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SUMMARY  
of the master thesis  
CONFLICTS IN TOURISM SPHERE CONCEPT, TYPES AND METHODS OF  
SETTLEMENT

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World experience shows that tourism is an important element of a market economy, without which it can develop harmoniously the state's economy. Tourism as an activity largely determines the growth and development of the state.

The tourism industry relates to the social sphere and its employees are part of the product. Analysis of economic research in the field of tourism has shown that when it comes to improving the competitiveness of tourist firm authors pay special attention to issues aimed at professional communication on communicative competence of the staff. The problem of quality of service in tourism - one of the most important in the development of this sector of the economy. The international tourist market the quality of service - the most powerful weapon in the competition. Tourists who are satisfied with the service in hotels, restaurants, tour services, tourist complexes in certain countries, they become active propagandists. They repeatedly visit these places, helping to increase the flow of tourists, creating a high reputation for their favorite tourist areas. Quality of service ultimately enhances economic efficiency of tourism.

Relevance of research topic in the national historiography virtually no special work on the conflict in the tourism sector. Conflicts in tourism, as in any area where it comes to customer service, occur frequently. Diversity and levels of quality tourism services due to the activities of new and less experienced travel companies, tourist provoke a conflict. As a result, tourists complain about the improper performance of the services. Practice activities travel companies and agencies shows that in the modern world are vital in-depth knowledge and skills in conflict management, their forecasting firms and the worker as a person constantly working with people should be able to prevent the outbreak of conflict, people out of the state of hostility, to resolve disputes. For the manager of a travel agency, it is important to know how to behave in conflict situations, particularly in conflicts with tourists, as this type of conflict can be the most unpleasant way affect the image of the tourist company and its financial health.

The purpose of the study is a comprehensive analysis of conflicts in the tourism sector, as well as forming technology competence conflict.

Realization of this goal has led to the need to address the following objectives:

1. Expand content of the phenomenon and the concept of "conflict" in the tourism sector, as well as the typology of these conflicts;
2. Identify the causes of conflict in tourism;
3. Define conflict in the tourist area;
4. Analyze conflict interaction in situations where a company is the subject of Tourism of the conflict;
5. Determine what role does the tourist agency in conflict resolution;
6. Suggest conflict prevention in the field of tourism.

The theoretical significance of the research. Developed in the framework of the PhD thesis of classification conflicts in tourism and guidance on recruitment considering sotsionicheskikh features can be presented in textbooks on tourism management.

The practical significance of the study is that the resulting material can be the basis for the development of training courses in the field of tourism managers professional conflict resolution.

Results: compiling detailed classification of possible conflicts in the tourism sector. Intrapersonal conflict (tourist, guide, head of travel, employee travel, tour operator); interpersonal conflict (tourist - tourist, tourist - guide, employee travel - travel officer, head of tourism firms - tourist firm employee); conflict between the individual and the group (tour guide - Tourism group member tourist group - a group employee travel - staff travel, tourist - tourist guide company); intergroup conflict (between the groups in the tourist group tour operators - tour operators, tour operators - travel agents, tourist group - the locals, tour operators - state tourists - travel agents).

Develop recommendations for the prevention of conflicts. Primeneiya Socionics in recruitment firm in tourism as a method of conflict prevention. Also, the possible use of Socionics in identifying needs and desires tourist during the selection of tourist destinations, as a way of preventing conflicts.

Recommendation: Based on the conducted research on socionics types are suitable for the position of administrator of the second quadra people, as these sotsiotipy combine qualities such as organization and ability to work in a variety of unusual situations. Creators tours people belonging to the first quadra because their profession implies creativity, ability to work not only with a project, technique, but also with people. Office manager at a travel agency suited people who have high stress, developed communication and organizational skills with these requirements corresponds to 4 squares. Representatives of three quadra responsible, able to work with people on the road and create for them a comfortable existence in the terms offered to them is the most suitable profession tour operator representative.

A detailed study sotsionicheskikh blocks are encouraged to identify the wants and needs of tourist during the selection of tourist destinations sotsioniki application as one of the ways to prevent conflicts. Thus, members of the second and fourth quadra prefer more to organize tours themselves, tourists and the first and third quadra interact with tourist organizations is minimal.