

Naumik-Gladka K.
Simon Kuznets Kharkiv National University of economics
Kharkiv, Ukraine,
Affiliated scientific fellow Fil. Dr. Jan-U. Sandal Institute
Norway
Sliepakova K.
Simon Kuznets Kharkiv National University of economics
Kharkiv, Ukraine

CONFLICT AS A FACTOR OF COMMUNICATION DEVELOPMENT IN TOURISM

One can find the definition of a concept of conflict in many dictionaries, f.i.: «Conflict is a situation, a set of circumstances in which there is: a clash of opposing parties, forces or views; lack of agreement between two or more entities; internal discomfort of one person» [4].

In conflict situations, each interested person tries to defend the own opinion and achieve the own goals. In touristic sector a tourist would like to pay less but to obtain more touristic services. Any person in this case gives arguments in his\her favor, gives the opportunity to present the interlocutor his/her arguments, and also tries to convey his/her own point of view through counterarguments. During a conflict all sides use all acceptable means and forms of influence in the situation and try to overcome the resistance of the other party.

There are many opinions about philosophy and psychology of conflict [1-5]. But it is also important to understand whether conflicts are not needed at all and whether they do really effect positively on a society.

The expression «how many people – so many opinions» reflects perfectly the reason of the most conflicts. Everyone has the right to their own opinion. Some try to avoid conflict situations as much as possible, others provoke a conflict on the contrary, and some adequately perceive other people's positions and resolve the conflict as adequately as possible, adhering to their own opinion and understanding the position of the interlocutor.

For a long time, psychologists, philosophers, scholars of conflict have been trying to understand the sources of conflicts between people and their solutions.

In the article «Factors of conflict origin and development. Types of conflicting personalities» [5] tells about: «one attributes the root cause of conflict to a violation of social justice in human society and, as a result, to a restriction of self-esteem. At the same time, justice itself is a correspondence between a person's contribution to the solution of certain issues and the benefits received for it (moral or material)». This «correspondence» is determined by the level of development of a particular society, group or individual. Based on this, the conflict is often caused either by a violation of existing and generally accepted norms of justice, or a clash of different ideas about the rules of justice.

However, the fact that a conflict is a crucial aspect in communication between people and as a factor of development [7, 8]. Conflicts in tourism are not only a clash of opposing opinions, knowledge, but also an opportunity to understand, to learn a new idea about the touristic business, training of communication skills, the ability to understand other cultures and use this knowledge to get results [8]. A new idea is always an opportunity to learn more, to develop tourism, an opportunity to use innovative experience in different areas for the desired purpose.

There are several types of conflicts that can be a factor in the development of tourism and its stakeholders not only as personal growth, but also in professional, intercultural aspect.

First of all it is socio-psychological conflict. This type of conflict is an integral attribute of personality formation.

Knowledge of the essence of socio-psychological conflicts, causes and ways to resolve them can effectively overcome various negative psychological states of customers such as travel phobias, closed spaces, air flights, help to improve personal / group adaptation, personal growth and positive group dynamics.

Socio-psychological conflicts affect all aspects of tourism activity, including the system of social relations between tourists, customers of the touristic services and touristic agencies as producers of the touristic services; professional activities in touristic sector; it also determines the completeness of self-realization of participants of touristic business, features of personal and professional growth [1].

Cognitive conflicts can also be quite useful in terms of personality development. Cognitive conflicts – conflicts of knowledge, points of view, experiences. As a rule, the goal of each subject of cognitive conflict is to convince the opposite party that his position, opinion or point of view is correct. As noted earlier, this type of conflict helps stakeholders of touristic business to know new perspectives, learn how to take a new position, and agree or disagree with this information.

In most cases, the conflict is considered to be exclusively negative. It causes misunderstandings, insults, hostility or threats. In other words, it is something that should be avoided. Representatives of earlier schools of management also argued that conflict is a sign of poor management, in our case, of the touristic organization and an indicator of its inefficiency.

However, despite this, many modern management professionals are increasingly inclined to believe that some types of conflicts can not only occur, but are desirable even in the most effective organizations, where employee relationships are worthy of the best. The only thing that is necessary here is to learn conflict management [7].

Thus, the conflict should not be treated as something dangerous or negative, if it is a stimulus for personal development, pushes a person to work on themselves, hardens morally and psychologically, promotes cohesion with other people. It is very important for a person as a unit of society to be able to recognize any preconditions of conflicts and to be able to prevent the occurrence of unwanted conflict situations.

To be able to recognize and prevent conflicts – it means to have a culture of communication, to be able to control themselves, to show respect for the personality of others, to apply different methods of influencing them.

Conflict is an integral aspect of the formation of high-skilled personality, professional in touristic sector. It indicates the intensity of the professional development of personnel of hospitality industry and managers in tourism. Therefore, the conflict provided and resolved constructively, has a positive effect on, motivate a customer and a provider of touristic services. This consists of qualitatively new value formations that contribute to the professional and personal growth of a person [2, 3].

This process is negatively affected not so much by the conflict as by the wrong ways of resolving it.

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