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# Psychological Aspects of Management of Travel Companies

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*Berdikhanova Gulnara Nurlibaevna*

*3<sup>rd</sup> year undergraduate student of Nukus State Pedagogical Institute named after Ajiniyaz*

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**Abstract:** this article reveals the socio-psychological features of customer service in a travel company. Reveals psychological aspects in the field of tourism.

**Keywords:** increasing competition, practice shows, tourist business, tourist product, consequences, tourist activity, and foreign psychologists.

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In the system of a market economy, the direction of activity of any company is determined by the consumer who purchases a tourist product at his own discretion, and thereby indicates to the seller what needs to be offered on the market. A tourist company offering services that effectively meet the needs and requests of customers will be generously rewarded. Conversely, those who fail to achieve this will be punished by the loss of consumers with all the consequences that follow from this. Psychology service tourism service.

The increasing competition, the struggle for the client is a characteristic feature of the modern tourist business. In these conditions, the psychological aspect becomes a very important element of tourist activity. Here it is important to know the psychological portrait of the client, and the positive psycho-emotional attitude of the staff - as international and domestic practice shows, there are no trifles in the business world in matters of attracting and securing clients, especially in the tourism sector. A special role should be given to the psychological aspects of service management. In general, it is important not only to attract a client, to provide him with a service; it is important to provide this service in such a way that the next time the client again turned to your company, and even new clients turned to you on his recommendation.

When a travel company has a permanent clientele, whose requirements and requests are known to the staff, it is easier to serve such clients well and correctly, to warn all their requests and wishes. The object of the study is the peculiarities of tourist services in travel agencies. The subject of the study is the classification of groups of clients of travel agencies and the features of their service. Data collection method: monitoring the work of domestic and foreign psychologists, management theorists and practitioners on the nature and technology of tourism, as well as materials of printed and electronic business and specialized publications. Socio-psychological features of customer service in a travel company tourist psychological interactive.

The psychology of tourism refers to social psychology, more precisely, to the part of it that studies the relationships of people during the holidays, explores the motivations associated with tourist migrations and services. It can be said that applied psychology of tourism studies behavior in connection with the economic, social, labor and cultural aspects of tourism activities. One of the most important factors in the work of any travel agency understands what customers want. It is necessary to understand the reason that prompted them to choose this or that tour, their expectations from the trip. In other words, to understand the whole range of motives. The most popular is the theory of motivations of human needs by A.

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Maslow. In his works "Motives and Personality" and "Theory of human motivations", a pyramid of needs is substantiated, at the base of which - the most fundamental, and at the top personal.

Hierarchies of needs are stated by him as follows:

- All human needs can be grouped into five large groups in the form of a pyramid. After one of the needs is satisfied, the other takes its place. The highest needs are the most difficult to satisfy;
- In order for motivation to meet a particular need to arise, it is necessary to satisfy a need located below the rank. When a need arises, the body automatically tries to satisfy it by creating adequate behavior; Satisfaction of needs is a very important factor and determines behavior.

Consider the needs of a person according to A. Maslow:

- 1) Physiological primary needs are of the greatest importance for a person. When these needs are largely satisfied, the base of the pyramid can generate motivation to meet the needs at higher levels;
- 2) Security needs are aimed at finding protection against danger or any threat. They can be physical (accidents) or economic (economic instability or unemployment);
- 3) The needs of relationships, or social, become important when a person is confident in his well-being and security. It becomes important for a person to be perceived by other people, to be a member of a group, to achieve recognition;
- 4) Psychological needs - respect or self-love - relate to the status of communication with others, the desire for knowledge and success. At this stage of values there is trust and recognition from others.

Also, a person can simultaneously be at several levels at the same time, but this does not mean that the needs in everyday life are met by 100% when moving to each higher level. A. Maslow believes that the needs are met (on average): physiological - by 80%, security - by 70%, social - by 50%, psychological - by 40% and self-expression - by 100%. With regard to the motivations of the tourist, it can be assumed that his needs will become an integral part of all the steps of the pyramid of A. Maslow. Tourist motivations can be combined into several types:

- Physical motivations on vacation: sports, wellness on the beaches, workouts related to health promotion, etc. All these motivations have a common aspect: to reduce fatigue and tension through active physical activity and thus achieve a new physical condition through rest. -cultural motivations can be identified as a desire to get to know other areas of the country with a different culture, history, architecture.
- Social motivations, or relationships between people, include the desire to meet new people, visit friends.
- Motivations for changing activities or geographical location suggest getting out of the routine associated with work or daily activities, moving into a new geographical environment.
- Motivations of status and prestige are related to the "I" of a person and his personal development. These motives may be related, for example, to business travel, trips to congresses, studies. The desire for recognition, attention and a good reputation can be very widely and deeply satisfied through travel.

Motivation of entertainment is associated with the desire for a fun pastime (dancing, sports, music, walking). The psychology of tourist needs covers the study of all psychological aspects of the client: his behavior, motivation, desires, cultural and other needs based on:

- ✓ motivation and desires of the tourist;
- ✓ Typologies of the tourist clientele.

Travelers can be classified according to the types identified by the American psychologist Stanley Plog:

Psycho centric (focus on themselves) and egocentric (extroverted behavior). Psycho centric people prefer: traveling with families in strictly defined places; active joint recreation in familiar localities; resorts where there is a lot of sun and good quality of rest; minor activity; places that can be reached by car; tourist comfort with a developed network of hotels, restaurants, shops; home environment (familiar cuisine, family atmosphere, absence of foreigners); a full package of very intensive excursions. Egocentric people prefer active and diverse entertainment; adventures and thrills in life; travel to satisfy curiosity. The greatest attraction is seen in underdeveloped tourist areas. They try to make the most of air transport, are demanding of living conditions, good nutrition. For them, "modernity" is not mandatory, or rather, following fashion, since they are not interested in hyped, "worn-out" resorts and attractions. They prefer to get acquainted with a new culture and communicate with foreigners. If there are excursions in the program, they do not accept strict schedules and require the maximum degree of freedom and independence. The adaptation of this classification on Russian soil is a controversial and difficult issue. And we will not be able to give unambiguous answers for a long time, because the constantly traveling stratum of society, firstly, is small, and secondly, is still in a state of forming preferences. In order to properly master the skills of customer service, travel agency employees need to take into account the classes of tourist service well.

Service classes are used to clarify the quality of services provided. There are no general standards for setting classes and service programs, but it is generally accepted that a higher class of service is distinguished by a higher quality of tourist services provided. The division into service classes is possible due to the fact that the tourist product is complex, consisting of a set of various services that have their own internal gradations. For example, accommodation services - a motel or a five-star hotel, catering services - a cafe or a prestigious restaurant with national cuisine, and so on. All this makes it necessary to introduce a certain gradation of the services provided. Currently, service levels are divided into the following categories:

- 1) Luxury. These are services of the highest class. These can be hotels of the highest category, meals in luxury restaurants with individual service, flights by first class or business aviation aircraft, individual transfer by limousine class cars, individual guide-interpreter.
- 2) First class. A fairly high level of service. It provides accommodation in four- to five-star hotels, business class flights, high-class cuisine and a wide selection of dishes, individual transfer and a guide.
- 3) Tourist class. The most diverse service option. It provides accommodation in hotels of the "two-three stars" categories, economy class flight of regular flights, buffet-style meals, and transfer by a custom bus as part of a group.
- 4) Economy class. This option is considered the cheapest service option. The clients of this class are usually students and low-income people. Accommodation in one-two-star hotels,

in dormitories, in small private hotels providing self-service service. Meals may not be provided or a buffet breakfast may be provided. Flights are usually charter flights, meetings and send-offs can be arranged by public transport. In any case, when buying a tour, you should specify the level of each service and its specific content.

Work with visitors, like any other activity, must be organized. Ethical and psychological aspects of communication between travel agency managers and clients are very important in the organization of reception and customer service. In the East and in Western Europe, since ancient times, great importance has been attached to the need to take into account ethical norms and values in business communication. Their influence on the efficiency of doing business was particularly emphasized. R. N. Botavina in his work "Ethics of business relations" identifies several ethical rules of customer service.

1. How to seat the interlocutor? The question is not as idle as it may seem at first glance. We humans are rather subtle natures: we feel a lot of discomfort, but we cannot explain why this is so. There are at least three possible options for placing the speakers: opposite, side by side, at an angle of 90 degrees. Each option is used quite often, but which one is preferable? It is believed that communication is effective when about a third of the contact time of the interlocutors their views constantly met, so the chairs at the conversation table should be placed at right angles. 2. Definition of communication strategy and tactics.

At this stage, it is necessary to determine the main and secondary goals of communication (in particular, what can and cannot be sacrificed). It is important to understand what you can give to get a big profit. Communication tactics also include the ability to ask questions. The direction of the conversation can be adjusted by asking questions. Questions can be divided into so-called "open" and "closed". An open question is one that cannot be answered in monosyllables (yes, no, I don't know), but has to be told about something (for example: "Please tell me...", "What do you know about ...?", "What do you think ...?", "Why...?", "Your opinion?", "Your suggestions?", "How do you explain this?"). Open questions are indispensable when the purpose of communication is to obtain information. Closed questions should be answered only with "yes" or "no". Such questions should be used effectively to achieve the following goals: convince the interlocutor, get his consent, lead to the rejection of something, overcome his resistance - for example, when you need to give an assignment to an employee who (you know from experience) will argue and prove that this is not part of his duties, and so on. When organizing the service, it is important to take into account the principle of exemption, that is, the client must be freed from all unpleasant things (from burdensome organizational worries, ordering transport tickets and funds, waiting for any kind of service, and so on). The optimality of service is also an important consumer property that is directly related to hospitality. It implies: - compliance of services with the theme of the tour;

- ✓ the targeted orientation of the tour to a specific target group of consumers;
- ✓ advance approval of maintenance programs;
- ✓ flexibility of programs (the possibility of replacing certain services);
- ✓ rational maintenance of the service by the number of services provided;

Lack of bias in service (unobtrusive services). When personally contacting a client, the manager of a travel agency needs to understand from the very beginning the principles of modern software service, which fit into the concepts of "guest - host", from which the meaning of hospitality in tourism and the appropriate approach to programming and service organization follow. According to foreign experts, the following principles should be the basis for the promotion of any service program.

Hospitality is recognized as an important property of a tourist product. Without this, any most perfect tourist product will look impersonal and the tourist will not receive the expected level of satisfaction of one or another of his needs. Hospitality in the tourism industry is a professional requirement, it is the art of making people feel that they are welcome. The components of hospitality are dignity, respect, courtesy of the staff. This concept is multifaceted and consists of many constituent factors:

- high-quality information, both local and regional markets about the possibilities of recreation, knowledge and entertainment, that tourists are expected and prepared to meet them;
- Creating a positive image of the tourist area, enterprises serving potential consumers (advertising, participation in TV shows dedicated to tourism, charitable activities, etc.);
- undisguised desire of the service personnel to provide tourists with signs of attention (service policy on the principle of "everything for the client");
- Attentive attitude of those who provide a tourist product to the requests and wishes of the client (on the principle of "what else can we do for you?»);
- taking care of facilitating the orientation of tourists in obtaining services (information within the company, about objects in guidebooks and booklets in a language understandable to the tourist, and more);
- A benevolent attitude towards tourists, which should be elevated to the principle of service.

Liberation. During the service process, the client must be freed from any unpleasant moments (long waiting, transport, etc.). Optimal service. The client should feel that all services correspond to the same level, without "falling out" into the highest or lowest category.

Activity. Initiative in service, to some extent, courtesy, as well as the ability to do for the client what he does not expect (a welcome cocktail or a souvenir at the expense of the hotel, providing theater tickets, etc.). Respect for the client. Respect for his desires, inclinations, and hobbies.

Individual approach. An approach to customer service that does not provide a mandatory set of services, but is built taking into account the tastes and needs of the client.

Freedom from trends. The client should feel that service is not a goal, but a desire to satisfy his needs.

Visibility of the scope of service. The client must know in advance the list of services selected for him. Correctness of service and sales. The client must be sure that by buying the tour, he made the right choice.

Availability of free information (consultations, booklets, etc.) about available tours and services.

All these principles are built taking into account the psychology of modern man. Good service is recognized to meet his needs. The main tourist program is the purpose of the trip. The tourist does not consider the program and service to be of high quality if the purpose of the trip is not achieved. For example, when buying a tour to a prestigious resort, the client assumed that there would be a lot of informative excursions, and during the maintenance process it turned out that at this resort all excursions are provided for an additional fee and provided that the required number of people are recruited into the tour group. As a result, the tourist is not satisfied with the service program. The positive reaction of the consumer to the

service contributes to the restoration of his health. Thus, the basis of the programming of tourist services is the tastes, habits and desires of customers. Along with the above factors, experts have recognized the importance of such a property of a tourist product as hospitality. Without it, the most perfect tourist product will look impersonal and the tourist will not receive the expected level of satisfaction of his needs. Hospitality in the tourism industry is the art of making people feel welcome. But the hospitality itself is multifaceted and consists of such constituent factors as:

- ✓ high-quality information, both local and regional markets about the possibilities of recreation, knowledge and entertainment, that tourists are expected and prepared to meet them; - availability of a favorable tourist area, events, services to potential consumers (advertising, participation in TV shows dedicated to tourism, charitable activities, etc.);
- ✓ charitable attitude towards tourists and the desire of service personnel to provide tourists with signs of attention, i.e. the service policy "everything for the client";
- ✓ attentive attitude of all employees of the tourist product to the requests and wishes of the client; - taking care of the facilitation, orientation of tourists in obtaining services (information in the nutria in the company, information in guidebooks and booklets, as well as poster information in a language understandable to the tourist). Ensuring the clarity of information with the help of signs and pictograms.

All these factors should organically enter into the service technology. When organizing work, it is important to take into account not only the climate of interaction between tourists and service personnel, but also the psychological aspects of the tourist's perception of services and technologies of their presentation. This means that the identity of the tourist, his interests and emotional relations to him are put in the foreground. In the conditions of serious competition available today in the tourist market, this is an important factor. It is important to take into account all these principles at the stage of developing a tourist product, bearing in mind that an improperly prepared product is not only not in demand, but is also capable of alienating potential, subsequent customers from the enterprise. Service psychology is one of the branches of psychology. In the service sector, the general patterns of psychology have a peculiar coloring. So, the communication of staff with the clientele is characterized by features that are absent in the workforce, in the family circle, and are inherent only in service sector teams. Based on this, in order to understand the behavior of a person acting as a client, a service sector employee needs to know not only the principles of general psychology, but also to know and, most importantly, skillfully apply in practice the psychological principles of the customer service process. Therefore, it is so important to pay great attention to the study of the personality of the client, the personality of the personnel of the service enterprise, their relationships in the service process. Equally important are the issues of relationships between members of the service company's workforce. The tasks of service psychology include the following: - development of methods of influencing consumers to stimulate their desire to resort to the services of the service enterprise;

- study of the needs of customers, which they are guided by in the provision of services (selection of tourist products);
- study of the demand for various services depending on the gender, age and individual characteristics of customers;
- disclosure of psychological factors of the organization of service processes;
- study of the psychology of fashion, the psychology of the impact of advertising;

Consideration of the psychological conditions of the organization of work of employees of

the contact zone. Based on the above, the following definition of service psychology can be given - this is a special branch of psychological science that studies the features and role of mental phenomena in the service activities of contact zone employees and consumer activity of clients. Knowledge of the psychology of service will help the staff to understand the behavior of customers (consumers of service services) to choose the best option (method) for their service; to understand the behavior of their colleagues in order to provide them (if necessary) with assistance and support. Employees of the contact zone need to know (and skillfully apply in the course of their work) the psychology of service, since their activities are characterized by a large daily psychological content. In fact, successful service largely depends on the ability of the service employee to understand the psycho-individual characteristics of the client and recognize his momentary state and build tactics of communication with him on this. Therefore, today employees of the service sector, including the tourism industry, are obliged to know the psychology of relationships with consumers of services no less than the technology of rendering services. Speaking about the psychology of staff communication with clients, it is necessary to take into account professional ethics. Professional ethics is a set of moral norms that determine a person's attitude to his professional duty. The moral qualities of an employee are considered as one of the main elements of his professional suitability. The ability to communicate with people is the most important and necessary quality for an employee of the tourism industry. Genuine professionalism is based on such moral norms as duty, honesty, demanding of oneself and colleagues, responsibility for the results of one's work. In the tourism business, special attention is paid to the ability to communicate with customers. All staff, primarily those employees who constantly communicate with customers, undergoes special training: staff is taught how to communicate with different customers, talk on the phone, listen to complaints, etc.

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