Fundamentals of Professional Ethics for Travel Service Employees

Vadim Vadimovich Kortunov, Tatyana Nikolayevna Ananyeva,
Natalya Alekseevna Platonova and Galina Mikhaylovna Chudaykina,

1Head of Department of Philosophy, Sociology and Psychology of Russian State University of Tourism and Service, 141221, Moscow region, Pushkino district, Cherkizovo, 99, Glavnaya Str.
2Sociology, Professor, Vice-Rector of Russian State University of Tourism and Service, 141221, Moscow region, Pushkino district, Cherkizovo, 99, Glavnaya Str.
3Economic Sciences, Professor, Vice-rector of Russian State University of Tourism and Service, 141221, Moscow region, Pushkino district, Cherkizovo, 99, Glavnaya Str.
4Senior Teacher of the Department “Foreign Languages”, Russian State University of Tourism and Service, 141221, Moscow region, Pushkino district, Cherkizovo, 99, Glavnaya Str.

Abstract: Administrators, or top managers while formulating the mission, policies, planning activities of the company must pay attention not only to the economic performance and take care not only about making a profit. Customer satisfaction, respect for their purposes, taking into account the potential of customers of different social groups can and should be considered as the main objectives of the organization, engaged in the tourism business. With this approach profit is certainly important, but is obscured: the client is seen as purposeful beginning, not as a means to solve financial problems of tourism businesses. Under conditions of an uncivilized business when the main task is a profit at any cost, the client initially appears as an investor. Wherein financial opportunities of a client play an important role: the higher they are, the better the managers’ attitude is. Such differentiated attention of the staff to potential customers is clearly manifested in the exhibitions devoted to leisure and travel, as well as in the process of communication of managers of travel agencies with clients in the office and on the phone. Even without the extensive sociological research, but only after talking with people who have already made their choice on the tourist market, we can conclude that the customer chooses the company that - ceteris paribus - treats him with respect and attention [1, 2].

Key words: INTRODUCTION

Methods: We used the methods of dialectical logic, the principles of the ascent from historical to logical, methods of generalization, analogy and the method of comparative analysis.

RESULTS AND DISCUSSION

Professional ethics is a system of moral principles, norms and rules of behavior of specialists, taking into account peculiarities of their professional activities and specific situations. Professional ethics should be an integral part of training of each specialist.

Among the main factors forming and organizing joint activities of people a special place belongs to the ethics and etiquette. Ethics investigates morality, etiquette is the rules of human behavior developed over the years (and sometimes centuries) in the process of communication. Moral qualities of a person who is at the head of a group (organization, company), are determined by the relationship of the people subordinate to him and the success of the common cause. No exception is civilized tourist business, genuine and lasting success of which

Corresponding Author: Vadim Vadimovich Kortunov, Head of Department of Philosophy, Sociology and Psychology of Russian State University of Tourism and Service, 141221, Moscow region, Pushkino district, Cherkizovo, 99, E-mail: glavnaya str. Kortunov@bk.ru.
depends largely on the moral qualities and ethical competence of administrators and managers of tourism businesses.

Aims and objectives of administrators have absolute impact on managers and supervisors. We should note that most travel agencies are small organizations, in which the functions of administrators and managers often coincide. It motivates managers to seek resources, implement the policy worked out by administrators. Their psychological and ethical competence influences not only the customer’s satisfaction with tourism businesses but also the fact whether a potential client will become a real one and this ultimately affects the image and the financial health of the company [5].

Introducción: The range of occupations needed in the tourism industry is very large. However, the main feature of all those people working in the tourism sector is constant communication with people with all its positive and negative aspects. Therefore whoever wants to work in tourism sector should possess such qualities as patience, sociability, kindness, patience, endurance. In many occupations related to tourism, it is necessary to know a foreign language. Language proficiency may vary depending on the profession and location of a workplace, but it is no doubt that language skills are an integral part of the work in tourism. In tourism a lot of women who have acquired the necessary experience first working as travel agents are employed [3].

Conclusión

The content of any professional ethics consists of the Public and Private. General principles of professional ethics based on universal moral norms suggest: a) professional solidarity (sometimes degenerates into corporatism), b) a special understanding of duty and honor and c) a special form of liability due to the subject and the type of activity. Private principles are derived from the specific conditions, contents and the specifics of a particular profession and are expressed mainly in moral codes - requirements to professionals. As a rule professional ethics only refers to the professional activities in which all sorts of people's dependence on professional action are present, i.e. consequences of these actions or processes have a particular impact on the lives and destinies of other people or mankind. In connection with this traditional professional ethics are distinguished, such as educational, medical, legal, ethics scholar and relatively new, the emergence of which are related to the increasing role of the "human factor " in this kind of activity (engineering ethics) or to increasing its influence in society ( journalistic ethics, bioethics ). Professionalism and attitude to work are important quality characteristics of moral character of the individual. They are of paramount importance in assessing the individual's personality, but at different stages of historical development their contents and evaluation differed significantly. In a class - differentiated society they are determined by social inequality of types of labor, the antithesis between mental and physical labor, the presence of privileged and non-privileged professions, they depend on the degree of class consciousness of professional groups, sources of their replenishment, the level of general culture of the individual [6].

REFERENCES