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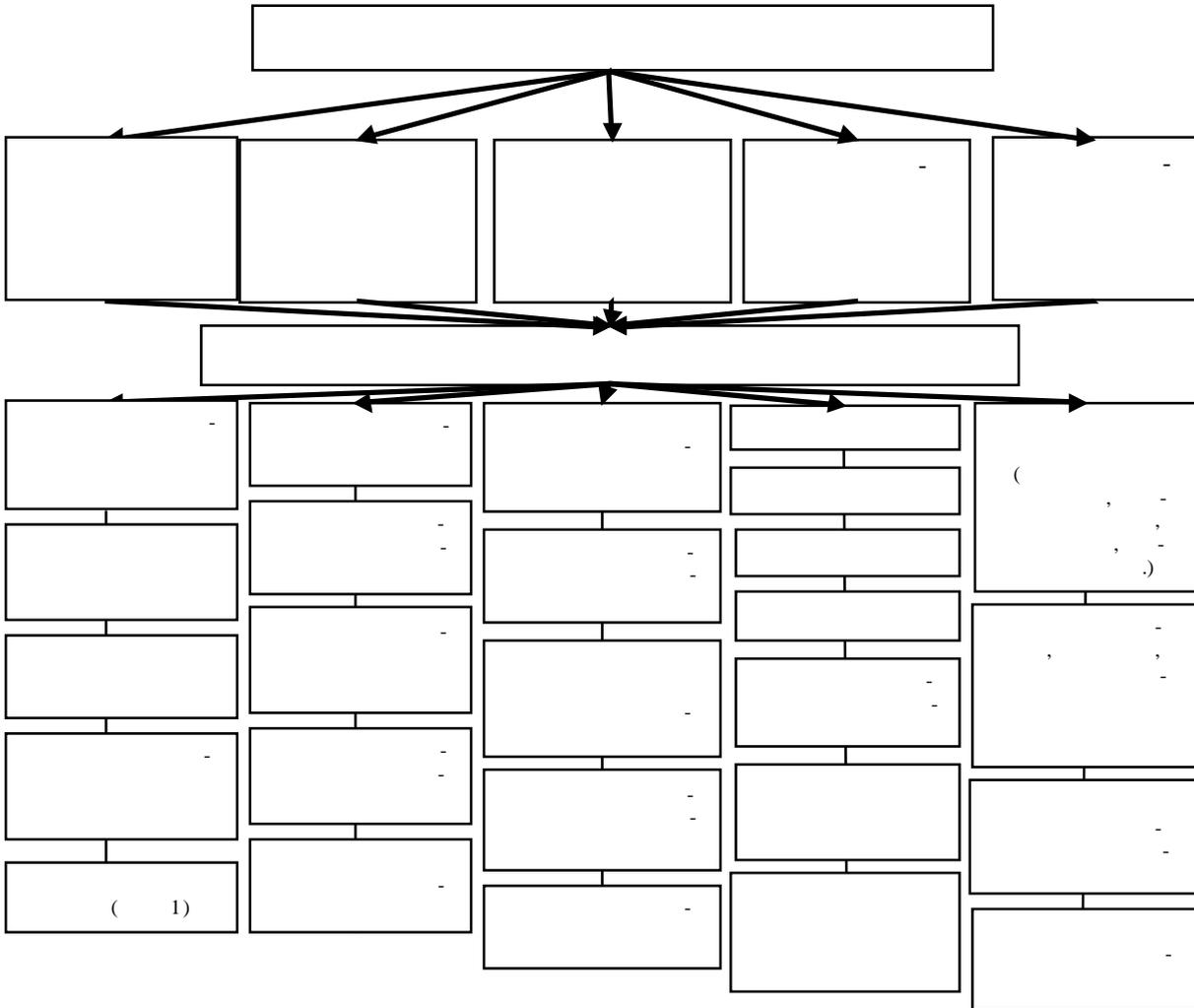
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RESEARCH OF CONFORMITY OF PERSONNEL'S COMPETENCES TO THE NEEDS OF TOURISM INDUSTRY CUSTOMERS

The article considers the existing approaches to the assessment of the competence of the staff of tourism enterprises. The conformity of the staff competencies to the needs of the customers is analyzed. The list of available competencies of the personnel of the tourist enterprise with differentiation for each employee and indication of the level of ownership of each competence is determined; a list of the needs of customers (tourists) and their intensity is defined. The main competence of personnel with intellectual potential is revealed, such as: the availability of special education in the field of tourism management, knowledge of the regulatory framework, their duties, the rules of rendering first aid, the consular and visa services, the ability to identify problems, to professional development, communication with clients through means of communication.

Keywords: competence, matrix of deviations, need, client, personnel, tourism, industry, formation.



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	0,60	-0,01	0,47	1,06	0,11
	-0,07	-0,03	-0,11	0,25	-0,19
	0,15	-0,04	1,65	0,25	0,00
	-0,09	0,22	0,00	0,50	1,36
	3,91	1,25	0,93	0,00	1,57
	-0,56	-0,48	0,00	-0,43	-0,48
	-0,09	0,65	0,42	0,00	0,30
	-0,06	0,11	0,11	0,63	0,41
	0,00	0,50	0,00	0,77	1,29
	0,15	-0,08	0,35	0,15	0,00
	-0,48	-0,45	-0,36	-0,43	0,81
	-0,11	-0,14	0,12	-0,08	-0,12
	-0,36	-0,51	0,00	-0,43	-0,33
	0,04	0,18	0,00	0,53	0,33
	0,02	0,36	0,96	0,02	-0,02
	1,78	0,88	0,21	0,00	0,02
	-0,26	0,00	-0,34	-0,35	-0,14
	0,24	-0,08	0,52	0,03	0,22
	-0,49	-0,47	-0,50	0,00	0,02
	0,14	0,00	0,00	-0,10	0,81
	0,23	0,13	0,74	0,02	0,37
	0,26	0,48	0,21	0,00	0,00
	0,18	0,30	0,44	-0,05	1,05
	1,31	1,03	0,49	0,37	0,16
	0,17	0,14	0,00	1,40	-0,03

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