

UDC: 1

Cross-cultural communicative competence of specialists training in the industry of tourism

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It is considered the definition of intrinsic aspect of cross-cultural communicative competence. Specifics of cross-cultural communication consist in a cross-cultural susceptibility, its adaptation in practical work. The cross-cultural susceptibility becomes an important component of professional suitability of the expert. The expert working in the sphere of public communication has to possess certain communicative skills: to be able to form effectively communicative strategy; to be able to use effectively various policy strokes of communication. Communicative competence is an important component of the qualification characteristic of the expert.

Keywords: *cross-cultural communication, cross-cultural communicative competence, vocational training*

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November, 05 2015
