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## Sociocultural Activity Managers' Professional Training in the Conditions of Information and Educational Environment

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### Abstract

The article deals with the relevance of transformational digitalization processes of the economy and education in Ukraine and in the world. It has been found out that the peculiarities of the information and educational environment lead to the requests for training the participants of the educational center on the usage of science-intensive educational information technologies. Designing the educational environment for the future sociocultural activity managers involves the development of technology to prepare them for the educational and scientific space organization and digitization.

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

### Introduction

Due to the implementation of the socioeconomic reforms and the democratization of the social relations, the role of the vocational education, focused on the person's self-development became the main subject involved in the process of public life improvement. In Ukraine the problem of the sociocultural activity managers' training system improvement is of particular importance in the scientific field 02 "Culture and art", because it combines different spheres of human activity, such as leisure, entertainment, organization of exhibitions and various

conferences, hotel and restaurant business, tourism, sightseeing and entertainment activities, etc.

The demand for professionally trained sociocultural activity managers of high level professional competence, eligible enough to fit the requirements of the digital society, exceeds the available supply. The purpose of training theory is the acquisition of knowledge deeply integrated into nature. The process of professional training in the specialty 028 "Sociocultural activity management" in the scientific field 02 "Culture and art", in general terms, reflects the issues and content of such sciences as cultural philosophy, anthropological cultural studies, social cultural studies, cultural theory, cultural history, cultural sociology, pedagogy of leisure, etc.

The process of growing society digitization generates a new problem, which lies in the sphere of current approaches to the educational system of the sociocultural activity managers' professional training. The problem is the next one. All existing approaches established up till now are mainly aimed at training managers in cultural knowledge. The basic knowledge of the cultural history and cultural studies gives only the general awareness, but for a well-trained professional in the field of sociocultural activity management this level of knowledge is not enough. It must also contain some leisure and fitness aspects of the industry, certainly supported by the future sociocultural activity managers.

## **Main part**

The educational environment in the process of the future sociocultural activity managers' training in higher education institutions is now in its infancy and involves a number of complex tasks, originated from the multifaceted nature and multidisciplinary structure of the vocational training. The educational process in the context of the society and education digitalization should be flexible, mobile, dynamic, open and highly-qualitative. It must also take into account all the changes in the entertainment and hospitality industry, and be aimed at providing this field with highly qualified specialists as far as this sphere is one of the most profitable sectors in the national economy. Therefore, the continued relevance of the initiative in the search for ways to train future managers for the entertainment and hospitality industry through the introduction of the additional educational and professional programs in the scientific field 028 "Sociocultural activity management" is caused by the continuous society progress and the modern market demand for the highly qualified sociocultural activity managers.

Accordingly, the educational process digitization implementation in the higher education institutions (hereinafter referred to as HEI) aimed at the highly qualified specialists' training in the sociocultural sphere is considered to be one of the main directions in the managerial education modernization. Its development is based on the usage of modern digital technologies. The formation of the

information and educational environment in the HEI creates new opportunities for the further transformation of the traditional educational technologies to a new quality level.

The main principles of the digital society development are priority measures aimed at the implementation of the state policy in the field. Properly implemented, it will ensure the educational process improvement, the vocational education accessibility and effectiveness, the future sociocultural activity managers' training in the digital society life. It will provide conditions for the successful upgrade of the education quality level in the line with the personnel support requirements in the process of Ukrainian innovative development. For example:

- information & educational environment formation and introduction in the system of the future sociocultural activity managers' professional training in the conditions of the general information and educational environment;
- development of additional training programs of different complexity levels depending on the identified necessities, as well as the release of the electronic educational resources (electronic cabinets, methodological complexes, electronic textbooks, encyclopedias) of professional orientation in the scientific field028 "Sociocultural activity management";
- an open network of educational resources in the future sociocultural activity managers' training and a wide access of educational institutions to the global information resources;
- search for methodological support and the usage of the digital technologies in teaching professionally-oriented disciplines according to the scientific field028 "Sociocultural activity management";
- providing free access to electronic learning resources, particularly for people enrolled in the correspondence or distance forms;
- ensuring HEI broadband access to the international research and education networks and the Internet.

Studies in the e-learning theory, globalization and digitalization and usage of Information and communication technologies in the educational activities were provided in the scientific works of the following Ukrainian scientists: Bykov, Kartashova, Semenikhin, Spirin etc. However, the detailed analysis of the research works mentioned above allowed determining some lack of knowledge in the modern theory and teaching technology methods on the problem of the future sociocultural activity managers' professional training organization and implementation in the conditions of information &-educational environment. The analysis of the scientific, methodical and educational-methodical literature on psychology and professional pedagogy revealed the lack of specific scientific papers devoted to the study of the sociocultural activity managers' professional training in the conditions of information &-educational environment.

The synthesis of the research and priority measures aimed at the state policy implementation to ensure the educational process improvement, the managerial education availability and effectiveness in the sociocultural environment indicates some considerable contradictions defining the underlying problem. In particular, firstly, there are some contradictions between the requirement upgrade of the future sociocultural activity managers' quality characteristics, formed as a result of the influence of the intensive social and cultural activity integration, and the professional competence level, formed in the traditional professional training system in the HEI; based on the real experience gained in the process of the future sociocultural activity managers' professional training. Secondly, the continuous growth of scientific and professional information volumes, defining the content of managerial education, contradicts with the inability of its processing at use of traditional educational systems. Thirdly, the innovative educational technologies in the future sociocultural activity managers' professional training contradict with the lack of effective digital technology usage, namely, the development of authentic professional dynamic open information-educational environment.

The meaning of the educational environment digitalization in the system of future sociocultural activity managers' training and the search for the ways for the effective implementation of constantly updated digital technologies also becomes more and more relevant. The social importance of the managers' vocational training problem in the sociocultural sphere in higher education institutions and the necessity to eliminate the contradictions mentioned above and its solutions at the theoretical and methodological levels led to the choice of the this article topic. Conceptual basics of the future sociocultural environment managers' professional training and the of the future sociocultural activity managers' professional training in the context of the information & educational environment in the higher education institutions require a systematic approach. The scientific and methodological level of the identified problem conceptualization lies in a comprehensive approach to the selected problem solution and is reflected in the theoretical and practical basics of the managers' professional training by forming their professional socio-informative competence in the conditions of IEE for the further realization of the different aspects of their professional activity, such as scientific and pedagogical aspects, functional-procedural aspects, information-technological aspects, etc. Today, in the conditions of the technical and social infrastructure digitalization, the decisive change is the attitude of HEI to professional activity. There is a number of fundamentally important questions regarding the theoretical substantiation of the feasibility of forming professional socio-informative competence in the conditions of access control systems as far as the modeling of the socio-pedagogical system in the provision of professional training of IEE managers as a problem of theory and practice research.

The scientific-metric platform of the information & educational environment of the sociocultural activity managers' professional training allows the process of the professional socio-informative competence formation among the future specialists. Qualimetric metric is focused on the systematic vocational training interaction and the socio-informative competence formation process digitization among the future sociocultural activity managers to ensure further prolongation of education continuity, retraining and acquisition of additional competences and professional qualification of the professionals and professional skills, quality improvement through the process of training models, by types of structural organization and purpose functions of cross-cutting professional training, which ensure the efficiency of the employment and competitiveness in the sphere of leisure, tourism, hotels and restaurants, and media-innovation. The future sociocultural activity managers' training is based on the international principles of technical regulation in the fields of culture, education and science, which provide systematic unity, normalization, methods of measuring the quality of provided educational services.

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 participation in the projects aimed at fulfilling the demands of businesses in the hospitality industry. It is also necessary to create better conditions for the practical training implementation, namely, to deepen the connection between business and university. Both students and teachers should have more contact with hospitality practices. Practical training should be extended, and practice abroad should be mandatory. An in-depth attention requires some analysis of specific production cases during the practical training. In addition, it is envisaged that the creation of the unified educational information environment of the Health Protection Institute of Ukraine will encompass both vocational and technical educational institutions and will promote the development of the traditional and innovative approaches to the implementation of scientific, educational, administrative and leisure activities. Qualitative characteristics of IEE, such as web technologies, should contribute to improve the vocational education quality and accessibility for the various population categories being currently in crisis.

## **Conclusions**

The most fruitful drive for innovation is the contact with the employers, collaboration and networking, as well as the positive changes in the work environment. Innovations also include a renewed attitude to old manufacturing practices, such as mentoring. Therefore, the latest technologies have great prospects for the vocational training in the workplace. At the present stage of education digi-

talization, the exchange of information educational content becomes relevant. The digital technology usage in the learning process creates additional conditions and leads to the emergence of new goals and update of the education content, allowing each educational process participant to form and develop his own educational trajectory. This is due to the emergence of new, virtually unlimited pedagogical opportunities for individualization and differentiation of the educational process, for its flexible adaptation to the students' individual characteristics. The usage of information and educational technologies is changing the nature of educational communications, enhances the processing and multimedia capabilities of learning tools, expands the scope of innovative pedagogical activities, etc.

Therefore, we can conclude that the existence of a scientifically formed single IEE, which combines theory and practice and allows predicting its development, is important for the technology of forming the future sociocultural activity managers' readiness for effective professional work in the various fields related to the culture and art. In the future there is a necessity for practical implementation of the future sociocultural activity managers' training methods in the educational process.

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