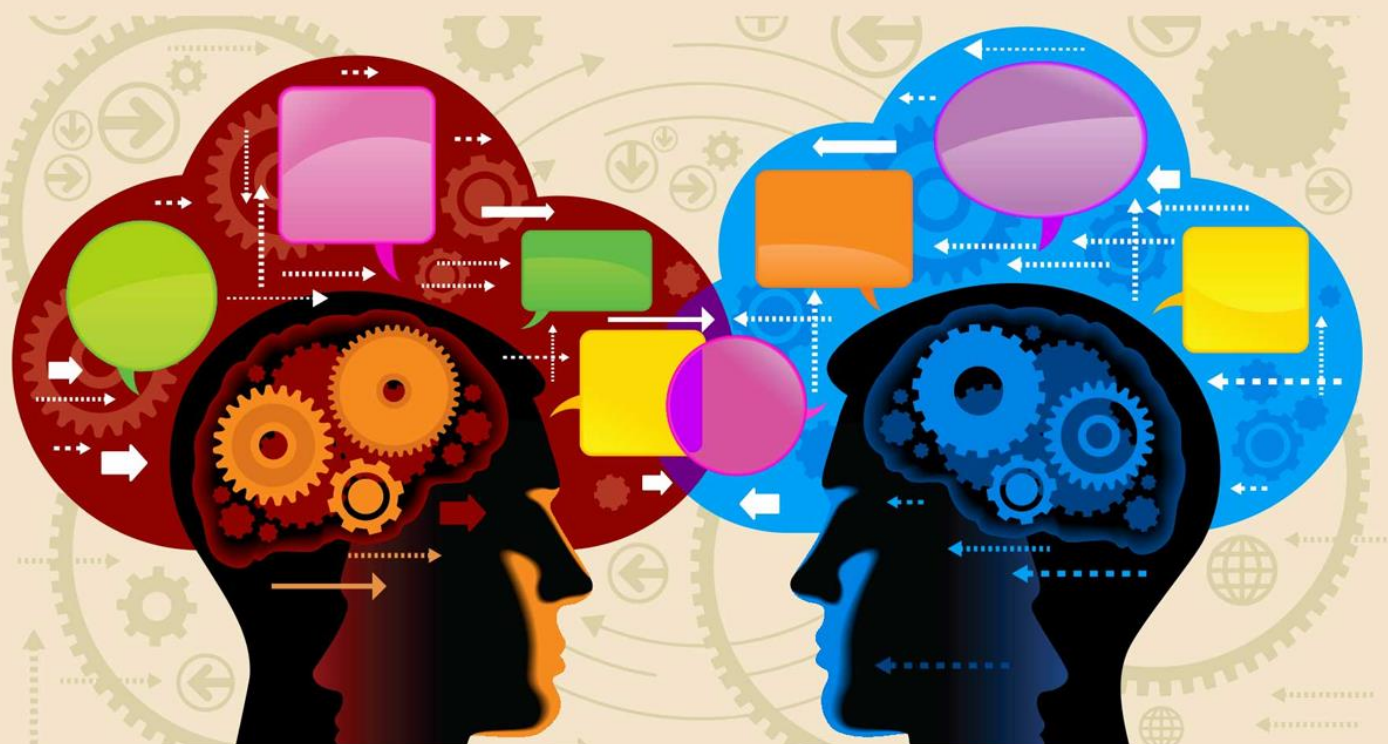


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# **SCIENCE, SOCIETY, EDUCATION: TOPICAL ISSUES AND DEVELOPMENT PROSPECTS**



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# ЭКОНОМИЧЕСКИЕ НАУКИ

## THE ESSENCE AND IMPORTANCE OF CREATIVE THINKING TO INCREASE THE COMPETITIVENESS OF A TOURISM ENTERPRISE

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**Introduction.** Modern business with the accelerating processes of globalization and informatization requires a staff, with creative thinking. The market of tourist services is characterized by a high degree of competition and in order to be competitive, a tourist enterprise needs to develop original, innovative tourist products. The management of the enterprise is faced with the task of organizing a system of motivation and labor organization, in which each employee would be provided with conditions to search for and find original ways to achieve the goal.

Despite the fact that the researchers have developed initial methodological foundations, accumulated significant theoretical and experimental material that allows you to determine the direction of work on the formation and development of creative thinking of staff, traditionally, business does not effectively use the accumulated scientific potential in solving this task.

In most cases, travel companies offer standard travel services that are widely represented on the market, and the share of individual tours or innovative travel products remains relatively small. This is due to the fact, that the management of a tourist enterprise does not fully understand the essence of creative thinking and the importance of a creative approach to a robot in the modern market.

**Aim.** The purpose of our research is:

- substantiate the importance of creative thinking in the work of a modern tourist enterprise;

- clarify the content of the concept of «creative thinking»;
- identify the components of creative thinking.

**Materials and methods.** In this paper, based on the analysis of philosophical, cultural, pedagogical, psychological and special literature, the main theoretical provisions related to the identification of the content of the concept of «creative thinking» are considered, and the personal characteristics of an employee as a subject of the formation of creative thinking are identified.

**Results and discussion.** At present, the problem of forming creative thinking has become one of the most vital requirements of society, which gives some scientists the right to speak about it as the problem of the century. Today, there is considerable interest in this phenomenon, including in business.

Thinking is the product of new knowledge, an active form of creative reflection and transformation of reality by a person; it generates a result that neither in reality itself nor in the subject at the moment does not exist.

Depending on the commonality – uniqueness of tasks distinguish algorithmicheskie (focused on pre-defined rules, common sequence of actions required for solving a typical task), discourse (based on a system of interrelated inferences), heuristic (productive thinking, sostojashie in solving non-standard tasks) and creative (leading to new discoveries, new results) thinking.

A number of scientists hold the opinion that any thinking is creative, since «it occurs in situations of problems for which the subject has no ready means of solving». We share the point of view of those researchers who distinguish these concepts: there is thinking that reproduces previous experience, and thinking that generates new mental content.

Let's highlight the main properties of thinking that give it a creative character and allow us to clarify the concept of creative thinking that we are studying. In psychological research, such properties include:

- sensitivity to a problem as a person's ability to see problems and formulate them as questions;
- quickness or fluency of thinking, which is manifested in the ability to express the

maximum number of ideas in a short period of time;

- flexibility of thinking based on the ability to see the problem from different sides, perceive it as multidimensional; on the richness of associative activity and the establishment of distant associations;

- originality, determined by the ability to generate new non-standard ideas that do not coincide with the generally accepted ones;

- synthetism, which is expressed in the ability to cover the entire problem field with one glance, imagery of thinking.

In order to identify the content, structure, and functions of the concept of «creative thinking», we have studied the concept of «creativity».

Table 1

Definition of creativity in scientific literature

Author	Definition of the concept
N. A. Berdyaev	Growth, addition, the creation of a new one that was not in the world, it presupposes an element of freedom, gift and peace. Creativity - the purpose and meaning of a person's life
V. N. Druzhinin	Spontaneous manifestation of human essence.
I. I. Kaloshina	Focus on solving problems for which there is no way to solve and the knowledge necessary to developing
D. B. Epiphany	Going beyond the limits of already existing knowledge, situational-unstimulated activity
A. A. Ponomarev	The most important mechanism of personal development and a necessary condition for its self-realization

Table 1 shows that scientists define the concept of «creativity» from the standpoint of philosophical and psychological-pedagogical approaches. In philosophy, creativity is considered as «the activity of the individual, consisting in obtaining a new, original».

For creative thinking, R. Sternberg notes, it is necessary to have six specific, but interrelated sources: personal characteristics, knowledge, thinking style, motivation, intellectual abilities and an environment that supports and rewards creative ideas.

We adhere to the position of R. Stenberg that creative thinking is something more than just a set of levels of functioning of each component. First, among the components, a

certain kind of compensation is possible, when the strength of one component (for example, motivation) compensates for the weakness of another (for example, the environment). Second, components may begin to interact (e.g. intelligence and motivation); however, this kind of interaction can lead to non-linear increase of effect. In the third, some components may exist a threshold effect (e.g. knowledge); this threshold is the limit of a certain kind, because regardless of the levels achieved by other components, the work in the field, which is creative knows very little or knows nothing, is simply impossible. Knowledge is the necessary basis without which the process of forming, developing and improving creative thinking is impossible.

In the logic of our research, we consider creative thinking as a personal quality, since it determines the need, readiness and possibility of creative self-realization and self-development; expresses the attitude (position, attitude, orientation) of a person to creativity; ensures effective interaction of the individual with other people and the productivity of its activities.

So, creative thinking can be represented as a set of three elements - activity, personal and cognitive.

1. Activity-the process of creating cultural values, which includes the goals of activity, methods, techniques, actions.
2. Personal- States of personality that encourage a person to master creative thinking (motives, orientation, values).
3. Cognitive-assimilation of content: knowledge of the main categories of creative thinking, mechanisms and favourable factors for its formation.

Based on these elements, we have identified the following components of creative thinking: motivational and tsennosty (focus on creative thinking as a value; the motive of self-realization); the intellectual-cognitive (the person has knowledge of: the essence of the concepts «creativity», «creative thinking», the mechanisms of creative thinking (intellectual intuition, Association, reflection, creative activities); the role of intuition and imagination in creative thinking); active (the person is able to highlight contradictions and to formulate problems, apply logic and logic techniques to mentally experiment).

Based on the analysis of scientific literature, it is proposed to understand creative thinking as a type of thinking that manifests itself as an integrative quality of personality, characterized by the subject's value attitude to creativity, the meaningfulness of the main categories, mechanisms of creative thinking, the conscious application of logical operations and heuristic techniques to solve the detected problems. It includes motivational - value, intellectual-cognitive, and activity components. A creative thinker can identify contradictions, identify problems and solve them using unconventional methods, and create something qualitatively new for himself and others.

**Conclusions.** The formation of creative thinking is an urgent problem that is caused by the processes of Informatization, globalization of society and increased competition in the market. Understanding the essence of creative thinking, the use of creative methods and mechanisms in the development of a tourist product, a non-standard approach to solving business problems will allow a tourist enterprise to increase its competitiveness and strengthen its position in the industry.

In our proposed interpretation, creative thinking is an individual and professional-personal characteristic that requires a multidimensional approach to its study. As a system, it includes moral orientation, motives, goals, value orientations, a set of knowledge, skills, forms and ways of using them in non-standard situations.