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RESEARCH ON EMOTIONAL REACTIONS AND PSYCHOLOGICAL LIMITATIONS OF CONSUMERS IN THE TOURISM MARKET

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Summary. Tourism is one of the most active and fastest-growing sectors of the global economy. It contributes to economic development by generating revenue, creating employment opportunities, and fostering infrastructure. Still, it also plays a vital role in shaping cultural exchange, enhancing social integration, and stimulating personal growth. Tourism allows people to discover new cultures, broaden their perspectives, and develop cross-cultural understanding. However, the travel market is complex, dynamic, and multifaceted, and many factors, including emotional reactions and psychological constraints, significantly influence consumer behavior and decision-making processes. These psychological and emotional aspects often determine travelers' preferences, motivations, and satisfaction with their experiences. Emotional reactions, such as fear, joy, anticipation, disappointment, anxiety, and excitement, can significantly influence consumers' decisions regarding the selection of travel destinations, types of recreation, and tourism service providers. For instance, fear of the unknown, unfamiliar customs, or political instability can discourage consumers from choosing specific destinations, even when those places have a lot to offer. Conversely, the joy and anticipation of an upcoming vacation can inspire consumers to explore new locations, take risks, or invest more financially and emotionally in their trips. Moreover, psychological characteristics such as stereotyping, the influence of social norms, established beliefs, and personal values can also limit or guide consumer decisions in the tourism market. For example, travelers may rely on popular stereotypes or media images that shape their perception of a destination's appeal, safety, or value. As a result, they might choose mainstream or over-commercialized destinations that do not suit their preferences or needs. Understanding these emotional and psychological influences is essential for designing effective marketing strategies, personalizing services, and enhancing customer satisfaction. This article explores these aspects and provides practical recommendations for tourism companies seeking to respond more effectively to consumer behavior.

Key words: behavior of consumers in the tourism market, psychology of tourism, marketing research, emotional reactions in tourism, anxiety and stress in travel.

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ДОСЛІДЖЕННЯ ЕМОЦІЙНИХ РЕАКЦІЙ ТА ПСИХОЛОГІЧНИХ ОБМЕЖЕНЬ СПОЖИВАЧІВ НА РИНКУ ТУРИСТИЧНИХ ПОСЛУГ

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Резюме. Туризм є одним із найактивніших та найшвидше зростаючих секторів світової економіки. Він не лише сприяє економічному розвитку, генеруючи доходи, створюючи можливості працевлаштування та розвиваючи цивільну інфраструктуру, але й відіграє важливу роль у формуванні культурного обміну, посиленні соціальної інтеграції та стимулюванні особистісного зростання. Туризм надає людям можливості відкрити для себе нові культури, розширювати свій кругозір та розвивати міжкультурне розуміння. Однак ринок подорожей є складним, динамічним та багатограним. Багато факторів, включаючи емоційні реакції та психологічні обмеження, істотно впливають на поведінку споживачів та процеси ухвалення рішень індивідами про майбутню подорож. Ці психологічні та емоційні аспекти часто визначають уподобання, мотивацію та задоволення мандрівників своїм досвідом. Емоційні реакції, такі, як страх, радість, очікування, розчарування, тривога та хвилювання, можуть значною

мірою впливати на рішення споживачів щодо вибору туристичних напрямків, видів відпочинку та постачальників туристичних послуг. Наприклад, страх перед невідомим, незнайомі звичаї або політична нестабільність можуть перешкодити споживачам вибирати певні напрямки, навіть коли ці місця мають багато чого запропонувати. І навпаки, радість та очікування майбутньої відпустки можуть надихнути споживачів досліджувати нові місця, ризикувати або інвестувати більше фінансово та емоційно у свої подорожі. Більше того, психологічні характеристики, такі, як стереотипи, вплив соціальних норм, усталені переконання та особисті цінності також можуть обмежувати або спрямовувати рішення споживачів на туристичному ринку. Наприклад, мандрівники можуть покладатися на популярні стереотипи або медіа-образи, які формують їхнє сприйняття привабливості, безпеки чи цінності місця призначення. Як результат, вони можуть обирати популярні або надмірно комерціалізовані напрямки, які насправді не відповідають їхнім уподобанням чи потребам. Розуміння цих емоційних та психологічних впливів є важливим для розроблення ефективних маркетингових стратегій, персоналізації послуг та підвищення задоволеності клієнтів. У цій статті досліджуються ці аспекти та надаються практичні рекомендації для туристичних компаній, які прагнуть ефективніше реагувати на поведінку споживачів.

Ключові слова: поведінка споживачів на туристичному ринку, психологія туризму, маркетингове дослідження, емоційні реакції туристів, тривога та стрес під час подорожей.

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Introduction. Tourism is one of the key sectors of the global economy. According to estimates by the World Travel and Tourism Council, in 2024, the contribution of the travel and tourism industry to global GDP will be 11.1 trillion USD, which is about 10% of the worldwide economy. In addition, the sector provides 357 million jobs, namely approximately one in ten jobs in the world [1]. Tourism contributes to economic development and plays a vital role in cultural exchange and social integration. In the tourism services market, consumer behavior is influenced by many factors, among which personal emotional reactions and psychological limitations of individuals occupy a prominent place. Analysis of these psychological characteristics of tourists is an important aspect that determines the effectiveness of tourism activities and the profitability of businesses in this industry, which is the relevance of this study.

Literature review. Research into the psychological aspects of consumer behavior in tourism is interdisciplinary, combining the methods and technologies of tourism studies, psychology, sociology, and marketing. In scientific works, much attention is paid to the role of emotions and psychological processes in consumer decision-making in tourism. The emotional component is considered a key factor in the model of consumer choice of tourism services. According to [2], the tourist experience is deeply emotional, and a successful trip is often associated with positive feelings, expectations of pleasure, and uniqueness. According to [3], travel can be both an escape from routine and a source of stress due to uncertainty and the need to adapt to a new environment. The study's authors [4] empirically prove that tourists with a low level of tolerance for uncertainty are more likely to experience stress during travel, especially in conditions of cultural differences. The authors of [5] proposed the classic definition of culture shock. In [6], a model of psychological adaptation is proposed, which includes cognitive and affective factors that influence the ability of tourists to adapt to a new environment. In recent years, researchers have focused on digital technologies' impact on travel perception. The authors of [7] showed that visual images in social networks can form inflated expectations and create emotional pressure. In [9], it is confirmed that consumers compare their trips with «ideal images», which can cause disappointment and anxiety.

It is worth noting that the COVID-19 pandemic has been the subject of numerous studies in the context of tourism. According to [10], the pandemic has caused an increase in travel anxiety and changed consumer priorities. Tourists have come to value safety, hygiene, and individual travel [11].

The study aims to investigate psychological factors that influence consumer decisions in providing tourism services and to develop recommendations for improving the customer experience in the tourism market based on the identified factors.

Statements of the main issues of the study. Basic emotions such as fear and joy, as well as cognitively conditioned emotions (disappointment and excitement), can significantly influence the choice of tourism services and destinations and types of recreation and service providers. For example, fear of the unknown can deter consumers from visiting exotic places, while the joy of anticipating a trip can increase their willingness to spend. In addition, psychological characteristics such as stereotype susceptibility, the influence of social norms, and personal values can also determine consumer choices in the tourism market. For example, stereotype susceptibility can make consumers choose popular tourist destinations even if they do not meet their individual needs. Marketing research into consumers' emotional reactions and psychological limitations is essential for developing effective marketing strategies in the tourism market.

Intercultural sensitivity is an essential factor that significantly affects the process of tourists' adaptation to new environmental conditions during travel. Tourists with a higher level of intercultural sensitivity are better oriented in a new cultural context, adapt to social norms faster, and are less prone to conflict situations or feelings of disorientation. This indicates that the ability to accept other cultural systems without prejudice, with openness and empathy, significantly facilitates the process of interpersonal interaction in another country [10]. It is essential to consider the connection between a low level of intercultural competence and manifestations of culture shock. Tourists who do not have basic knowledge about the host country's culture or do not have experience traveling to different cultural spaces are more likely to experience emotional discomfort, stress, misunderstanding, and even social isolation. In such cases, adaptation to a new environment is delayed, which reduces the overall level of satisfaction with the trip and negatively affects the person's psychological state. Since intercultural sensitivity is not a static characteristic, but can be formed and developed under the influence of certain factors (education, travel, social experience, language knowledge, etc.), even short-term preparation in the form of studying cultural features, customs, or etiquette can significantly reduce the level of tourist anxiety and increase the effectiveness of intercultural communication.

Digital technologies play an essential role in building intercultural awareness. Modern media, social networks, travel blogs, and mobile applications with translators or local tips have become accessible tools that help reduce the information gap between tourists and the new cultural environment. Thanks to them, tourists can familiarize themselves with the artistic features of the region in advance, avoid misunderstandings, and form realistic expectations for the trip.

Overall, the data obtained confirm that the development of intercultural sensitivity has practical value not only for the individual adaptation of the tourist, but also for ensuring harmonious interaction between representatives of different cultures. Tourism organizations, in turn, should consider this factor when forming a tourist product, providing customers with logistical information and basic knowledge about the cultural environment to which they are traveling. Such an approach will reduce the likelihood of intercultural barriers, contribute to a positive impression of the trip, and form a more responsible attitude towards cultural diversity.

Despite its attractiveness, travel, which is primarily presented as a time for rest and opening new horizons, can become a source and cause of significant stress. This stress can arise not only due to external circumstances, but also due to deep internal psychological processes. In the modern world, where the pace of life is constantly accelerating and people are changing, even a short-term change in the environment can cause a feeling of disorientation. Expectations from travel, formed under the influence of social networks and advertising, often diverge from reality, which can cause disappointment and anxiety. In addition, travel usually requires going outside your comfort zone, which is especially difficult for people with increased anxiety or a tendency to perfectionism. Internal psychological processes, such as fear of the unknown,

insecurity in one's abilities, or worries about possible failures, significantly affect stress during travel. From a psychological perspective, fear of the unknown is often viewed through the lens of anxiety theory, which describes how people react to situations with uncertainty or potential threat. In addition, the concept of the “comfort zone” is based on the idea that people tend to avoid changes that can cause stress and anxiety. Personality trait theory, in particular the Big Five model, explains that people with high levels of neuroticism are more likely to fear change and uncertainty [11]. Freud’s psychoanalytic approach also emphasizes that unconscious fears and defense mechanisms can shape behavior that avoids the unknown. Thus, understanding these psychological theories helps to explain better why travel can cause both positive emotions and anxiety, and allows marketers to develop more effective methods of information support for tourists who face such internal obstacles.

In a world where social media has become integral to everyday life, travel often becomes a competition. Modern platforms such as Instagram, TikTok, and Facebook have become showcases where people show off their travels. Perfectly edited photos, carefully edited videos, and exciting stories create the illusion that every trip is an adventure devoid of difficulties and unexpected moments. All this creates an unrealistic image of the places that a tourist plans to visit. The reality can only cause disappointment. Because people only see a carefully filtered version of reality, where there is no room for queues, flight delays, trains, or bad weather. These “pictures” can lead to a person not being able to enjoy planning their trip, just because the concept of tourism will be constantly compared to the “ideal” images on social media. Such comparisons can lead to lower self-esteem and dissatisfaction, as people begin to doubt the value of their experiences. Psychologists note that such experiences of comparison can negatively affect emotional states, provoking feelings of envy, disappointment, and even depression. Many people feel pressured by the need to constantly maintain their so-called image on social media [12].

An important aspect when traveling to different countries is the language barrier, which is a significant obstacle to effective communication for tourists and, as a result, can cause considerable psychological discomfort. A language barrier is not only a lack of knowledge or skills to speak another language. A psychological wall often arises when a tourist tries to express their opinion or obtain the necessary information in an unfamiliar language environment. According to the World Tourism Organization, more than 60% of tourists in the world indicate language difficulties as one of the key problems when traveling abroad. This applies not only to tourists but also to Ukrainians, who are traveling worldwide at an increasing pace, often encountering communication difficulties, especially in countries with a low prevalence of English. For example, in East Asian countries, such as Japan or South Korea, tourists often have limited opportunities to communicate in English, which increases the feeling of isolation and anxiety. Ukrainian tourists who do not speak Japanese or Korean report difficulties in ordering services or receiving assistance, significantly complicating their travel experience. A similar situation is observed in some regions of France or Italy, where tourists, especially from Eastern European countries, often have limited access to necessary services due to the language barrier. According to research, about 25% of foreign tourists visiting Italy faced difficulties explaining medical symptoms due to language restrictions, sometimes leading to medical care delays. Ukrainian tourists also report similar cases in Western European countries, where medical professionals cannot always offer quality communication without an interpreter. To minimize this discomfort, travel companies and hotels are increasingly introducing multilingual services, mobile applications with translators, and personal guide services that help overcome language barriers. These innovations have a positive impact on the psychological state of tourists and increase their level of satisfaction with the trip.

It is important to remember 2020–2022 in the global tourism industry. The COVID-19 pandemic has become a medical and economic crisis and a profound psychological shock that

has significantly changed the tourism industry and consumer behavior within it. Unprecedented travel restrictions, border closures, quarantine measures, and constant fear of infection have led to increased anxiety, depression, and a sense of isolation among potential and active tourists. According to the World Tourism Organization, international tourism fell by 74% in 2020, resulting in more than 1 billion international tourist arrivals and a decrease in industry revenues of approximately 1.3 trillion US dollars. This massive decline has put millions of jobs in the tourism sector worldwide at risk. However, since 2021, there has been a gradual recovery in the tourism market. In 2023, international tourism recovered to about 60% of pre-COVID-2019 levels, thanks to the easing of quarantine measures, increased vaccination, and increased consumer confidence [13]. At the same time, tourists' priorities have changed. They prefer safer, open spaces, eco-tourism, and travel with fewer crowds. The psychological factor of safety and risk control has become key in choosing destinations and types of vacation.

Safety, hygiene, and the possibility of social distancing have become key factors when choosing tourist destinations and services. Tourists have begun to prefer nature trips to avoid crowds and «staycations» (vacations at home or nearby). Travel companies must quickly adapt to new realities to survive the crisis. They introduce flexible booking conditions, strengthen safety and hygiene measures, and actively use digital technologies to minimize contacts. New travel formats have emerged, such as virtual tours and online events, allowing tourists to stay connected with the world and gain new experiences without leaving their homes. However, despite the adaptation, the pandemic has left a deep mark on the psychological state of tourists.

In globalization and the rapid development of international tourism, culture shock is gaining extraordinary importance. Intercultural interaction during travel is often accompanied by psychological discomfort caused by a collision with unfamiliar cultural features. Culture shock, as a psychological phenomenon, is defined as disorientation due to the loss of familiar social landmarks and the need to adapt to a new cultural space.

In the context of globalization, the formation of intercultural competence becomes desirable and a necessary element of successful adaptation. Essential components of this competence are cultural sensitivity and cognitive flexibility. Cultural sensitivity, the ability to recognize and respect cultural differences, is the basis for effective intercultural interaction. It allows you to avoid stereotypes and prejudices, contributing to the establishment of positive relations with representatives of other cultures. Cognitive flexibility, in turn, is the ability to adapt to new situations and change your ideas about the world. In tourist travel, where unforeseen circumstances are ordinary, cognitive flexibility allows you to respond to changes and adapt to a new environment quickly. The development of intercultural competence is essential not only for the personal well-being of tourists but also for promoting intercultural understanding and harmonious relations between people. Tourism organizations and educational institutions play a key role in this process, providing tourists with the necessary knowledge and skills for successful adaptation. They can develop intercultural training programs, provide information about the cultural characteristics of countries, organize cultural exchanges, and cooperate with local communities to create authentic and ethical tourism products. Taking into account the features of intercultural competence is a key factor in developing effective strategies for intercultural communication and improving the quality of tourism services. Tourism companies should conduct an in-depth analysis of the cultural context of target markets to adapt marketing materials to local norms, values, and emotional expectations of consumers. In developing marketing strategies, it is worth considering emotional reactions, such as a sense of security, comfort, and the expectation of an authentic experience, which contribute to trust and a positive perception of the tourism product. Special attention should be paid to personalizing communication, taking into account the psychological characteristics of consumers, particularly the level of anxiety, readiness for change, and the need for structure

or self-realization. For example, communication strategies that emphasize clear information, availability of support, language comfort, and travel safety may be adequate for individuals with increased levels of anxiety.

It is also advisable to implement educational programs for tourism personnel to promote the development of intercultural competence, emotional intelligence, and empathetic communication skills. Such approaches can improve the quality of service, reduce the risks of intercultural conflicts, improve the overall tourism experience, and increase customer loyalty.

Conclusions. Thus, intensive tourist trips, saturated with constant changes in scenery and the need to process a massive flow of new information, can lead to physical and emotional exhaustion in tourists. This state, characterized by fatigue, apathy, and irritation, results from the accumulation of stress associated with constant adaptation to new cultural contexts. Tourism, in turn, can be a powerful tool for finding meaning and self-knowledge. Traveling to new places and getting to know different cultures helps to broaden one's horizons, increase self-esteem, and form new values. Many travel to find answers to important life questions, discover new opportunities, and change their lives. According to research in tourism psychology, travel can become a catalyst for personal growth, contributing to the development of empathy, tolerance, and intercultural competence [14].

In addition, travel can help people find their place in the world by providing opportunities to see diverse ways of life and cultural perspectives. Tourism organizations can play an essential role in supporting tourists by offering services and creating conditions for personal growth. For example, programs that include self-discovery and cultural exchange can help tourists see new places and contribute to local communities. Such an approach contributes not only to the positive impact of travel on personal development but also to the formation of sustainable tourism, based on mutual understanding and respect for cultural differences. Understanding the psychological types of consumers will allow tourism professionals to offer individualized tourism trips that will meet consumers' emotional needs and desired level of comfort. Educational institutions and training programs in tourism will be able to update curricula to include tourism psychology, emotional intelligence, and intercultural communication disciplines.

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