socio-informative pedagogical system is a crucial component in the holistic process of professional training in the context of the global sociocultural processes, taking place in modern and contemporary economics. The concept is based on the research hypothesis claiming the future sociocultural activity managers' professional training becomes effective if it is carried out on the basis of the theoretical and methodological foundations revealed by the structure of the future sociocultural activity managers' professional socio-informative competence in terms of IEE formed in higher education institutions.

The research concept implies some compliance with the functions, adherence and application of methodological approaches, interaction synchronization with employers in the future sociocultural activity managers' professional training organization in terms of IIEE in HEI in order to form the professional socio-informative competences of student-centered teaching and further mobility space according to the following sequence: 1) educational, scientific, methodical, communicative, organizational, sociocultural, legal, developmental, ideological, managerial, individual; 2) systemic, acmeological, competent, personal, cultural, prognostic, synergistic, information-corrective, transformational and activity sequence; 3) network promoters and translators, hospitality institutions and restaurants, leisure services, educational & educational-scientific institutions, in-

formation & telecommunication institutions, administrative and rehabilitation institutions. The concept factors mentioned above, for the most part, are a social contract for the managers' professional education system, which has a clearly defined legislative framework (National Strategy for the Education Development in Ukraine until 2021, Higher Education Law of Ukraine", Resorts & Tourism Development Strategies for the period up to 2026, Digital Agenda of Ukraine – 2020, Development Concept of Digital Economy & Society of Ukraine for 2018–2020, National Classifier of Ukraine “Classifier of Professions” DK 003: 2010). In the process of model development, we relied on the existing pedagogical approaches to the “development” concept. For example, the A. Schremet's model allow us to characterize the main characteristics of “development” quite reasonably.

The systematic approach ensures the educational process integrity, contributing to its optimization, and allows considering the future sociocultural activity managers' professional training process as a single system with a variety of additional programs, which extends the range of professional activities. On the basis of systematic approach, the future sociocultural activity managers' professional training is a complex pedagogical system with various additional programs.

The acmeological approach involves the creation of the information and educational environment aiming at the active development of the students' desire for professional success and creativity. The competent approach reveals some aspects of the future sociocultural activity managers' professional competence formation in the process of the vocational training in the HEI under the conditions of IEE. “The interdependent practical steps are distinguished on the basis of the competent approach in modeling”, which are the basis for the model development. The personal approach gave us an opportunity to unlock the personal potential of the future sociocultural activity managers, which allows us to establish a professional activity segment in the sociocultural sphere and related industries. The diagnostic approach is a systematic monitoring of the educational process itself and the level of the future sociocultural activity managers' professional competence formation in the conditions of IEE. We agree with the scientist A. Sheremet that “Taking into account the activity approach the pedagogical modeling course requires having a purpose and an object”.

The cultural approach is considered to be the basic one in the future sociocultural activity managers' professional training. It requires self-determination and self-development of the manager's creative personality, manager's working culture; manager's spiritual, economic and legal culture, manager's interethnic and interpersonal communication culture, etc.

The prognostic approach takes into account the development perspectives of the scientific field 02 “Culture and Art” and is aimed at the professional practice usage in the specialty 028 “Sociocultural Activity Management” of modern sci-

entific achievements and innovative technologies. As far as the information volumes constantly change due to the science development and the information and communication technology implementation, the information-corrective approach is aimed at the information correction and update,

The transformational approach is a selection and methodological elaboration of the modern scientific achievements in the scientific field 02 “Culture and art” and it provides some recommendations for the educational environment transformation in order to improve the future sociocultural activity managers’ professional training system in HEI. Karpyuk once said “Synergy reveals the development principles of self-organizing systems”. The external openness of the IEE provides a flexible response to the extremely changing sociocultural environment, a desire to follow the social order strictly. The internal openness of the IEE “in each case is an attempt to choose for each student's individual development trajectory, taking into account the individual psychological characteristics, abilities and aptitudes”.

The main idea of this research is the next one. The future sociocultural activity managers’ professional training in the conditions of informative educational environment in the higher education institutions involves a number of competences such as professionally important qualities, in particular, organizational and management initiatives, sense of humor and irony, community leadership, cultural and functional competences, pedantry, pragmatism, futuristic vision of optimism, reliability, punctuality, natural intuitiveness and performing discipline, strong-willed determination, sincere hospitality, altruism, ethical virtues, team collectivism. It also requires some socio-managerial skills, including the psychological-pedagogical potential, stress tolerance, self-improvement, self-realization, self-development, organizational, planning, administrative, corporate, political and cultural skills, art management and design, constructive, communicative and realistic assessment of situation development. Besides, it is necessary to gain the different abilities like intellectual, positive-ideological, creative, educational, aesthetic, mathematical, structural, technical, creative, physical, musical, visual, etc., the abilities of recitation, rhetoric, didactics, abstract-project and strategic management thinking, innovation ability and information technology abilities. It also demands to show some commitment to professional, psychological, recreational, educational and social service, art, design, scenario planning, cultural, organizational and managerial duties, socio-environmental expert monitoring, hotel and restaurant, tourism and recreation, information technology duties. The students are asked to take some responsibility for the adopted managerial decisions, career growth and competitiveness, introspection and self-criticism with the elaboration of development strategies, professional development and employment, moral and corporate environment creation, conflict situation solution and prevention, etc. The sociocultural activi-

ty managers' professional training is a socio-informative system complex consisting of combined components including professional competences such as regional, historical, cultural, sociocultural, administrative, recreational and tourist competence, leisure, hospitality, etc. The information technologies, projects, environmental, social, civic, pedagogical, psychological, digital technologies are focused on the implementation into the process of the sociocultural activity managers' professional training, in the public forms of educational environment organization.

The system of the future sociocultural activity managers' professional training in the context of the information and educational environment in higher education institutions is based on the following principles: 1) the study of the hospitality industry traditions (facility and service organization, the functioning effectiveness, etc); 2) the study of the applied activities, covering all constituent systems; 3) the study of basics (the unity of methodological, general, theoretical and practical professional training); 4) the study of scientific relevance (reflects the relevance of the vocational training content to the modern science capabilities); 5) the study of moral values (based on the awareness of the present crisis in the universal system of moral values); 6) the study of personality development (a unity of socialization and individualization hidden in the process of personality development, which requires the establishment of the optimal balance inside the human nature, as far as the professional development is determined by the interaction of individual and social factors); 7) special country studies (chronological genesis, ecological and humanistic outlook); 8) sociocultural management (a systematic unity of the democratic culture and the social economic centralism, the socioeconomic ecological security relevance, motivational, moral and material incentives, the professional training basics and distribution of authority powers, managers' social responsibility to combine the industrial and territorial issues in an optimal way, to manage the inheritance in the dynastic conglomerates and to make organizational and economic decisions, to realize optimal subordination between the personal interests and the general socioeconomic feasibility in order to ensure the effective environmental and life safety, development of the various organization systems.

Conclusions

In order to intensify and improve the educational process it is necessary to create a unified information and educational environment between the university and production. This is due to the necessity to adapt the educational process to the realities of professional activity, which will facilitate the participation in the projects aimed at the meeting of the business demands in the hospitality industry. Besides, it is envisaged that the creation of a unified educational information environment of the Ukrainian Defense will encompass both vocational and edu-

cational institutions and promote the development of the traditional and innovative approaches to the implementation of the scientific, educational, administrative and leisure activities. Qualitative characteristics of IEE, such as web technologies, should contribute to the improvement of the quality and accessibility of vocational education for the various population categories been currently in crisis. The most fruitful drive for innovation is a contact with employers, collaboration and networking, as well as positive changes in the working environment. Innovations also include a renewed attitude to the old manufacturing practices, such as mentoring. Therefore, the latest technologies have great prospects for the vocational training in the workplace.

Thus, the concept introduced envisages the possibility of its transformation in response to the economy and education digitalization in the country and in the world. In the future, there is a necessity to study the ontological aspect of the future sociocultural activity managers' professional training concept in the conditions of IEE.

Literature

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