

## Psychological Views of Tourists in Tourism

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### Abstract

The article discusses the results of a practical study of the psychological aspects of tourism. The importance of the attitude of a person to the places he visits, as well as individual personal characteristics of tourists, is emphasized. These relationships include three main components: cognitive, emotional-motivational and behavioral. The personal aspect of the psychological content of tourism includes aspects such as value orientations and self-awareness characteristics.

**Keywords:** psychological content of tourism, individual's attitude to geographical space, image of tourist place, psychological functions of tourism, emotions, subjective vitality, behavioral models.

### Introduction

The difficulties that arise in the interaction of members of the tourist group when choosing places to visit and the feeling of dissatisfaction with the species depend on psychological factors. These problems manifested in the social environment are fundamental to the study described in the article, which focuses on a new theoretical understanding and empirical study of the internal psychological laws of tourism related to the interaction of tourists with space, which was not previously considered. psychological field. This work is aimed at theoretical analysis of the psychological foundations of Tourism and practical determination of this basis among those who are engaged in various types of Tourism.

There are many works in the scientific literature written by scientists from different fields, but they use psychological terms, methods and arguments. However, there is a lack of theoretical models of tourism compared to empirical studies. Many tourism studies are fragmented and appear peripheral.

### DISCUSSION AND RESULTS

By dividing the topic of Tourism psychology into two main sections, we can approach the study of this area more systematically. The first section, "tourist psychology", focuses on individual experience and behavior in tourist settings, while the second section, "psychology of the tourist group", explores the interaction and dynamics between members of the tourist group.[1]

Tourist psychology:

Motivation and goals: studying the motivations that motivate people to engage in tourism and their impact on travel behavior.



Adaptation to conditions: the adaptation of a person to a new environment, physical and psychological stress, as well as the analysis of the effects of natural factors.

Emotional reactions: studying emotional manifestations such as fear, pleasure, surprise in tourist situations and their impact on behavior and decision-making.

Self-knowledge and development: analyzing the impact of tourism on the process of self-knowledge and personal development through new experiences and self-overcoming.

Conflict management: studying conflict management methods in a tourist environment and their impact on the overall atmosphere in a group.[2]

Psychology of the tourist group:

Group formation: analysis of the process of formation of a tourist group, including the selection of a leader, the establishment of roles and relationships between participants.

Group dynamics: the study of the evolution of relationships within a group, the development of communication and cooperation, the process of decision-making in a group.

Group management: analysis of the role and functions of the leader in the tourist group, methods of maintaining the unity and motivation of participants, as well as conflict management.

Such an approach to the separation of the topic makes it possible to cover the various aspects of Tourism psychology deeper and more fully at both the individual and group level. Each of these sections has its own characteristics and is aimed at studying different aspects of Tourism psychology.

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Responding to extreme situations: studying group behavior in emergencies such as accidents, weather disasters or loss in the mountains.

These sections allow for a deeper study and analysis of different aspects of Tourism psychology, and each section has its own characteristics and focuses on studying different aspects of Tourism psychology.

The confrontation between different approaches to the study of the psychological content of Tourism and the lack of research as a holistic reality with a wide psychological content in this area determine the essence of the scientific problem and its relevance as the main psychological aspect of the study of psychological interaction. tourism. We believe that solving this problem allows people to better manage their free time, maintain psychological well-being, more fully realize their intentions and desires when planning and carrying out travel.[5]

We propose to use the proposed definition of tourism to implement the hypothesis. In the context of tourism, the attitude of the individual to the geographical space and the individual characteristics of people engaged in tourism are distinguished. These relationships consist of three components: Cognitive, Affective-motivational, and behavioral. The cognitive component is associated with ideas about visited sites and main attractions, the affective-motivational component is associated with emotional reactions and experiences, and the behavioral component is associated with actions in space and patterns of behavior in visited places. The personal component of the psychological content of tourism studies the features of the value system and self-awareness.

We present a theoretical model of the psychological content of tourism, taking into account the spatial dimensions of psychic processes. Human and geographical space are interconnected: all human activity takes place in space, in which there are psychological meanings and signs. Angyal believes that man and his environment interact, their interactions are inseparable. Leontyev noted that the surrounding space has not only four coordinates of space and time, but also a fifth dimension - this is the perception of space.

A person interacts with a geographical space: he acts in it, observes, transforms and places himself in this space, giving him personal meaning. We believe that in order to understand this interaction, a general psychological construct is needed that allows us to regulate these relationships. Perception, emotions and behavior are part of this structure, forming the psychological attitude of a person to geographic space. We consider this model through the prism of the layers of the psyche, which are the external objective layer (behavior, environment, organism), the existential layer (world image, behavioral plans, motivational-need sphere) and the semantic layer. conative, affective, and cognitive components). Movement in geographic space is the exterior of Tourism, and its psychological content consists of images of places, emotional reactions and motivation, as well as patterns of behavior. The personal component includes the values and characteristics of self-awareness.[6]

The analysis found significant differences in the implementation of leisure busy functions, the characteristics of emotional experiences associated with visiting places and the level of subjective vitality among different types of tourists.

Functions of recreational activities: Mountain tourists appreciate the impact of tourism on regular interactions outside the family and are encouraged to engage in regular activities. During excursions, they actively interact with other groups and are physically active, which



requires regular departure from their accommodation and preparation of equipment. Cultural-historical tourists appreciate the impact of tourism on the organization of everyday life and the connection of individual goals with cultural heritage. Beach tourists underestimate the impact of tourism on time management and interactions outside the family, which is due to the seasonality of their trips and the orientation towards vacation without active plans.

**Emotional experiences:** Mountain tourists, more than others, experience romantic and educational feelings in the places they visit, strive to discover new places. Cultural and historical tourists value glorified emotions the least, preferring to treat historical attractions with respect. Beach tourists are less likely to experience altruistic, disturbing, communicative, and romantic feelings, perhaps avoiding expressing their feelings in an anonymous environment.[7]

**Subjective vitality:** Beach tourists experience the least subjective vitality, perhaps due to the transition from one crowded environment (cities) to another (beaches), which does not help to strengthen personal functions.

**Behavioural patterns:** mountain hikers are more active by following patterns of "moving" (walking) and "watching" (exploring the surroundings) where they visit. However, these differences in behavior are observed only among mountain tourists and do not characterize other types of tourists.

**Personal component:** no significant differences in the value orientations of tourists were found. Thus, the hypothesis about the differences in the implementation of employment functions, emotional experiences, subjective vitality and forms of behavior between different types of tourists is confirmed.

As can be seen from the analysis, each type of tourist has its own unique values and self-awareness characteristics.

The main values for "mountain" tourists are associated with self-confidence, active life, development, independence and education. They exhibit high sensitivity, indicating that they choose tourism based on their personal motives and know how to listen to their needs. In addition, they monitor their condition during the tracks to avoid excessive fatigue.

The main value for "cultural-historical" tourists is open mindfulness. They show the lowest sensitivity, spontaneity and synergy, which can indicate a low level of self-expression. This is most likely due to the fact that this type of tourism does not contribute to the approval and elevation of the individual, and also can cause negative emotions due to social inequality or exhausting excursions.

Thus, the hypothesis about the differences in the characteristics of self-realization is confirmed only on the example of "cultural-historical" tourists who demonstrate characteristics that are not characteristic of other types of Tourism.[8]

Structured portraits of representatives of each type of tourism reflect their characteristics in relation to geographical space and personal characteristics. Here is a brief description of them: Mountain skiers:

They rate the mountains as beautiful, static, irregular, healthy and interesting places.

They love to experience an unusual and mysterious feeling.

It was pushed by tourism to ensure regular interaction and an active lifestyle.



They undergo active rest, characterized by studying new areas and "moving" and "observing" behavior.

They are very sensitive and value self-confidence, activity and independence.

Cultural and historical tourists:

Cultural-historical attractions are valued as vibrant, bright, rich and new places.

They value open mind and strive to maintain order in their daily lives.

They show low sensitivity and are motivated by tourism to connect personal goals with social goals.

Beach tourists:

Beaches are rated as clean, low and ugly places.

They do not experience strong emotions on the beaches and often control emotions in crowded places.

They are minimally involved in the hidden functions of employment and demonstrate low subjective vitality.

They value good friends and good behavior.

These portraits allow you to better understand what motives and expectations drive tourists in each of these types of holidays. In addition, the identified characteristics help to develop strategies for the more targeted and effective development and management of Tourism.[9]

Psychological tourism plays an important role in restoring a person's psychological state, especially in stress and intense urban life. In large cities, many people who are constantly under pressure and stress, do not have time to properly relax and relax.

Psychology as a science of the soul focuses on various aspects of human existence, including thinking, feeling and will. Hiking and active recreation in nature give people the opportunity not only to relax physically, but also to relax psychologically, saturated from nature, to feel lonely and get new impressions.

It should be remembered that the return from a tourist trip should occur without loss of physical and mental health. Tourists trained in extreme situations, such as Stress or fear, can avoid unexpected consequences and respond correctly to them. Mental training and training play an important role in training tourists to get out of such situations, to be calm and reasonable even in critical situations.

An example of emotional stress and fear emphasizes the importance of preparing and preparing tourists for extreme situations. If the person is not trained to respond correctly and control their emotions, the stress response can be dangerous. Psychological training will help tourists cope with such situations in a safe and effective way, reducing the risk of injury or disaster.[10]

Summarizing the above aspects of the concept of "tourist destiny," we note that not every area that tourists go to can be called destiny, there are a number of criteria that the area must meet:

- the territory must have a set of cultural, physical and social features that make up a single complex, are unique, unique and recognized by tourists;
- integrated tourist product based on a wide range of resources, products and services. The property should have several attractions;
- the region should have infrastructure that is necessary for tourism development, allowing tourists to meet their needs for accommodation, food, entertainment, security, etc.;



- the territory must have the necessary resources for the storage and development of its tourist facilities in accordance with the interests and surveys of tourists;
- there should be a system that allows tourists to "buy" their destination -tour operators, information centers, etc.;
- area tourists should be convenient to transport;
- the territory must have a suitable body (government or community) responsible for managing and promoting a specified address;

[11] Destinatisya can also increase the psychological vision of tourists and encourage tourism. This, in turn, is a sign of the great importance of understanding tourist psychology.

### Conclusion

Psychological needs play a key role in a person's life, including in tourism activities. The desire to meet these needs encourages people to go for a walk and travel. Understanding and satisfying needs such as knowledge, spiritual connection, love, self-affirmation, etc. can help people feel satisfied and happy.

Contradictions between needs can arise during walking, especially if different members of the group have different goals and expectations for walking. For example, one group member can strive for physical difficulties and sports achievements, while another seeks spiritual enrichment and contact with nature. Managing such conflicts is important to maintain the cohesion and success of the campaign.

Often people use protective mechanisms such as masks and behavior patterns to overcome unforeseen situations and conflicts. However, wearing a mask can cause feelings of internal tension and dissatisfaction, as it requires hiding real feelings and emotions. Developing emotional openness and the ability to be self-sufficient will help tourists cope with extreme situations and maintain psychological balance during trips.

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