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Significance of cultural sensitivity for positive personality identity formation among sport and tourism university students

Значимість культурної чутливості у формуванні позитивної ідентичності особистості серед студентів ЗВО у галузях спорту і туризму

Summary. *Outlining holistic image of a positive personality identity in a cross-cultural setting of professional development for students that gain their degrees in sports and tourism. The research involves a complex of generally accepted methods of qualitative and quantitative data processing, namely linguistic methods of cognitive and semantic analyses, applied to restore conceptual images of a positive personality identity in Ukrainian sport and tourism analytical articles. Furthermore, semantic essay analysis and pedagogical observation of students majoring in sport or tourism, are used to establish the frequency of students' references to different significant personality features that are likely to be culturally bound for them. The designed research methodology enables us to distinguish physical and social characteristics of a positive personality identity. While the sport media reveal physical qualities of resilience and adaptability as precursor for professional achievement, in tourism milder characteristics of physical well-being and responsible behaviour are focused on. Concerning social aspect of a positive personality image, leadership vs team spirit explicates motor nature of athlete's image, whilst effective communicative skills are more preferable in tourism. It is important to emphasise that value of cross-cultural awareness is put straightforwardly in tourism with concept categories of cultural sensitivity and cultural engagement mentioned more often by corresponding students (18% and 27% respectively). On the contrary, appreciation of community engagement (18%) and positive attitude (16%) by sport students*

might only be regarded as implicit reference to cultural sensitivity as desired personality quality. Differentiation of conceptual images of positive personality identity in sport and tourism reveals underestimated power of cultural sensitivity concept for both groups of students. It becomes clear that promoting the idea of positive international experience among students may facilitate their academic endeavours and contribute to their professional achievements.

Key words: positive personality identity, cultural sensitivity, cross-cultural awareness, professional development.

Анотація. Метою цієї наукової розвідки є окреслення цілісного образу позитивної ідентичності особистості в крос-культурному середовищі професійного розвитку серед студентів, які здобувають вищу освіту в галузі спорту та туризму. Дослідження включає комплекс загальноприйнятих методів якісної та кількісної обробки даних, а саме лінгвістичних методів когнітивного та семантичного аналізу, застосованих для відновлення концептуальних образів позитивної ідентичності особистості в українських спортивних і туристичних аналітичних статтях. Крім того, семантичний аналіз есе та педагогічне спостереження за студентами, які навчаються за спеціальністю «Спорт» або «Туризм», використовуються для визначення частоти посилань студентів на різні суттєві риси особистості, які, ймовірно, культурно пов'язані з ними. Розроблена методологія дослідження дозволяє виділити фізичні та соціальні характеристики позитивної ідентичності особистості. У той час як спортивні засоби масової інформації виявляють фізичні якості стійкості та адаптивності як передумови для професійних досягнень, у туризмі вони зосереджені на більш м'яких характеристиках фізичного благополуччя та відповідальної поведінки. Що стосується соціального аспекту позитивного іміджу особистості, лідерство проти командного духу пояснює рухову природу іміджу спортсмена, тоді як ефективні комунікативні навички є більш кращими в туризмі. Важливо підкреслити, що цінність міжкультурної обізнаності прямо висвітлюється в туризмі з концептуальними категоріями культурної чутливості та культурної залученості, які частіше згадуються відповідними студентами (18% і 27% відповідно). Навпаки, оцінка соціальної залученості (18%) і позитивного ставлення (16%) студентами-спортсменами може розглядатися лише як неявне посилання на культурну чутливість як бажану якість особистості. Диференціація концептуальних образів позитивної особистості в спорті та туризмі виявляє недооцінену силу концепції культурної чутливості для обох груп студентів. Стає очевидним, що популяризація ідеї позитивного міжнародного досвіду серед студентів може сприяти їхнім професійним досягненням.

Ключові слова: позитивна особистісна ідентичність, культурна чутливість, міжкультурна обізнаність, професійний розвиток.

Introduction. Today's turbulent changes in social and economic life, political instability in many world regions as well as rapid technological advances push educational scientists to search for new approaches to a

personality formation, the ones that could nurture such qualities and virtues in young generation that could not only contribute to its resistance to daily challenges, but also motivate to move forward. At the same time, being aware of globalization trends that spread intercultural experience worldwide thus providing multicultural influence of different national representatives to each other, researchers aim at establishing how global communication competence [14] may facilitate these practices. In particular, the question arises if it is possible to develop a positive personal identity among university students that major in sports and tourism when promoting skills of cross-cultural understating and cooperation.

A *positive personality identity* refers to an individual's worldview, i.e. a distinctive pattern of thoughts, emotions, and behaviours that reflects optimistic traits of character [2; 17, p. 458]. It involves such personality qualities as empathy, resilience, kindness and a general positive outlook on life. Someone with a positive personality identity is likely to approach challenges with a constructive mind-set, maintain a hopeful attitude to overcoming hardships, and exhibit behaviours that contribute to positive outcome for those around them. Developing a positive personality identity often involves not only consistent self-awareness, intentional efforts to cultivate positive traits, and a non-stop commitment to personal growth, but also maintaining positive interpersonal relationships in international setting.

Therefore, in our research a *positive personality identity* is regarded within the concept of *cultural sensitivity*. It derives from the umbrella notion of global or cross-cultural competence [5, p. 241], also known as cross-cultural awareness, and presupposes being familiar with various cultural codes, namely, attitudes, values, beliefs, being tolerant to different customs and traditions, as well as choosing appropriate behavioral patterns according to set norms of respectful cross-cultural interaction. It also includes the issues of interpersonal communication in an international setting of sport or other cross-cultural events where all the interlocutors identify themselves as individual cultural representatives [2; 8, p. 165], but see others as belonging to their culturally diverse groups, therefore, sharing joint feelings of respect to them as unique individuals.

The **purpose** of the study is to define the conceptual image of a positive personality identity in the area of sport and tourism via restoring its conceptual image in Ukrainian analytical articles, as well as to distinguish values that are most often referred to and appreciated by university students gaining their degree in the relevant spheres. The aim is to find out if the analyzed images contain topical values of cultural sensitivity and if the latter are considered detrimental for career success by university youth.

Methodology/Methods. The research is the authors' vision on how a positive personality identity is formed in cross-cultural context among students of National University of Ukraine on Physical Education and Sport (NUUPES), Kyiv, Ukraine, and National Food Technologies University (NUFT), Kyiv, Ukraine, based on more than 10-year teaching experience in these educational establishments. To achieve set objectives of this study we have applied a holistic complex of generally accepted methods of qualitative and quantitative data processing, linguistic methods of cognitive and semantic analyses [4; 7], pedagogical observation [1, p. 307] and evaluation, which will be further described in 3 subsequent steps.

(1) In particular, *constructing a conceptual image* of a positive personality identity in the sphere of sport and tourism from semantic perspective entails the analysis of corresponding verbalisation of positive characteristics of successful athletes and/or travellers in the Ukrainian language. Defining verbal images of these personalities in the Ukrainian analytical articles as semantic axiologically coloured constructions, allowed reinterpreting and converting the standardized meanings of lexemes into a unique ethnic perspective, i.e. outlining possible semantic shifts in the conceptual image of a positive personality identity.

Applying a semantic and cognitive approach to the study of a positive personality identity in sports and tourism spheres we have ascertained the correlation of language semantics with people's conceptual sphere, i.e. the correlation of semantic and cognitive processes in defining distinctive features of such a personality [4]. The procedure of the analysis entailed the following steps, namely picking out thematic excerpts from the Ukrainian analytical articles; the analysis of the lexemes – constituents of the source and target domains of the corresponding thematic excerpts; defining the concepts that represent the source and target domains (for more details ref. to *Conceptual Metaphor Theory* [12]; making out the conceptual scheme, that serves a basis for the conceptual image of a positive personality identity in sports and tourism spheres; building the prototypical conceptual scheme for the number of images united with one conceptual referent by means of generalizing the feature.

In order to achieve tasks of the given research, we have analysed thematic excerpts from the Ukrainian analytical articles that serve the material of our research. We have mainly relied on 2023 top media in Ukraine, i.e. *Суспільне*, *New Voice*, *Ліга*, *Укрінформ*, *Українська правда*, etc.; in the sports field we have taken into account articles from such top sport media services as *sport.ua*, *football.ua*, *ua-football.com*, *terrikon.com*; in the area of tourism we have analyzed *Уніан Туризм*, *MegaTour*. Altogether 122 and 85 thematic excerpts from sports and tourism media were withdrawn and further analyzed to construct cognitive image and cognitive scheme of a positive personality identity in sports and tourism spheres.

(2) To assess the level of cultural self-awareness of university youth, as well as establish the significance of cultural sensitivity among university sport and tourism students, we have engaged 156 students, including 100 and 56 students of NUUPES and NUFT respectively. They were suggested to write an essay outlining their culturally bound learning experience as well as current and/or desired professional engagement in cross-cultural interaction. Moreover, the task also requested describing one or few inspiring experts in the area of either sport or tourism that serve as a role model for them. These essays were later semantically analysed to distinguish constituent elements of a positive personality identity that are especially relevant to either of professional fields.

(3) Further, in the next step of our study we have applied statistical research methods [15, p. 445], namely quantitative data processing, to establish the frequency of students' references to different significant personality features that were distinctive for those gaining their degree either in sports or in tourism. This has enabled us to not only guarantee the validity of cognitive and semantic analyses of Ukrainian analytical articles, but also prove the statistical significance of cultural sensitivity in the multifaceted frame of a positive personality identity for university youth. Moreover, pedagogical observation within our long-term teaching career makes it clear that a positive personality identity is currently regarded as an open-minded and respectful professional, behaving ethically in cross-cultural setting.

Results and Discussion. To begin with, it is worth explaining our choice of sport and tourism analytical articles as the main lingual source for revealing conceptual image of a positive personality identity in these fields.

An analytical article is a journalistic text that is formed at the intersection of informational and literary journalistic subgenres [16, p. 62]. It mainly characterizes print and Internet publications, in which a professional athlete or an experienced sport commentator not only determines cause-and-effect relations of a certain sports event or phenomenon, but also presents their evaluative vision of the described situation or trend. Similarly, an analytical article in tourism sphere is a reputable publication by an experienced traveller or blogger, devoted to the issues of cultural tourism trends, sustainable tourism practices, digital transformation and influence of global events on tourism. In contrast to informative articles, which are objective in terms of the chronology of events presentation and neutral in terms of chosen style, analytical articles focus on current socially significant phenomena in the field of sports and tourism, so they can contain emotional and evaluative components, particularly, several views, explanations of causes and possible consequences, generalizations, conclusions, etc. Importantly, presentation of material in such

articles corresponds to the interests and reflects cultural values of their target audience. This allows us to consider them a reliable source of a semantic and cognitive analysis, aimed at revealing both cognitive image and cognitive scheme of a positive personality identity in sports and tourism spheres.

Conceptual images of a positive personality identity in sports and tourism spheres. In the course of our research the study of excerpts from Ukrainian analytical articles has allowed us to make an assumption that creation of the studied conceptual images is based on generalisation of the number of images that refer to positive personality traits in Ukrainian.

I. Conceptual images of a positive personality identity both in sport and tourism spheres can acquire positive ***physical characteristics***, related to good physical state of a person, his/her attractive appearance and health, which is most commonly found in descriptions of world-known champions or famous explorers. Although extracts of analytical articles contain favourable attribution of personality's health in both sport and tourism spheres, still more precise study of verbal personality images shows some differences, which are worth considering.

Regarding sport sphere, physical characteristics of a positive personality identity are conceptualized via the category of *healthy life choices* as a major virtue of an athlete that affects their performance and longevity in respective sports. Verbal markers of this conceptual block denote healthy nutrition (“збалансоване харчування”, “безцінне джерело вітамінів”) work-life balance (“прагнення кар’єрного зростання”, “потрібне переЗавантаження”) and injury prevention (“профілактичні заходи”, “загальної, спеціальної та вольової підготовки”).

Another category of an analyzed conceptual image – *physical fitness* – is focused on in sports analytical articles, because maintaining a high level of conditioning is positioned as the precursor to success. Interestingly, that among various approbatively described physical qualities, such as endurance, strength, flexibility, these are *resilience* and *adaptability* that are explicated as the most rated. The former corresponds to stress resistance in face of physical challenges and setbacks. The latter refers to physical versatility to sport and cultural legacy within few generations. Consider the extract from analyzed analytical articles: *Міць козацького духу має надзвичайно потужну силу. Захоплюючись досягненнями свого видатного земляка, вбираючи силу, нескореність, наполегливість Івана Піддубного ...* [Чорнобаївська територіальна громада, 04.12.2023].

When looking back to how the athletes are described in sports analytical articles, it becomes clear that *work ethic* is also correlated with physical achievements of sportsmen. Adhering to a timely, non-stop

training regimen and showcasing the importance of dedication and hard work in achieving physical goals presupposes much of *discipline* as well. These two semantic clusters can be generalised into the concept category of *sportsmanship*, i.e. adherence to the rules of a sport, and graciousness in both victory and defeat. Sportsmanship goes beyond performance when it encompasses how individuals conduct themselves on and off the field, emphasizing values of honesty, humility, and respect for others. Thus, these qualities are explicated by means of corresponding lexemes “дисциплінованість”, “чесна гра”, “повага до суперників”, “етика”.

Accordingly, in tourism analytical articles similar physical virtues of *challenge* and *adaptability* are praised, however, they can be generally generalized into the concept of *physical well-being* rather than physical fitness. This could be explained by not only promotion of good physical health via travel activities, but also creating a pleasurable image of achievement in such an activity. Look at the extract below, which implicitly suggests that visit to Bologna requires physical endurance to climb numerous towers, which are however non-typical and require tourists’ adaptability to truly enjoy the view.

Чи не найважчим завданням для нас під час візиту до Болоньї виявилось знайти вежу, з якої можна було б подивитися на панораму міста згори. ... Базиліка Сан-Петроніо ... є доволі нетиповою для готичного стилю, який ви звикли бачити, наприклад, у Німеччині... [УНІАН. Туризм, 13.09.2023].

Regarding another constituent element of a positive personality identity in tourism sphere, we should outline the semantic block of *cultural engagement* within the framework of physical characteristics. In this context, it refers to a traveller’s ability to understand and manage their physical well-being, preferences, and limitations during the new eye-opening journey. It involves being attuned to one’s body, health, and personal needs, which can significantly impact the overall travel experience to a culturally different area. Surprisingly, *self-awareness* turns to be interconnected with *work ethic* in this respect, as it contributes to an individual’s overall professionalism and effectiveness in the workplace. When a travel blogger recognizes their strengths and weaknesses, they understand where they excel and areas in which they may need improvement, therefore, demonstrating commitment to ongoing learning, skills development, and staying current with industry trends to enhance one’s contributions. These virtues are verbalized, for instance, in such phrases as “витривалість гірських мешканців”, “сила та спритність місцевих”, “спробуємо докласти максимум зусиль, щоб усе тут дослідити”.

We have also categorised the concept category of *responsible tourism practices* as the one depicting physical characteristics of a positive

personality identity, because it is explicated in analytical articles by description of tourists' ethical behaviour, their sustainable and conscious actions towards local nature and inhabitants [10, p. 68]. Study, for example, the verbal markers “*етичний туризм*”, “*екологічно чисті практики*”, “*забезпечення добробуту приймаючих громад*”. Fulfilling environmentally friendly practices involves respectful exploration of destinations and is believed to be a desirable course of actions for all who travel.

Detailed analysis of physical characteristics in conceptual images of a positive personality identity in sport and tourism spheres provides the grounding for their comparison. Given that the nature of sport means a regular competitive interaction of rivals on an international arena, it becomes evident that concept of *sportsmanship* implicitly includes the one of *cultural engagement*, typical for tourism area. Respectful and fair behaviour during international sport events is just the same tourists are expected to expose towards local residents, whose country they visit. Moreover, the category of *physical well-being* in tourism seems to partly overlap with *healthy lifestyle choices* for sportsmen when it comes to experiencing healthful behavior on the daily basis. Identical in name, but semantically different category of *work ethic* focuses on morally correct and socially acceptable patterns of behavior for both athletes and tourists.

II. Positive *social characteristics* are also attributes to the conceptual images of a positive personality identity both in sport and tourism spheres. Although they are quite distinctive for these two spheres, they encompass soft skills of successful communication and/or interaction and presuppose genuine concern for well-being of others. They are both achieved with the help of *positive attitude*, that is the coinciding concept category in tourism and sport conceptual spheres. No wonder, as reporting information related to these areas of human activity is almost always associated with positive connotation of appraisal or pride. In the course of our analysis it has been semantically proven that optimism in athletes is revealed when they are described facing challenges that require physical qualities of adaptability and resilience as well as focused on situation; while tourists' positive spirit is likely to be explicitized via flexibility, open-mindedness and curiosity in description of their thoughts and actions. In both cases a positive attitude is proven not only to enhance individual experiences, but also to create supportive community – be it on the sports field or amidst the world wonders.

It is worth mentioning that sports analytical media contain such articles that emphasize two other significant social characteristics of successful athletes. Firstly, we distinguish the semantic block of *leadership* with interrelated concept category of *teamwork* as an integral part of a positive personality identity. In team sports captain is traditionally depicted

as a focal point of cohesion in their team, offering inspiration apart from guidance for their teammates. So, binary opposition of simultaneously assertive and supportive behavior is revealed, although it is perceived as natural and thus is welcomed. Verbal clues “*ми*”, “*нас*”, “*разом*” symbolize unity of athletes, and are still accompanied by direct citations of captain’s motivational assertive speeches or personal opinion on the game. Take for example comment of a hockey match on the *sport.ua* website, where achievement of the captain is associated with multiple victories of the hockey club: “*Лідер Сокола очікувано розгромив головного аутсайдера Берсерків з рахунком 11:0. Для кийівської команди це рекордна у сезоні перемога за кількістю закинутих шайб*” [sport.ua, 15.01.1024].

Secondly, this is *community engagement* that is highly praised among athletes who may serve as a positive role model. In its turn, the outlined concept category entails two more derivatives, namely *inclusivity* and *charity*, verbalized by lexemes “*інклюзія*”, “*різноманіття*”, “*об’єднання*”, “*благодійність*”, etc. in sport analytical articles. Engagement of community in sports trainings and competitions is characterized as a powerful catalyst for promoting charity and fostering inclusivity, as far as shared enthusiasm for physical activity of people from diverse backgrounds unites them despite their differences. Moreover, when it comes to international sports events, they may also serve as fundraising platforms for cross-cultural exchange. While it is true to say that the notion of cross-cultural competence is not directly stipulated among social characteristics of a positive personality identity in sport analytical articles, it is still obvious that without the one any socially-acceptable achievements in the sports arena are impossible.

On the contrary, tourism related media explicitly focuses on the concept category of *cultural sensitivity*, which involves both recognizing cultural diversity. In this context the distinguished parameter of a positive personality identity refers to the notion of *collaboration* as well. The latter means fostering positive interaction of tourists and local communities, so that it could lead to a mutually enriching experience. Linguistic markers that were extracted from tourism analytical articles, i.e. “*обізнаний у культурі*”, “*взаємодія та колаборація*” also prove that acknowledgement of cultural diversity naturally transfers into respectful behavior of travelers towards locals, thus, encouraging more harmonious travel experience.

Effective *communicative skills*, including *hospitality* that are also attributed to social characteristics of a positive personality identity influence the success of above-described professional activity in tourism sphere. These components reveal the ambivalent nature of tourism that presupposes both visiting new places away from home and taking

guests at home country, with the former being more frequently focused on in Ukrainian media. Linguistic markers usually denote these concepts with positive connotation, for instance “*дружня розмова*”, “*гостинний прийом*”, “*брататися*”. No doubt, strong communication skills let tourists navigate all over the world with ease, demonstrating understanding of other cultures. Apart from that, creating inclusive and welcoming environment for visitors bridges the gap between travelers and locals, facilitates their stay due to the hospitality of guest country.

Thus, comparative analysis of conceptual images of a positive personality identity, revealed in Ukrainian sport and tourism analytical articles proves overlapping of their physical and social characteristics. Although in sport physical qualities of resilience and adaptability are stressed on, in tourism these are transformed into milder characteristics of physical well-being and responsible behaviour. Regarding social aspect of a positive personality image, leadership, team spirit and community engagement demonstrate motor nature of athlete’s personality, whilst tourism insists on efficient communicative skills as more preferable.

Additionally, outlined peculiarities of conceptual spheres that represent positive personality identity in sport and tourism serve as grounding for creating prototypical *conceptual schemes* [13], when the number of images are united with one conceptual referent by means of generalizing the feature.

Thus, positive personality identity is represented in sport area as ПОЗИТИВНА ІДЕНТИЧНІСТЬ ОСОБИСТОСТІ – ЦЕ ЇЇ АКТИВНІСТЬ, emphasizing on significance of motor activity in professional athletic engagement. Meanwhile, involvement in touristic activities reveals human values of positive communication experience, leading to formation of conceptual scheme of travelers as ПОЗИТИВНА ІДЕНТИЧНІСТЬ ОСОБИСТОСТІ – ЦЕ ДОБРА ВОЛЯ.

Interestingly, that correlation of different referrals within conceptual spheres of a positive personality identity in sport and tourism has been statistically proven within semantic analysis of essays, written by NUUPES and NUFT students. Given the task to describe their culturally bound learning and professional experience, university youth was generally likely to focus on positive engagement in either international sport events or/and trips abroad. However, as the students of both universities tended to provide descriptive essays, they also specified on typical personality qualities that they associated with a positive personality identity in their field of their expertise. In this way, it has become possible for us to verify conceptual images, previously uncovered in sport and tourism media, with the help of statistical method of quantitative data processing.

Thus, if we consider the graphs bellow it becomes evident that physical characteristics and social qualities of personality [6, p. 113] are equally

important for students gaining a degree in sport, with totally 46% and 54% of frequency of concept usage respectively. On the contrary, students majoring in tourism mentioned physical and behavioural parameters of a positive personality to a lesser extent (at the level of 20% for physical well-being and responsible tourism). However, the statistic for overall physical characteristics reference (47%) by tourism students managed to catch up with frequency of sport students' one due to cultural engagement (27%). Additionally, this personality quality is further emphasized in the frame of the social characteristics both in the field of sport and tourism (18%).

The conducted linguistic and statistic research, therefore, reveals the powerful nature of *cultural sensitivity* concept for both groups of students in analysed areas. No matter whether it is straightforwardly stated by students of tourism major or implicitly stipulated by student athletes, it still remains clear that promoting cross-cultural awareness in the course of their studies is the key to professional success.

Reconsidering correlation of students' cultural engagement and educational experience, i.e. the process and result of acquiring a set of ethical values by them without any limits of a certain society stereotypes [11, p. 238], reveals much of potential for adaptation and harmonization of current socially acceptable values both in spheres of sport and tourism. Inclusion of international communication experience in educational process for both groups of university youth serves as a means of their intercultural communicative competence development and might play a pivotal role in fostering a positive personality formation. In particular, a culturally sensitive approach to studies allows to promote respect, empathy, and open-mindedness. This not only enhances their soft skills, but also contributes to the cultivation of a well-rounded positive personality [9]. By appreciating various cultural perspectives, students can develop a more multi-faceted and integral worldview. Moreover, in the context of sports and tourism, where individuals may encounter a myriad of cultural practices, being culturally sensitive helps to build meaningful connections and creates a sense of global citizenship, contributing again positively to personal growth and identity formation.

This course of actions also reveals the essence of the cross-cultural self-awareness for youth through understanding the value of professional career development within the framework of successful social interaction, awareness of oneself, one's personal uniqueness, the uniqueness of one's inner world in the system of established social system. The revealed values contribute to the emergence of general feelings of dignity and belonging, when a person expects not only professional recognition in the narrow field of expertise, but also feels an important part of the Ukrainian and even the world professional community.

Conclusions. The conducted research has enabled us to uncover current conceptual images of a positive personality identity, characteristic for Ukrainian sport and tourism spheres both in analytical articles as well as attributive for students who major in these fields of knowledge. We have found out that although physical characteristics of personality are almost the same valued as social ones in sport area, the frequency of reference to advanced motor activity leads to development of a conceptual scheme POSITIVE PERSONALITY IDENTITY IS THEIR ACTIVITY. In this way, the latter predominates over other traits in professional athletic engagement. However, when it comes to conceptualization of a positive personality identity in tourism GOODWILL outstands, as far as such social values of cultural engagement, responsible tourism and positive attitude are generally more often emphasized for a decent traveler. On the contrary, athletes tend not to articulate their cultural awareness straightforwardly, even though sport has always been the platform of cultural exchange. Thus, it is believed that promoting values of cultural sensitivity among students of tourism industry, and even more for those engaged in sport may contribute to development of well-rounded individuals in both spheres of professional expertise.

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