



PROFESSIONAL COMPETENCE AS A CRUCIAL CONDITION FOR THE SUCCESSFUL ACTIVITY OF QUALIFIED WORKERS IN THE SERVICE SECTOR

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Abstract.

The relevance of this article is determined by the need to elucidate the main approaches to interpreting the essence and structure of the concept "professional competence" and to justify its importance as a crucial condition for the successful activity of skilled workers in the service sector according to current labor market demands.

The purpose of the article is to illuminate the main approaches to interpreting the essence and structure of the concept "professional competence," and to characterize it as an important condition for the successful activity of skilled workers in the service sector.

Methods: the study of scientific sources on the interpretation of the essence of the concept "professional competence" and its structural components, summarization and systematization - for formulating conclusions and perspectives for further research.

Results: the results of the analysis of the definition "professional competence" of skilled workers in the service sector are presented, the main approaches in scientific sources to the interpretation of this concept are determined; the main components of professional competence of skilled workers in the service sector are characterized; it is substantiated that the professional competence of a skilled worker in the service sector is a complex formation that integrates knowledge, skills, experience, personal values, orientations, and needs, and ensures productive and successful professional activity and professional development of the personality of a skilled worker, taking into account the needs of the labor market; the following components are singled out: value-motivational, gnoseological-cognitive, innovative-technological, interpersonal-communicative, reflexive-evaluative.

Conclusions: the main aspects of the essence and structure of professional competence of skilled workers in the service sector are characterized, the importance of professional competence for successful professional activity is substantiated, taking into account the peculiarities of the profession and labor market demands.

Keywords: *professional competence, skilled workers, professional activity, service sector.*

Introduction. Ukraine's clear course towards European integration necessitates the search for effective mechanisms to account for contemporary challenges of reality and their inclusion in the development of professional competence of skilled workers. In this aspect, the problem of preserving and increasing human capital gains significant importance, characterized by the ability for productive activity considering modern technologies, mastering current scientific and industrial achievements, and generating and implementing new ideas in the service sector, among others. Evidence of this

is found in various normative documents: the Presidential Decree of Ukraine "On the Sustainable Development Goals of Ukraine for the period up to 2030" (2019), the Doctrine of Balanced Development "Ukraine 2030" (2017), the Strategy for the Development of the Innovation Activity Sphere for the period up to 2030 (2019), recommendations from parliamentary hearings "Balanced Development of Human Capital in Ukraine: The Task of Education and Science" (2019); materials from methodological seminars of the National Academy of Pedagogical Sciences of Ukraine: "Competence

Approach in Education: Theoretical Foundations and Implementation Practice" (2014), "Scientific and Methodological Support for the Development of Vocational Education in the Context of New Technological and Economic Challenges" (2022), etc. Therefore, the success of our country's economic development during the martial law period and post-war reconstruction prospects depends on the labor potential, professionals capable of rapidly adapting to dynamic conditions, possessing critical thinking, and a high level of professional competence. Hence, the current urgent need is to prepare professionally competent skilled service workers in line with consumer needs, who are mobile and competitive in the labor market.

Sources. The problems of developing professional competence are highlighted in scientific works. Specifically, the peculiarities of professional competence formation are characterized in the work of R. Hurevich, M. Kademii (Hurevich & Kademii, 2012); the competence paradigm – in the publication by N. Krednets (2004); the essence of professional competence – in the works of V. Kremen (2008), M. Milokhin (2011), N. Nychkalo (Nychkalo & Goncharenko, 2000), A. Onyshchenko (2020), V. Radkevych (2012), V. Yahupov (2012); methodological bases for assessing the formation of professional competence – in the works of P. Luzan, A. Kalensky (Luzan & Kalensky & Pashchenko & Mosya & Yamkovyi, 2021), and others. In discussing various aspects of the development of professional competence of skilled workers, all researchers unanimously emphasize the importance of considering the needs and perspectives of economic development and labor market demands.

The purpose of this article is to highlight the main approaches to interpreting the essence and structure of the concept of "professional competence," characterizing it as an important condition for the successful activity of skilled service workers considering labor market requirements.

Methods: studying scientific sources regarding the interpretation of the essence of the concept of "professional competence" and its structural components, generalization, and systematization – to formulate conclusions and perspectives for further research.

Results and Discussion. The professional training of qualified service sector workers aims not only to ensure a detailed familiarization with the peculiarities of labor activity and the technology of the chosen profession, but also to develop

professionally important personal qualities that ensure successful work. Today, workers who are not only well-versed in professional functions in the service sector but also capable of critical thinking, analyzing, and independently solving problems that arise in labor activities; capable of creative search and self-education, are in demand in the labor market. Taking this into account, the professional training of qualified service sector workers encompasses not only the formation of a set of theoretical, procedural, and technological knowledge and skills regarding the performance of labor functions, professional skills and abilities, mastering professional experience and readiness for the corresponding type of work, but also the development of communicability, the ability to interact, self-reflection. It is noted that the presence of professionally oriented personal qualities allows for rapid adaptation to changes in labor activity and ensures its success.

The successful performance of production activities by a qualified service sector worker is largely determined by the presence of a formed system of knowledge, skills, and abilities combined with acquired experience and appropriate professional qualities, that is, the level of development of professional competence of the qualified worker. Thus, the formed professional competence is the result of the professional training of the specialist and encompasses a set of other competences or components, the list of which depends on the peculiarities of the professional activity and labor functions of the worker.

Based on the analysis of scientific sources, it can be stated that there is no single approach to defining the essence of the concept of "professional competence." In this context, two main approaches to interpreting the concept of "professional competence" are distinguished. According to the first approach, professional competence is considered as a set of descriptors, among which knowledge, skills, experience, value orientations, personal qualities, and motives for work activities, etc., dominate. Specifically, in the Encyclopedia of Education, professional competence is interpreted as an interactive characteristic of professional and personal qualities, moral position of a specialist, characterizing the level of formation of knowledge, skills, and experience, which are sufficient to achieve the goal of professional activity (Kremen, 2008, p. 722). S. Honcharenko and N. Nychkalo, who view professional competence as a set of knowledge and skills that ensure the effectiveness of

a qualified worker's activity, the ability to plan and predict the consequences of their activities, share this position (Honcharenko & Nychkalo, 2000, p.78). V. Radkevych has also characterized professional competence as an important condition for the successful activity of qualified workers in the service sector. The researcher emphasizes that professional competence is a complex formation that includes a system of knowledge, skills, values, and personality traits and enables them to effectively perform professional functions, successfully solve production tasks based on acquired life and professional experience (Radkevych, 2012). Describing the competence of qualified workers, V. Radkevych distinguishes such its components: key, general professional, and professional competencies. It is their formation that ensures successful professional activity in the conditions of dynamic changes in production and the service sector.

The scientific value is represented by the approach of M. Milokhin, according to which the professional competence of a qualified worker includes such components as knowledge, skills, behavior, attitude, self-analysis and self-assessment, self-education (Milokhin, 2011, p. 179). The content filling of each of the defined components is determined by the content of the respective specialty.

Revealing the professional competence of qualified workers in the service sector, it is necessary to note such its components as mobility, flexibility, rapid response to changes occurring in the labor market, creative abilities, and the ability to learn throughout life.

The second approach interprets professional competence as encompassing a set of relevant competencies according to the specialty or profession. It should be noted that regardless of the approach, professional competence is a complex integral formation that includes personal and professional formations of personality and ensures its competitiveness in the labor market. According to L. Balabanova and O. Sardak (Balabanova, L. V. & Sardak, 2011), the competence of a worker characterizes the level of his qualification and includes such types of competencies:

- Functional (professional) – defines the sum of professional knowledge and skills and the ability to implement them during the performance of labor functions;
- Intellectual – reflects the ability of a skilled worker to analytical and critical thinking, the

realization of complex and systemic approaches to their work duties;

- Situational – characterizes the ability to act according to the situation that arises during work activities;
- Temporal – determines the ability to rationally plan and use one's working time;
- Social – reflects the ability to interact at various levels: with clients, other workers, and managers (Balabanova & Sardak, 2011, p. 212).

Summarizing the main approaches to defining the structure of professional competence of skilled workers, various components can be identified, including:

- Educational (the ability to independently analyze professional activities, readiness for their implementation, self-education, and self-development, enhancing one's qualifications throughout life);
- Social (the ability to interact in professional activities, responsibility for its results);
- Organizational (the ability to rationally organize and use the workplace, adhere to technological requirements);
- Technological (the ability to carry out the technological process according to the profession and qualification level, comply with labor protection requirements, use information and communication technologies);
- Diagnostic (to control the process and results of one's activity);
- Economic-legal (knowledge of the main trends in economic development and entrepreneurial activity, legal aspects of conducting activities according to the profession; norms of labor legislation, labor rights and duties, social guarantees);
- Professionally oriented (comprising a set of professional knowledge and skills according to qualification requirements, the ability to independently perform professional duties);
- Personal (professionally oriented personal qualities of a skilled worker, the ability to prevent and resolve conflict situations, create a favorable psychological atmosphere in the team, listen and convincingly convey one's point of view, behavior culture, moral and ethical qualities, etc.).

Regardless of the approach, the professional competence of qualified workers, including in the service sector, has its own specificity. This specificity lies in the fact that the content of professional knowledge and skills for qualified service sector workers varies depending on the

specialty or profession and is determined and formed separately. However, it is also necessary to focus on general professional competencies, which influence the success of labor functions and are components of the overall integrative concept of "professional competence" as the ability of a qualified worker for effective professional activity. For instance, general professional competencies for qualified service sector workers include: the ability to responsibly approach their professional activity; adherence to moral and ethical norms; teamwork; establishing interaction with clients, colleagues, and administration; creative action in non-standard situations; forming the sequence and order of receiving visitors; knowledge of the basics of labor law, provision of pre-medical care, labor protection, and industry safety, etc. Professional competencies for the hairdresser profession can include: mastery of hair care and styling products; hair coloring technologies, hot and chemical curling; techniques for mixing and applying dyes to hair, considering the condition and intensity of the hair shade, its structure; technologies for performing basic model haircuts, modifying them according to individual features of the head and shape of the client's face; hair extension, etc. For the profession "manicurist, pedicurist," professional competencies include – the use of pedicure and manicure tools while adhering to safety rules; providing hygienic care for the skin of the feet and hands and nails; mastery of pedicure and manicure techniques, etc. It should be noted that specific competencies form the basis of professional competence, reflecting the peculiarities of the profession and its substantive content. It should also be noted that collectively, all components of professional competence ensure the ability and readiness of the individual to solve professional tasks in typical and atypical labor conditions, and their professional mobility in the labor market.

The analysis of scientific sources and the results of our own scientific research allow us to assert that the professional competence of a qualified service sector worker is a complex formation, integrating relevant components (knowledge, skills, experience, personal values, and

needs) and ensuring productive and successful professional activity and the personal development of a qualified worker, considering labor market needs. Summarizing approaches to defining the components of a qualified worker's professional competence, we identify the following elements:

- Value-motivational (determined by needs, motives, personal orientation towards the profession, career growth, and lifelong learning);
- Gnostic-cognitive (encompassing a system of professionally oriented knowledge and skills for high-quality performance of labor functions);
- Innovative-technological (containing a system of professional skills that enable the high-quality application of acquired knowledge in practice in high-tech production);
- Interpersonal-communicative (combining knowledge and skills for constructive interpersonal interaction in professional activity);
- Reflexive-evaluative (the ability to perform self-analysis and self-control of the process and results of professional activity, their self-assessment to make adjustments to activities to eliminate identified shortcomings).

Conclusions. The analysis of the main approaches to interpreting the concept of "professional competence" of qualified workers in the service sector indicates the absence of a unanimous opinion on defining the concept's essence. The results show that professional competence is considered a complex integrative formation of personality. The components of professional competence and their content are determined by the profession of the qualified worker and the peculiarities of his professional activity. At the same time, it can be asserted that the general professional competence of qualified workers can combine elements common to qualified workers in the service sector regardless of their profession and specialty. We see the prospects for further research in developing methodology and diagnostic tools to determine the level of professional competence of qualified workers, considering the specifics of their specialty.

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ПРОФЕСІЙНА КОМПЕТЕНТНІСТЬ ЯК ВАЖЛИВА УМОВА УСПІШНОЇ ДІЯЛЬНОСТІ КВАЛІФІКОВАНИХ РОБІТНИКІВ СФЕРИ ПОСЛУГ

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доктор педагогічних наук, професор, завідувач кафедри технологічної та професійної освіти і декоративного мистецтва, Хмельницький національний університет, <https://orcid.org/0000-0002-8054-5574>, e-mail: ivandroshchuk@ukr.net

Реферат:

Актуальність Актуальність статті обумовлена необхідністю висвітлення основних підходів до трактування сутності й структури поняття «професійна компетентність» та обґрунтування її як важливої умови успішної діяльності кваліфікованих робітників сфери послуг відповідно до сучасних вимог ринку праці.

Метою статті є висвітлення основних підходів до трактування сутності й структури поняття «професійна компетентність», характеристика її як важливої умови успішної діяльності кваліфікованих робітників сфери послуг.

Методи: вивчення наукових джерел щодо трактування сутності поняття «професійна компетентність» та її структурних компонентів, узагальнення і систематизації – для формулювання висновків і перспектив подальших досліджень.

Результати: наведено результати аналізу дефініції «професійна компетентність» кваліфікованих робітників сфери послуг, визначено основні підходи у наукових джерелах до трактування цього поняття; схарактеризовано основні компоненти професійної компетентності кваліфікованих робітників сфери послуг; обґрунтовано, що професійна компетентність кваліфікованого робітника сфери послуг є складним утворенням, яке інтегрує у собі знання, уміння, навички, досвід особистості, її ціннісні орієнтації й потреби та забезпечує продуктивну й успішну професійну діяльність й професійне становлення особистості кваліфікованого робітника з врахуванням потреб ринку праці; виокремлено такі складники: ціннісно-мотиваційний, гностично-когнітивний, інноваційно-технологічний, міжособистісно-комунікативний, рефлексивно-оцінювальний.

Висновки: схарактеризовано основні аспекти сутності та структури професійної компетентності кваліфікованих робітників сфери послуг, обґрунтовано значення професійної компетентності для успішної професійної діяльності з урахуванням особливостей професії та вимог ринку праці.

Ключові слова: професійна компетентність, кваліфіковані робітники, професійна діяльність, сфера послуг.

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