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CULTURE OF BUSINESS CORRESPONDENCE IN SERVICE AND TOURISM**Yakovleva T.I., Bespalova N.V.**

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The article is aimed at studying culture of business correspondence as the official means of communication among organizations and individuals as well as its importance in different spheres of business. Business communication is a part of administrative culture, playing an important role in the development of a tourism cluster. Today the social nature of business interaction is shown in the most various forms, as well as activities of a person. The whole arsenal of means of business communication demands from a manager the development of communicative competence and socially important psychological qualities of his/her personality providing high performance of professional functions execution.

Keywords: business culture, culture of business correspondence, service, tourism, business letters.

Problem statement. In the process of tourism cluster development, there is a need to provide its functioning by means of self-regulation. A culture factor plays the determining role in this process [2]. Course to the development of public self-government and self-regulation promotes growth of administrative culture and increases quality of real involvement of a person into the history and his/her responsibility. It has global value for the innovative development of travel and hotel business. The culture factor in the sphere of business is brightly shown through the sphere of business communication. The sphere of service is the sector of economy of modern society which is most dependent on a human factor. Brief description of this interrelation will show the following: the client (consumer) buys something by means of communication with the producer (seller) of a product or service. So, it is communication which will make this process pleasant or the most stressful one.

Actual scientific researches and issues analysis. Almost all outstanding thinkers of antiquity were occupied by a question: how to achieve success by means of communication? If we address to history, it is possible to understand the role of business communication in the activity of a person, his social nature and social functions. The ways of communication were improved in the process of development of the primitive person consciousness in his labor activity. There appeared new forms of work, and thus the forms of people interaction became complicated which in its turn demanded more and more variety of communication ways [3].

In the first years of the 21st century the international relations and cooperation between the countries developed in the conditions of general globalization. More and more countries become interconnected with each other in various ways. A powerful factor of this process is rough scientific and technical changes, inevitable specialization and cooperation, an opportunity to solve world problems together.

The globalization based on economic interrelations extends many spheres of our life. Integration processes appear also in sciences, however, each culture seeks to keep its unique appearance in global culture.

In the 21st century the economic relations of the developed countries are noted with:

- deepening of cooperation in research work;

- strengthening of regional cooperation;
- creation of new contacts in the field of tourism, culture and education.

In this regard questions of business correspondence acquire some specific topicality.

In a modern situation the problem of cultural business correspondence is of vital importance, in particular from the point of view of the development of business and questions of the communication connected with business partners.

There is philosophical and sociological literature connected with the bases of studying of culture of business correspondence. These are works of B.G. Ananyeva, B.C. Barulina, A.A. Leontyeva, B.V. Lomova, Y.V. Perova, K.S. Pirova and many others.

Actualization of attention to the culture of etiquette in modern society has found the reflection in the appearance of a large number of works devoted to studying of the questions connected with practical use of etiquette norms. Questions of etiquette of written business correspondence are considered in works of the following authors: V. Vorobyov, L.A. Doronina, V.A. Kudryaev, I.K. Korneev, M.V. Koltunova, A.N. Krasivova, T.V. Kuznetsova, V.A. Maslova, E.O. Oparina.

Selection of previously unsolved parts of the whole problem. Talking about the importance and novelty of the work it should be noted that despite emergence of such modern means of communication as satellite, computer, etc., correspondence occupies up to 80% of the total amount of documentation and is the main means of administrative communication.

The scientific novelty of this work is defined by the fact that it was originally given the criteria of classification of business correspondence according to features of official style.

- the concept of netiquette was formulated as well as its main norms and the prospects of the development are revealed;

- modern social and cultural situation in oral business communication connected with the use of formulas of politeness and addresses was analyzed.

Results of the work allow considering etiquette of business communication as a socio-cultural phenomenon; they can be used during the process of finding the solution of theoretical questions of etiquette of business communication.

The practical importance of the article is that the results of the work can serve a basis for the

development of different types of activity (training courses, role-play activities), designed to teach various categories (from students to businessmen and employees of state institutions) the bases and various aspects of etiquette of business communication.

Statements and conclusions of the article can be used in preparation of training programs, practical guides and also – when reading the training courses devoted to the problems of etiquette of business communication, the standard of speech, cultural linguistics, cross-cultural communication, ethics and psychology of business communication.

Formulation of the purposes of the article. The goal of the research is studying of features of interrelation of cultural development of business correspondence on the background of evolution of the economic relations in the sphere of tourism and also socio-cultural aspects of society. The object of the research is types of business communication in general and business letters in particular.

Presentation of basic material of the research. Communication is very difficult and many-sided concept. In a general view communication is characterized as an activity form, multilateral process of interaction of people and interference with each other. This interaction of people is various both according to content, and manifestation form [4, c. 240].

Communication makes social sense as it creates social experience and is the transmission medium of forms of culture that finds the broadest value in the sphere of service and tourism. Public functions of communication in modern society including travel business are connected with the necessity of effective functioning of people within a firm or a hotel and the interaction of certain staffs with society in general.

The specifics of communication consists of the fact that it reveals the subjective world of a person for another person or the whole staff in general. In the course of communication a person self-expresses and by opening the specific features, appears before him/her with feelings and experiences, tendencies and intentions, progresses and failures and other sides of inner spiritual world.

The inner world of a person can be expressed through such types of communication as informal and formal. In informal communication the moments connected with internal experiences and statuses are essential. In informal communication partners perceive each other as unique identity. Communication is basic need and value. Social roles of partners play the leading role in formal communication. In this case people communicate as the performers of certain functions, but not as integral personalities [8, p. 256].

Business communication is more role-based, formal communication. Business and professional communication differ from each other. In case of professional communication in the sphere of tourism subjects of certain professional groups, such as representatives of travel companies and hotels interact. They use the set of professional terminology and resolve general professional issues. The professional value is always business.

Business communication has a very wide concept. Representatives of different professional groups can take part in it. So in hotel and travel business, each expert speaks its own professional

language and is engaged in the solution of specific tasks, but at the same time it is stimulated to interact with a wide range of representatives of other professional groups for their solution of the most various tasks of a tourist cluster.

It is possible to tell that business communication is a difficult, multiphase process of implementation and development of business and professional connections between people, interchange of the necessary information, creation of a uniform field of interaction of people. At the same time there is a perception and understanding of each other and rendering influence on the partner. And the culture of business communication is a characteristic of its perfection which is shown in observance of recommendations about the effective organization and implementation of communicative interaction in the course of the business tasks solution [8, p. 256].

According to Business Dictionary, business correspondence is «any written or digital communication exchanged by two or more parties.» Business correspondence comes in the form of letters, emails or text messages [1]. The method of correspondence depends on the issue being addressed, as well as on the party receiving the message. Business correspondence is also used to gather a paper trail of events between particular dates. Understanding the principles of business correspondence is one of the most fundamental tasks for any business professional. For instance, during a job search, using business correspondence is a great way to follow-up after an interview and build a network of referrals. Similarly, businesses use business correspondence to develop a professional relationship with their customers. Alternatively known as customer correspondence, this form of communication is an effective way of building a loyal customer base. It gives companies the ability to communicate continuously with their customers and eventually develop an understanding of their needs and wants to gain an advantage over competitors.

The most often used group of documents in written business communication is business correspondence which is used for strategic information exchange between the organizations. Correspondence is distinguished by a wide specific variety – from letters having normative character and telegrams of public authorities to addresses of citizens and standard requests.

In case of formulation of features of official style, organizational and administrative documents we developed criteria of classification of business correspondence.

Today correspondence by e-mail is considered to be the most perspective written communication and is widely adopted all over the world. The systems of e-mail revived skills of written communication which in the last decades were forced out by a telephone, facsimile and radio communication

As a result of efficiency of e-mail the rate of business correspondence increases that quite often leads to violation of etiquette norms in letters. Therefore it is often possible to observe loss of the address, greetings, signatures, abbreviation of the repeating elements, etiquette formulas of politeness in their format.

In this regard we can talk about the prospects of the development of etiquette of business cor-

respondence, namely: origin and development of a netiquette. Netiquette is made up of the rules of online communication. It is how you can conduct online conversation in a peaceful, pleasant and calm manner while enjoying yourself at the same time. It is just as important as regular etiquette in real life. Netiquette involves using proper grammar, spelling and punctuation and avoiding slang, clichés or jokes that can be misinterpreted or perceived as offensive. Netiquette also includes following guidelines set forth by the instructor when communicating in an online classroom. For example, many discussion boards or forums are public; therefore, users should be aware that all information can be viewed by others. All exchanges should be constructive and avoid personal attacks.

Written business communication is of the most immediate interest, from the point of view of the development of business, its connection with business partners. The written request can be submitted by official and semi-official business letters and also by e-mail correspondence. Significance of business communication acts as a basis for the development of actions aimed at training people in various aspects of modern etiquette [9, page 240].

Business communication represents both oral and written communication. Written business communication most often looks as the document, and is used to transfer information and in the interaction between people aimed at the exchange of business letters [2]. Business conversation or a meeting uses a form of oral business communication.

In business communication the main peculiarity is the establishment of rules, restrictions, regulations [7, page 251]. The written word has force, much bigger, than a word which is pronounced. The letter can be re-read several times. In difficult situations at the enterprise written messages are mainly used.

E-mail message is a document which is directed by e-mail and is used in modern business communication. Statements, addresses, reports, and other types of written communication, are applied at the enterprise [3, page 368]. For the organization written communication is often irreplaceable. Letters, advertizing, press releases – all these forms of correspondence influence the formation of image of the company.

Thus, modern written types of business communication are various in-house documents. Let us observe the most frequently used type of business correspondence as business letters.

The term «business letters» refers to any written communication that begins with a salutation, ends with a signature and whose contents are professional in nature. Historically, business letters were sent via postal mail or courier, although the Internet is rapidly changing the way businesses communicate. There are many standard types of business letters, and each of them has a specific focus.

1.1. Sales Letters

Typical sales letters start off with a very strong statement to capture the interest of the reader. Since the purpose is to get the reader to do something, these letters include strong calls to action, detail the benefit to the reader of taking the action and include information to help the reader to act, such as including a telephone number or website link.

1.2. Order Letters

Order letters are sent by consumers or businesses to a manufacturer, retailer or wholesaler to order goods or services. These letters must contain specific information such as model number, name of the product, the quantity desired and expected price. Payment is sometimes included with the letter.

1.3. Complaint Letters

The words and tone you choose to use in a letter complaining to a business may be the deciding factor on whether your complaint is satisfied. Be direct but tactful and always use a professional tone if you want the company to listen to you.

1.4. Adjustment Letters

An adjustment letter is normally sent in response to a claim or complaint. If the adjustment is in the customer's favor, begin the letter with that news. If not, keep your tone factual and let the customer know that you understand the complaint.

1.5. Inquiry Letters

Inquiry letters ask a question or elicit information from the recipient. When composing this type of letter, keep it clear and succinct and list exactly what information you need. Be sure to include your contact information so that it is easy for the reader to respond.

1.6. Follow-Up Letter

Follow-up letters are usually sent after some type of initial communication. This could be a sales department thanking a customer for an order, a businessman reviewing the outcome of a meeting or a job seeker inquiring about the status of his application. In many cases, these letters are a combination thank-you note and sales letter.

1.7. Letters of Recommendation

Prospective employers often ask job applicants for letters of recommendation before they hire them. This type of letter is usually from a previous employer or professor, and it describes the sender's relationship with and opinion of the job seeker.

1.8. Acknowledgment Letters

Acknowledgment letters act as simple receipts. Businesses send them to let others know that they have received a prior communication, but action may or may not have taken place.

1.9. Cover Letter

Cover letters usually accompany a package, report or other merchandise. They are used to describe what is enclosed, why it is being sent and what the recipient should do with it, if there is any action that needs to be taken. These types of letters are generally very short and succinct.

1.10. Letters of Resignation

When an employee plans to leave his job, a letter of resignation is usually sent to his immediate manager giving him notice and letting him know when the last day of employment will be. In many cases, the employee also will detail his reason for leaving the company.

The form of business letter is defined by the purpose of a message, by the sender and his/her recipient. In business letters such aspects as accuracy, literacy of the performer and his professional competence must be observed.

Conclusions and Recommendations. Summing up the results of the research it is possible to tell that the development of high culture of business communication requires the development of groups

of qualities which provide high performance of execution of social roles by the manager. Innovative development of travel and hotel business is impossible without the increase in culture of business communication and the functional capabilities of managers. These two factors are designed to promote processes of self regulation of a tourist cluster.

The ability to communicate correctly, is valuable skill at all levels of management [8, page 156]. Business communication is one of the most mass types of communication of people in society. It isn't replaceable in administrative culture and can be defined as a type of cultural universal in the business environment.

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КУЛЬТУРА ДІЛОВОГО ЛИСТУВАННЯ В СЕРВІСІ ТА ТУРИЗМІ

Анотація

Стаття присвячена вивченню аспектів культури ділового листування як офіційного засобу спілкування між організаціями і людьми, а також її важливості у різних сферах бізнесу. Ділове спілкування є частиною адміністративної культури, що грає важливу роль в розвитку туристичного кластеру. Сьогодні весь арсенал засобів ділового спілкування вимагає від менеджера розвитку комунікативних компетенцій і соціально значущих психологічних якостей його особистості, що забезпечують високу ефективність виконання професійних функцій.

Ключові слова: ділова культура, культура ділового листування, сервіс, туризм, ділові письма.

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КУЛЬТУРА ДЕЛОВОЙ ПЕРЕПИСКИ В СЕРВИСЕ И ТУРИЗМЕ

Аннотация

Статья посвящена изучению аспектов культуры деловой переписки как официального средства общения между организациями и людьми, и ее важности в различных сферах бизнеса. Деловое общение является частью административной культуры, играющей важную роль в развитии туристического кластера. Сегодня весь арсенал средств делового общения требует от менеджера развития коммуникативных компетенций и социально значимых психологических качеств его личности, обеспечивающих высокую эффективность выполнения профессиональных функций.

Ключевые слова: деловая культура, культура деловой переписки, сервис, туризм, деловые письма.