



THEORETICAL AND APPLIED ASPECTS OF SUSTAINABLE DEVELOPMENT

Monograph 33

Katowice

2020



THEORETICAL AND APPLIED ASPECTS OF SUSTAINABLE DEVELOPMENT

Edited by Tetyana Nestorenko and
Aleksander Ostenda

Series of monographs Faculty
of Architecture, Civil Engineering
and Applied Arts
Katowice School of Technology
Monograph 33

Publishing House of Katowice School of Technology, 2020

Editorial board :

Tetyana Nestorenko – Prof. WST, PhD, Associate Professor, Berdyansk State Pedagogical University (Ukraine)

Aleksander Ostenda – Prof. WST, PhD, Rector of Katowice School of Technology

Natalia Afanasieva – Doctor of Psychological Sciences, Associate Professor, National University of Civil Defense of Ukraine (Ukraine),

Olena Chukurna – Doctor of Economic Sciences, Associate Professor, Odesa National Polytechnic University (Ukraine)

Paweł Mikos – Master, Katowice School of Technology

Anna Panasiewicz – Master, Katowice School of Technology

Victoriia Tsypko – Doctors of Pedagogical Sciences, Senior Researcher, Associate Professor, National Transport University (Ukraine)

Magdalena Wierzbik-Strońska – Vice-Rector, Katowice School of Technology

Reviewers :

Tadeusz Pokusa – Prof. WSZiA, PhD, Vice-Rector of the Academy of Management and Administration in Opole

Olena Shenderuk – PhD, Associate Professor, Academy of the State Penitentiary Service (Ukraine)

Series of monographs Faculty of Architecture, Civil Engineering and Applied Arts, Katowice School of Technology

Monograph · 33

The authors bear full responsible for the text, data, quotations and illustrations

Copyright by Katowice School of Technology, 2020

ISBN 978-83-957298-0-5

Editorial compilation

Publishing House of Katowice School of Technology
43 Rolna str. 43 40-555 Katowice, Poland
tel. 32 202 50 34, fax: 32 252 28 75

TABLE OF CONTENTS:

Preface	4
Part 1. The Economic Component of Sustainable Development	5
1.1. Social responsibility for business as an integrated sustainable development	5
1.2. Tendencies of funding health care in EU countries: the features and perspectives	12
1.3. Evaluation of the tourist route options	23
1.4. Investment attractiveness of Ukrainian regions in current conditions	30
1.5. Conceptual foundations of Ukraine agrarian sector development	41
1.6. Adaptive control of the personnel of the enterprises: the theoretical aspect	58
1.7. The communication competence as the basis of professionalism in socio-ethical marketing	66
Part 2. The Role of Education in Sustainable Development	75
2.1. The concept of sustainable development as a methodological basis for the ecological of education in higher pedagogical institutions	75
2.2. Key competencies in the context of education for sustainable development	83
2.3. Improvement of professional competence of physical culture teacher in the system of postgraduate pedagogical education	90
2.4. Communicative competence in the system of educational training of future engineers-agrarians	97
2.5. Tourism educational practices as the tourism industry sustainable development guarantee	103
2.6. The problem of cognitive processes study through the use of computer technologies	110
2.7. The algorithm of scientific concepts formation in the junior pupils in the learning process	117
2.8. Using of information and communication technologies in the primary school teacher's professional activity	124
2.9. Formation of competences it-professionals during project study	136
Part 3. Applied Aspects of Sustainable Development	140
3.1. Environmental aspects of sustainable development	140
3.2. Sustainable design. Innovative green building materials	147
3.3. Enhancing interdisciplinary connections by approaching the artistic potential	155
3.4. Digitalization of education for the sustainable development sake: linguistic aspect	166
3.5. Interdisciplinary connects for educational programs in the specialty "Cybersecurity"	173
3.6. Education development of the Polish population in Southern Ukraine (from imperial times to the present)	179
3.7. Aggressive behavior of teenagers: causes and consequences	190
3.8. International education strategy in the Asean countries' policies	195
3.9. The contribution of polish scientists to the development of education and science in the South of Ukraine (second half of XIX – beginning of XX centuries)	208
Annotation	219
About the authors	225

11. Hetman O. O., Shapoval V. M. *Ekonomika pidpriemstva*. available at: https://pidruchniki.com/15060913/ekonomika/personal_pidpriemstva.
12. *Ekonomika pidpriemstva*. Available at: <https://buklib.net/books/24836/>.
13. Smachylo V. V., Nalyvaiko T. (2019) Identification of socio-economic category "enterprise personnel". *The Journal of ZSTU: Economics, Management and Administration*, № 4, pp. 189-194.
14. Tolochko, V. M., Artiukh T. O., Zarichkova M. V. (2014) Defining the nature and content of the concepts of adaptation and adaptive management of pharmacy staff. *Ukrainskyi visnyk psykhonevrolohii*, № 22, vol. 2 (79), pp. 263-267.
15. Yelnykova H. *Adaptive HR Management Technology*. available at: <http://tme.umo.edu.ua/docs/2/09yelmt.pdf>.
16. Tretiak O. (2014) Modern personnel technologies in the personnel management system at the enterprise. *Naukovyi visnyk NLTU Ukrainy*. Vol. 244. pp. 389-397. Available at: http://nbuv.gov.ua/UJRN/nvnltu_2014_24.
17. Borysiak O. V. (2017) Assessment of optimization effect of technologies of formation of the personnel of the enterprises. *Ekonomika i suspilstvo*. Vol. 12, pp. 193-197. Available at: http://economyandsociety.in.ua/journal/12_ukr/31.pdf.
18. *Socio-economic systems: genesis and development problems (2003)* edited by A. I. Tatarkin. Ekaterinburg Institut Ekonomiki UrO RAN.
19. Gaisina L. M. (2015) Adaptive management in conditions of social change. *Sovremennyye problem nauki i obrazovaniia*. № 1. Part. 1. available at: <http://www.science-education.ru/ru/article/view?id=19583>.

1.7. THE COMMUNICATION COMPETENCE AS THE BASIS OF PROFESSIONALISM IN SOCIO-ETHICAL MARKETING

The communicative competence as the basis of professionalism in social and ethical marketing. Social communications network expansions is a universal processes that takes place in all activities and all social institutions of modern society. Nowadays the fulfilling o various international projects in economics, science, politics and finance makes the scope of the process just evident. Now in each sphere of social life the social communications (SC) acquire such specific functions that are adequate to the peculiarities of a particular type of activity. In science, professionally oriented communication of scientists has become an indispensable component of the collective production of modern scientific knowledge. In the culture the SC, they are regarded not only as a means of mutual spiritual enrichment of people and peoples, but also as a major factor of social stability in the multicultural sphere. In industry, commerce, service and marketing, social communications are becoming economically viable. Alvin Toffler says, "In a post-industrial, service-oriented economy, there is a process of demassification of production and sale of goods". The symbol of an industrial society, a conveyor that produces huge volumes of identical products for "equal" consumers, is slowly disappearing into the past. It is being squeezed out by a computerized flexible production line that is adapted not only to continuous technological progress but also to the individualization of the market for goods and services. Following the industrial pipeline, the "pipelines" of mass culture, mass education, mass propaganda and advertising will gradually disappear into the past (however, the latter can be said that social communications in the modern advertising business have already acquired a pronounced address character). In the early 1980 Alvin Toffler wrote, "New styles of work, new values, a new diversity and individualization are in perfect agreement with the demassification of production, consumption, communications and family structure"¹⁰⁸. In conditions of production reorientation from mass to individual consumer; In a context where job creation in manufacturing is usually preceded by market research into individualized demand, the SC begin to fulfill the functions of the "central nervous system", which the economics activity ensures as a whole organism. At the beginning of the 21st century, as M. Vasilyka notes, the situation on the labor market is characterized by an increase in the number and the growing role of the SC professions, in which the criterion of a specialist's competence "is the ability to communicate and interact properly with people"¹⁰⁹. On the markets of Western countries the communicative competence of a manager or sales agent was highly appreciated in the industrial civilization time. T. Lukyanets quotes J. Rockefeller, Jr., "The ability to communicate with people is the same commodity that can be bought for money, such as sugar or coffee. And I am ready to pay for this skill more than for any other product in this world"¹¹⁰. In the post-Soviet countries, including Ukraine, the "communicative and economic" professions have gained tremendous popularity over the last two decades. Here it is enough to point out the fact that many major domestic universities have for many years maintained a high competition for such specialties as management of organizations, business administration, public relations, advertising business. T. Dibrova notes, in Ukraine much attention is paid to the development of marketing communications theory and practice (MK). There are objective prerequisites in the country for optimizing the communication activity of each market entity ... Under these conditions, the activity of domestic marketing practitioners should be directed to the search for effective marketing communication tools....¹¹¹ The development of new theoretical models of MK and practical recommendations that take into account the specifics of the Ukrainian market, today occupies a large group of specialists, in particular T. I. Lukyanets, T. O. Primak, A. V. Voychak,

¹⁰⁸ Toffler O. The Future of Labor / The New Technocratic Steering Wheel in the West, p. 258.

¹⁰⁹ Vasilika M. A. Fundamentals of Communication Theory: Tutorial / M.: Gardariki, p. 3.

¹¹⁰ Lukyanets T. I. Marketing Communication Policy [Text]: Educ. tool. – K.: KNEU, p. 263.

¹¹¹ Dibrova T. G. Marketing Communication Policy (2009): Strategies, Domestic Practice: Educ. tool. – K.: Publishing House «Professional», 2009, p. 3.

T. G. Dibrova, Ye. V. Romat, B. A. Obrytko, V. O. Moiseev, I. L. Vikentiev, K. L. Keller, A. F. Pavlyuchenko, V. G. Korolko and others.

Nowadays, in the era of globalization and the transition of society from industrial to post-industrial stage of civilizational development, the concept of socio-ethical marketing is at the center of scientific interests of market economists. T. I. Lukyanets writes, "Social and ethical marketing differs from purely industrial in that the task of meeting the needs and interests of the target markets is combined with the need to preserve or even improve the well-being of the consumer and society as a whole"¹¹². The term "social" in the name of the concept indicates the social responsibility of the business, and the word "ethical" refers to the priority of the moral aspect of business activity of the subjects of the target market. The slogan of social-ethical marketing (SEM) could be Kant's categorical imperative: a person can only be a goal, not a means of solving any problems, including commercial ones. Therefore, within the framework of the SEM strategy, any aggressive or manipulative influences on the clients of the market are considered not only ethically unacceptable, but also as economically unprofitable as they threaten the long-term interests, image and business reputation of the marketing organization. From a scientific point of view, this strategy is not a "zero-sum game" in which winning one player is equal to losing another. The activities of a market operator within the framework of the SEM strategy are not aimed at achieving instantaneous benefits of anything, but at assisting the customer in choosing and making a purchasing decision – a decision that would be equally acceptable to both parties of marketing communication.

The SEM concept is interdisciplinary in nature, but as it follows, it's fundamental component is a social and psychological model of communicative interaction between the Operator and the Client, which reflects the process of reconciling the market entities motives and coordinating their actions aimed at a jointly chosen goal. This article aims to identify and analyze the socio-psychological aspects of a functional model of personal selling in the field of tourism marketing. The choice of tourism business in this case is due to the fact that for this area of business activity is the most organic and economically justified strategy of social and ethical marketing. In turn, the choice of the personal selling model is explained by the fact that it's analysis is of prototypical importance for the theoretical description of all other components of the marketing communications complex (MCC).

T. Lukyanets believes, "The communication model of personal sale of goods has three components: source (sales agent), message, message recipient (customer)"¹¹³. This functional scheme is more suitable for advertising or direct marketing, but not for personal sale (PS), since it lacks the most important and most characteristic of PS, the component of the functional model is the communicative interaction between the Operator (sales agent) and the Client – buyer of goods (in this case, travel agency services). T. Lukyanets writes "The message is a coded idea, in fact, that wants to bring a sales agent to a client"¹¹⁴. Within the framework of the social and ethical marketing strategy, the Client is not only the "recipient". Moreover, the information that the PS Operator must receive from the Client is of fundamental importance for the effectiveness of personal communications marketing communications. Thus, the Operator must not only, and even not so much "inform", how to be able to ask questions to his Client, it be able to formulate adequate requests for communication in a social and ethical plan for providing information which is not enough and necessary for a joint search, the choice and decision to buy (and accordingly sell) a specific product. T. Primak says, "At every stage of the communication process of seller-buyer communication there are obstacles and distortions of appeals, because of which part of the information that is transmitted and perceived can be lost. Therefore, the seller must constantly monitor the reaction of the buyer"¹¹⁵. In this regard, it should be noted that in the modern marketing communications management literature, carried out by the Operator in the act of personal sale, is often interpreted as a dominant position. In the SEM concept, such an interpretation is

¹¹² Lukyanets T. I. Marketing Communication Policy [Text]: Educ. tool. – K.: KNEU, p. 263.

¹¹³ Lukyanets T. I. Marketing Communication Policy [Text]: Educ. tool. – K.: KNEU, p. 263.

¹¹⁴ Lukyanets T. I. Marketing Communication Policy [Text]: Educ. tool. – K.: KNEU, p. 263.

¹¹⁵ Primak T. O. (2003) Marketing Communications: Educ. tool. K.: Elga, Nika-Center, 280 p.

unacceptable, and it is obvious that the seller's dominance position is unacceptable when it comes to selling a tourist product or service. In Tourism Marketing, the Operator and the Personal Sales the client are regarded as absolutely socially equal entities. However, in comparison with the client, the Personal Sales Operator must be communicatively competent and therefore not only a specialist in the tourism business but also a professional communicator. In this case, the communicative competence of the Operator means his ability to dominate, that is, without suppressing the will of the client, to organize cooperation with him, the effectiveness of which can be determined by the formula "social and psychological contact – business contract".

From the socio-psychological point of view the communicative interaction between the Operator and the Client in the PS process has three active phases: mutual perception of the subjects of communication (perceptual contact), achievement of mutual understanding (cognitive interaction), and completion of the communicative act (in the case of effective marketing communication and making a shared decision). From this point of view the communicative interaction between the Operator and the Client represents the unity of interpersonal and social-role communication. Therefore the socio-psychological analyses of the functional model of personal selling involves, first, a differentiated study of the psychological and social factors of marketing communication and second the study of the mutual influence of these factors on each other. In this regard it should be noted that in the modern literature when describing the initial phase of marketing communication PS often focuses on the psychological, and not always clearly perceived by the Client of his interlocutor. T. Lukyanets writes, "Of course that the personality of the sales agent weighs a lot in securing the sale, because the factor of perception sympathy (often subconscious) to the personality of the sales agent and largely determines the result of his meeting with the client"¹¹⁶. Despite the importance of unconscious preferences which may or may not arise from a client to a sales agent, it should be noted that the effectiveness of marketing communication is much more dependent on factors that are fully understood and controlled by the subjects of communication. However the meeting between the Operator and the Client begins with psychological contact and the formation of their mutual positive perception of each other is really an important condition for the effectiveness of business communication. The leading role here is assigned to the Operator, the ability to express the friendliness, kindness, willingness to assist the Client in solving his problem through verbal and non-verbal communication actions is an important component of the specialist's communicative competence. The operator's personal communication experience helps him to "evaluate" the client's psychological state at a glance, to choose an appropriate style of language and to identify a common, favorable for the results of the meeting psychological "picture" of the conversation. An experienced communicator, as a rule, not only has a high culture of language, but is also able to use various psychologically significant linguistic and paralinguistic means, from intonation and tempo of language, to "eye contact" in addition to meaningful argumentation. It should be noted here that in order to achieve the psychological comfort of the subjects of marketing communication, proxemics is important – the spatio-temporal organization of communication. G. Andreeva believes, the studies in the field of proxemics according to "are of great applied importance especially in the analysis of the success of various discussion groups"¹¹⁷. Finally instead of relying on the client's unpredictable and subconscious sympathy, it is appropriate for the Operator to use empathy a fully conscious ability to respond emotionally to the problems of a communication partner. G. Andreeva says, "The mechanism of empathy is in certain ways oriental to the mechanism of identification: there and here there is an ability to put oneself in the place of another, to look at things from his point of view"¹¹⁸.

This opens the field of compatible competence in social psychology and sociology, since self-identification of subjects in addition to personal-psychological determines the socio-role and status aspects of communication. T. Lukyanets writes, "One of the prerequisites for understanding the

¹¹⁶ Lukyanets T. I. Marketing Communication Policy [Text]: Educ. tool. – K.: KNEU, p. 283.

¹¹⁷ Andreeva G. M. Social psychology. – Moscow: Moscow Publishing House. Univ., p. 111.

¹¹⁸ Andreeva G. M. Social psychology. – Moscow: Moscow Publishing House. Univ., p. 111.

actions of a partner is awareness of his position”¹¹⁹. The operator of the sale of the tourist product-service must take into account that the Client in the communication act of the PS presents not only himself as a "unique personality" but how many one or more reference groups with which he identifies himself. The problematic situation for the Operator is complicated by the fact that the Client may position the social status which he actually owns. Therefore a professionally trained Operator of PS must be both a psychologist, sociologist and marketer-practitioner in order to determine which offers will meet the Client's real capabilities and, at the same time, will prove attractive to him in terms of the declared status of self-identification. Thus a lot depends on the sales agent, especially when he is able to help the client to realize the real needs that can be met with the help of this product.¹²⁰ The peculiarity of the tourist product-service is that it's quality and, at the same time, the quality of work of the operator-consultant the client will be able to evaluate only sometime after purchase. The subjectivity of the valuation in this case is obvious but the Operator must make every effort to ensure that the Customer is satisfied with his purchase. Such motivation of the Operator is due, first of all, to the fact that in the process of personal sale he represents not himself but the "face" and long-term interests of the travel agency of which he is an employee. Another feature of tourism marketing lies in the fact that the choice of the Client product-service is largely influenced by the thoughts of third parties – advice, stories and impressions of his friends, acquaintances, colleagues. In this regard, the communicative competence of the consultant salesman implies his ability in the conversation to determine the personal preferences of the Client, change, if necessary, his orientation to other people's thoughts and tastes, thus preventing the possible and most unfavorable situation for any marketing unjustified expectations. Finally, if a tourist ticket is purchased by a married couple, then for PP Operator the problem situation is complicated and simplified at the same time. It is complicated by the fact that the polylogist in this case is psychologically more difficult to dialogue, since the consultant is forced to find a compromise solution that will equally satisfy both clients. At the same time, the situation is simplified as customers, choosing and making a purchase, equally share responsibility for the joint choice and then neither of them will impose another subjective-negative evaluation on the purchased product-service.

The president of the National Guild of Professional Consultants (Russia) V. Dudchenko writes, "I assert that the key competence of a professional consultant is communication competence, the ability to build a communication situation, manage communication and receive long-term positive effects from any communication".¹²¹ It is necessary to emphasize, the basis of communication competence of the specialist is his ability to provide mutual understanding with the partner of communication. The language communication, such as consultant and client dialogue can't be regarded as merely an exchange of information or as a process of transmitting and receiving any constantly repeated messages. The understanding of the subjects of dialogue is interpreted that an interaction as a complex interaction of the two "cognitive worlds", whereby the simultaneous changes occurring in these "worlds" mutually reflect one another. V. Dudchenko writes, «In the process of communication the both parties are undergoing changes that are caused by the redistribution of information and its interpretations in the system of their interaction ... From this point of view communication is considered not as a series of repeated influences of the parties on each other, but as a process simultaneous mutual and self-change, mutual and self-development of the two parties. When this does not happen on one side, it is a case of degenerate, inferior interaction and is not an actual interaction”¹²². The theoretical description of the interaction will be incomplete and therefore incorrect if one does not take into account that the subject, while communicating with another subject, is aware of his or her own language actions and therefore

¹¹⁹ Lukyanets T. I. Marketing Communication Policy [Text]: Educ. tool. – K.: KNEU, p. 285.

¹²⁰ Lukyanets T. I. Marketing Communication Policy [Text]: Educ. tool. – K.: KNEU, p. 287.

¹²¹ Dudchenko V. Communication competence is a key competence of a professional consultant. – Marketing department (literal edition) – Kiev, № 9, p. 24.

¹²² Dudchenko V. Communication competence is a key competence of a professional consultant. – Marketing department (literal edition) – Kiev, № 9, p. 24.

"communicates" with himself. The well-known Ukrainian logician and philosopher A. Ishmuratov writes, "Interpretation of one's own actions involves an even greater degree of experience of cognitive influence and self-control constitutes just such an impact on one's own cognitive world, the subject" informs himself of his intentions, plans, suffering, condemns himself, angry with himself etc."¹²³ The theoretical model of understanding of the subjects of language communication is complicated because of the need to take into account the phenomenon of reflection. G. M. Andreeva says, "In social psychology reflection means the awareness of the active individual of how he is perceived as a communication partner"¹²⁴. It is necessary to distinguish between two levels of reflection and in fact two levels of understanding. If it is a language of communication then of course the subject to continue the conversation must "understand that they understand", that is to be sure that his interlocutor correctly understands the meaning of words and the meanings of the utterances. If it is a matter of understanding linguistic communicative actions that are of practical importance and directly related to the motives of the subjects of this communication, then the second-level reflection takes effect. In this case, it is important for the communication subject to understand approve or disapprove and in general how his partner relates to what he is currently doing proposing, asking, advising, demanding, stating, etc. As a result of interaction, due to the reflection of the second level, "the beliefs of one can not only become the beliefs of the other, but also change expectations, excite emotions, form estimates and self-esteem".¹²⁵

In the theory of social communication, it is customary to distinguish between the practical and the actual communicative effectiveness of social interaction. For example, a subject acts effectively in a communicative way if his or her communication partner, without being able to solve a practical problem, still correctly understands the motives, the reasons and the nature of the request with which he or she is approached. Compared to general UK theory, in the concept of social and ethical marketing and, in particular, in the context of a functional model of personal sale, the evaluation of the effectiveness of the practical (business) and communicative interaction of the Operator and the Client, for the most part. As already mentioned, the effectiveness of the personal sale operator is determined by his ability to practically implement the chain "social and psychological contact – professionally oriented communication – positive completion of the contact – business contract". The conclusion that communication competence is the basis of professionalism in the field of social and ethical marketing.

The global integration of labor and capital markets not only impedes but also significantly contributes to the growth of diversity of activities, and at the same time, it leads to the unification of requirements related to human business activity. In any country, in any geographical or cultural coordinates, if a person works in a modern production or modern service area the identity of technology means the identity of the employee's special knowledge and practical skills his ability to adequately perceive the situation and find contact with other people. In such circumstances, the professionalism becomes the norm of attitude in any type of activity a norm that ensures the effectiveness of cooperation, the effectiveness of business exchange at all its stages.

The global integration is characterized by the expansion and consolidation of the social communications network (SC), covering all spheres of activity and all social institutions of modern society. However, if in Western Europe and in the United States complex research in marketing communications has more than half a century of history, in our country such research has not yet acquired the level of systematicity required for modern science. In particular insufficient attention is paid to structural and functional analysis of individual MK strategies research, the results of which could be widely used in the professional training of specialists in various fields of modern marketing. All domestic and foreign specialists agree that the basis of professionalism of the marketing practitioner, in particular the personal sale operator (PS) is his communication

¹²³ Ishmuratov A. T. (1997) Introduction to Philosophical Logic: A Textbook for Students and Graduate Students in the Humanities of Higher Education. – Kiev: Abris, p. 185.

¹²⁴ Andreeva G. M. Social psychology. – Moscow: Moscow Publishing House. Univ., p. 111.

¹²⁵ Ishmuratov A. T. (1997) Introduction to Philosophical Logic: A Textbook for Students and Graduate Students in the Humanities of Higher Education. – Kiev: Abris, p. 185.

competence. At the same time, the problem remains of determining the dependence of the effectiveness of marketing communication not only on the social marketing knowledge of the operator of PS but also on his personal qualities, motivations and psychological characteristics.

This article aims to substantiate the theoretical definition of communication competence as a systemic unity of a number of personally-determined factors: communication knowledge and experience, creativity, initiative and responsibility of the specialist. To solve this problem, it is advisable to conduct a socio-psychological analysis of the functional model of personal selling in the field of tourism marketing. The choice of the PS model is explained by the fact that its analysis is of prototypical importance for the theoretical description of all other components of the marketing communications complex. The choice of tourism business in this case is due to the fact that in this area of business activity the most organic and economically justified is the strategy of social and ethical marketing (CEM). In turn, the concept of social-ethical marketing is nowadays considered as the most appropriate for the target markets, adapted to the new economics. Within the framework of the CEM strategy, aggressive or manipulative influences on clients are considered not only ethically unacceptable but also economically unprofitable because they threaten the long-term interests and business reputation of the marketing organization. In this connection, the task is to substantiate the unity of criteria of professionalism and communicative competence of the operator of personal sale of the tourist product-service. Within the framework of the SEM strategy, the Operator and the Client are absolutely socially equal actors of the market. However, in comparison with the Client, the Operator must be not only a specialist marketing in the field of tourism business, but also a professional communicator.

S. Kolyada writes, "All people have communicative abilities but the nature of the modern manager's activity requires him to have developed communicative competence, which includes the free possession of all the set of skills and abilities necessary for effective verbal and non-verbal communication and interaction..."¹²⁶ In the most general form the communicative competence of a specialist can be characterized as a certain level of formation of personal and professional experience of interaction with others which is required for the individual to function successfully within the professional environment and society within the limits of his abilities and social status.¹²⁷ The communicative competence is a complex of communicative knowledge and skills, which includes: knowledge of the rules and rules of communication; high language culture and ability to understand non-verbal communicative actions; the ability to interact with people based on their gender, socio-cultural and status characteristics; ability to behave adequately to the situation; ability to draw the other party to his side and convince him of the strength of his arguments; the ability to properly evaluate the other party as a person and to choose their own communication strategy, depending on this assessment. In spite of its grandeur, this list of abilities, knowledge and skills cannot be considered as complete and even more systematic when it comes to communication as the most important component of a specific profession when analyzed in particular the functional structure of professional marketing communication.

Within the framework of social and psychological analysis of the functional model of the PS marketing communication is not a messaging, but a joint activity of the Operator and the Client, the product of which subject to the effectiveness of MK is a jointly made decision to buy (and accordingly to sell a tourist product-service). The social roll aspects of marketing communication determine the overall "scenario" and the regulatory structure of the Operator and Client's business interaction. Within the framework of the socio ethical marketing strategy, the Operator is assigned the role of a consultant to carry out so called "supporting activities" for the Client, while at the same time the role of a professional communicator, who takes the initiative to manage the MC and be responsible for its effectiveness. Within the framework of the SEM strategy of marketing communication management involves not the dominant position of the Operator, not manipulation and moreover no pressure on the Client but rather the ability of the Operator to organize business

¹²⁶ Svetlana Kolyada. Managerial communicative competence. *Journal of Management and Manager*, p. 18-23, p. 4-5.

¹²⁷ Dibrova T. G. *Marketing Communication Policy (2009): Strategies, Domestic Practice: Educ. tool.* – K.: Publishing House «Professional», 2009, p. 59.

communication to ensure consistent implementation of its main stages and as a result to close the chain "social contact communicative interaction contract". It is obvious that in the process of MK the Operator presents himself not as a personal but business reputation and commercial interests of a marketing organization (in this case – a travel agency). At the same time he needs to take into account that in most cases the Client represents not so much himself as an individual but how many one or more reference groups with which he identifies himself. Therefore, the Operator's communicative competence in this aspect of the MC implies his ability to conduct a social role analysis of the communication situation and to organize the management of marketing communication in accordance with the results of such analysis.

The term "social perception" was coined by J. Bruner, one of the founders of cognitive psychology in 1947. G. Andreyeva notes, "If this term was originally defined as the social determination of perceptual processes, today social perception is interpreted as "the process of perception of so called social objects by which people, social groups, large social communities are understood."¹²⁸ If the object of perception is an individual the meaning of the concept of "social perception" is revealed as "the perception not only of physical but also behavioral characteristics of a person, it as the formation of ideas about his intentions, thoughts, abilities, emotions, settings, and more. In addition, the content of this concept includes forming an idea of those relationships that link the subject and the object of perception."¹²⁹ Finally, it should be borne in mind that "since a person always communicates as a person, so much is perceived by another person – a partner in communication – as well as a person".¹³⁰

Therefore, the interpersonal perception is the initial stage of marketing communication between the Operator and the Client in the process of personal sale. It should be noted that the intention of the marketing organization to retain and increase the number of regular customers, in addition to economic and commercial reasons is justified by the fact that meeting with a familiar person significantly facilitates the Operator's tasks in communicative terms. The professionalism of the salesperson is fully evident during the first meeting with the client. In such a situation, the communicative competence of the Operator implies his ability to consciously prevent the possible negative effects of the main effects of interpersonal perception the effects of halos, primacy and novelty and stereotyping. The essence of the halo effect "is that when perceived by an unfamiliar person, the image is created not on the basis of the directly perceived, but embedded in some preliminary information about the person who surrounds him with a particular halo (positive or negative). The effect of the halo is manifested in the formation of the first impression when there is minimal preliminary information about the person being perceived. The halo acts as a filter through which only a limited number of qualities, either positive or negative, are passed. Two other effects are related to this effect – the primacy and novelty effects, which cause the image of a person to be perceived, depending on the order in which information about him is presented."¹³¹ The negative effect of these effects is that the Operator's communication error, which he made at the beginning of the meeting with the Client, can with great difficulty be corrected in the future. The effect of stereotyping can be seen as a generalization of the previous ones. The stereotyping in the process of knowing people by each other can lead to two different consequences. On the one hand, the use of stereotypes greatly simplifies and accelerates the process of perception; but on the other hand, stereotypical perception can (and very often does) lead to biases and "erroneous attributions", that is attribution to a partner of communicating those qualities that he does not really have.

An effective "weapon" that can be used by a professional communicator against all the negative effects of social perception is critically reflective, creative thinking. Creativity is a personal quality that is closely linked to one's creative abilities and capabilities, but is not identical to the creative talent in the arts or sciences. This quality is not only among scholars, poets, artists and actors, but also many other professionals in various fields of activity. The creativity is a quality

¹²⁸ Andreeva G. M. Social psychology. – Moscow: Moscow Publishing House. Univ., p. 22.

¹²⁹ Moskalenko V. V. (2005) Social Psychology: A Textbook. Kyiv: Center for Educational Literature, p. 140.

¹³⁰ Andreeva G. M. Social psychology. – Moscow: Moscow Publishing House. Univ., p. 22.

¹³¹ Moskalenko V. V. (2005) Social Psychology: A Textbook. Kyiv: Center for Educational Literature, p. 491.

for which Third Wave economics will reward workers who are able to find new solutions to professional problems and set new goals in conditions that have no analogies in the past.^{132,133} Creative thinking in everyday life is called non-standard, original, deep, which is based on intuition, etc. From the point of view of cognitive psychology, such thinking is characterized by two main features. First, creative thinking involves a high logical culture and a large amount of systematic professional knowledge. However, contrary to popular belief, indisputable possession of logic and knowledge does not contradict professional prescience, but on the contrary, is its basis. What seems to be a manifestation of intuition on the part of it is, in fact, accelerated, in comparison with ordinary thinking, in constructing a solution to a problem, by a cognitive process based on the "semi-automatic" use of a large arsenal of heuristic techniques and effective systematization in long-term expert knowledge. Secondly, creativity is impossible without critical thinking, without the ability to critically evaluate the reliability of the background information and the validity of the solution found. It should be emphasized here: the processing of information in the decision process and the use of different methods of deduction, induction and reduction can also occur in a "semi-automatic" mode. However, ascending the truth of the ascending links and proving the correctness of the result, the specialist must carry out with complete critical self-control over his cognitive actions, fully aware that not everything that seems true or true is so true.

The creativity in this sense is a necessary component of the communication competence of a specialist in the field of marketing communications. A critical component of creative thinking is a robust "cognitive tool" that helps the Operator to block the negative effects of stereotyping perception and to prevent communicative error associated with erroneous attribution. Creativity as a heuristic to find solutions to problems that arise in the communication process, provides the so-called situational adaptability of the communicator and at the same time helps him to hold in his hands the initiative and management of marketing communication. T. Prymak notes, "At every stage of the seller-buyer communication process there are obstacles and distortions of appeals, so that some of the information that is transmitted and perceived can be lost. Therefore the seller must constantly monitor the reaction of the buyer"¹³⁴. Here it is necessary to emphasize that the basis of the communication competence of the specialist is his ability to provide mutual understanding with the communication partner.

The specificity of the tourist product-service is that its quality and with it the quality of work of the operator-consultant PS client will be able to evaluate only sometime after purchase. Another feature of tourism marketing is that the client's choice of the product-service is largely influenced by the thoughts of third parties advice, stories and impressions of his friends, acquaintances, colleagues. The subjectivity and eclecticism of the ratings in this case are obvious, but the Operator must make every effort to ensure that the Customer is satisfied with his purchase. In this regard, the communicative competence of the Consultant Operator implies his ability in the process of conversation to determine the personal preferences of the Client, change, if necessary; it's setting for other people's thoughts and tastes, thus preventing the possible and most unfavorable situation for any marketing unjustified expectations.

Thus the communication competence of the personal sale operator is defined as the systemic unity of four factors: communication knowledge, creativity, responsibility and initiative.

References:

1. Andreeva G. M. (1980) Social psychology. Moscow: Moscow Publishing House. Univ., 416 p.
2. Dibrova T. G. (2009) Marketing Communication Policy: Strategies, Domestic Practice: Educ. tool. K.: Publishing House «Professional», 320 p.

¹³² Stavskaya Yu. V. (2019) Marketing tools and their influence on the stabilization of the economic state of the enterprise. Modern Economics. №. 13. P. 227-232.

¹³³ Stavskaya Yu. V. (2019) Areas of innovative development of tourism in Ukraine. Economy. Finances. Management: Topical Issues in Science and Practice, Issue 2'2019 (42). – P. 83-95.

¹³⁴ Primak T. O. (2003) Marketing Communications: Educ. tool. K.: Elga, Nika-Center, p. 93.

1.5. Olena Polova. CONCEPTUAL FOUNDATIONS OF UKRAINE AGRARIAN SECTOR DEVELOPMENT

The emergence of global economic chains has led to an intensification of competition between countries. For Ukraine, the agro-industrial complex has traditionally remained a priority and strategically important sector of the economy. The full utilization of the export potential of the country's agro-industrial complex plays an important role in its integration into the world economic space. Therefore, it is relevant to determine the conceptual basis for the development of the agricultural sector of Ukraine in the conditions of increased international competition. Ensuring the sustainable development of the agrarian sector of the economy is based on the realization of its multifunctional mission as a whole and the harmonization of the main components (economic, social and environmental) in particular.

1.6. Valentyna Smachylo, Taras Nalyvaiko. ADAPTIVE CONTROL OF THE PERSONNEL OF THE ENTERPRISES: THE THEORETICAL ASPECT

The category "adaptive control" was identified, the basic approaches to its conception were determined and the author's vision statement was provided. The concept "the personnel of the enterprise" was defined. The structural and logical scheme of adaptive control was suggested, and also the hierarchy of adaptive control of the personnel of the enterprise was defined.

1.7. Yulia Stavskaya. THE COMMUNICATION COMPETENCE AS THE BASIS OF PROFESSIONALISM IN SOCIO-ETHICAL MARKETING

The article examines the views of domestic and foreign scientists on the reorientation of production from the mass to the individual consumer; In a context where job creation in manufacturing is usually preceded by marketing research on individual demand, social communications begin to fulfill the functions of the "central nervous system", which provides vitality for the economy as a whole organism. The essence of the category "social and ethical marketing" is considered. It is proved that in the theory of social communication it is accepted to distinguish between practical and proper communicative effectiveness of social interaction. It is determined that the communication competence of the personal sale operator is defined as the system unity of four factors: communication knowledge, creativity, responsibility, initiative.

Part 2. THE ROLE OF EDUCATION IN SUSTAINABLE DEVELOPMENT

2.1. Inna Siaska. THE CONCEPT OF SUSTAINABLE DEVELOPMENT AS A METHODOLOGICAL BASIS FOR THE ECOLOGICAL OF EDUCATION IN HIGHER PEDAGOGICAL INSTITUTIONS

The article highlights the main approaches to understanding the concept of sustainable development in education. Its realization in higher pedagogical education of other countries is analyzed. The characteristic features of education for sustainable development are highlighted. The ways of introduction of education for sustainable development in the system of professional training of future teachers are established.

2.2. Zhanna Chernyakova, Mikhail Lyannoy, Tetiana Buhaienko, Yurii Kurnyshev. KEY COMPETENCIES IN THE CONTEXT OF EDUCATION FOR SUSTAINABLE DEVELOPMENT

The main aim of the scientific study is to analyze the normative documents and recommendations in order to define the essence of the term «education for sustainable development». The pedagogical approaches to the education for sustainable development have been