REVISTA ESPACIOS

# Research on the structure, variables and interdependence of the factors of tourists' mental states of expectation for leisure

## Investigación de la estructura, de los factores variables y de interdependencia de los estados mentales de expectativas del ocio de turistas

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**ABSTRACT:**

The mental states of expectations for leisure are important regulators of tourist activity of participants. The research results allow managers of this activity to understand the expectations of consumers of tourist services that affects the level of services and operationalizes tourist activities. The major factors in the structure of the mental states of expectations were FA "emotional self-regulation" (27.17%), correlated with FB "expected regularity" (rs=0.384; p≤0.01) and FC "cognitive self-regulation" (rs=0.322; p≤0.01). The obtained results can be useful for managers of tourist activities, operators of tourism business and researchers in psychology of tourism.

**Keywords:** Tourists' expectations, expectations for leisure, mental state of expectation for leisure, psychology of tourism.

**RESUMEN:**

Los estados mentales de expectativas del ocio son importantes reguladores de las actividades turísticas de sus participantes. Los resultados del estudio permiten a los organizadores de esta actividad comprender las expectativas de los consumidores de servicios turísticos, que afectan el nivel de servicio, opera actividades turísticas. Lo principal en la estructura de los estados mentales de expectativas es la FA "autorregulación emocional" (27.17%), que está interrelacionada con el FB "patrón expectativo" (rs=0.384; p≤0.01) y la FC "autorregulación cognitiva" (rs=0.322; p≤0.01). Los resultados pueden ser de interés para los organizadores de actividades turísticas, los agentes de negocios turísticos y los investigadores de la psicología del turismo.

**Palabras clave:** Expectativas de turistas, expectativas del ocio, estado mental de expectativas del ocio, psicología del turismo.

# 1. Introduction

Over the past decades the globalization of social processes covered the area of managing tourist activities. These globalization processes are characterized by a considerable unification of the requirements and substantial territorial differentiation of the actual capabilities in order to meet expectations and needs of tourists. In this context not only technologies are important, but also the regularities of the functioning of economy on all levels: global, regional, national, and local. Scientific and technological progress, group interests, sociocultural, economic, ecological and political dimensions are referred to important factors of globalization and integration of tourism into the European and World areas.

The research on the desired way of life – the use of psychological practices of constructing the future, the research on anticipation processes and life modeling – are priority directions of the psychology of constructing the future. This scope of problems finds its reflection in the psychology and sociology of tourist activities, in particular, in the research on services and expectations of tourists. Efficient services in tourism require orientation towards innovative technologies, fast and high-quality implementation of them in tourist activities, consideration of a modern tourist's psychology. Such interpretation of scientific problems actualizes the necessity of theoretical substantiation and empirical research on the structure, variables and interdependence of the factors of tourists' mental states of expectation for leisure.

The mental states of expectation for leisure are a special kind of mental states, integrating mental processes and personality traits of tourists, and regulating their activities. Efficient tourist services and organization of leisure time require managers of tourist activities to not only know the organization, administration, economics and psychology of tourism and understand tourists' psychological features. It is not sufficient to compete for a place at the market of tourist services. Applied knowledge in the psychology of tourism, which can be operationalized into tourist activities and allows achieving considerable positive results, comes to the fore. The understanding of the factor structure, variables and psychological content of tourists' mental states of expectation for leisure can be referred to such a category of knowledge.

Literature review. The achievement of the expected result by tourists is directly dependent on the kind of mental states of expectations. Izard C. finds a close relation between mental states and mental activeness of an individual. An individual's activeness quite often acquires the features of mental stress which accompanies the process of achieving the desired expected result (Izard, 1991). Mental states of expectations in educational and professional activities have been examined by Blynova O., Popovych I. They are reflections of such characteristics as internality, externality, activeness, passiveness, openness, closeness, adequacy, inadequacy, polarity and ambivalence. Attention is focused on the interdependence of the transition of certain manifestations of the characteristics into steady dynamic complexes, which, in their turn, transform into mental states (Popovych & Blynova, 2019). It was empirically proved that mental states are determined by an individual's needs and aspirations, with their capabilities and resources, supporting their development under certain conditions of the environment (Prokhorov et al., 2015).

There is a lack of studies concerning mental states of expectations and their impact on high-quality services in tourist activities. The comparison of the guests' expectations and their perception of service quality at the hotels of Croatia and Slovenia is interesting from a scientific point of view. The study determined a high level of the guests' expectations and perception in the hotel industries and substantiated the importance of non-material aspects of the hotel services (Markovic et al., 2013). The segmentation of demand and motivation of ecotourism was established due to the analysis of some research in Latin America and other regions of the world (Carvache et al., 2018). There was an attempt to investigate the competitiveness of the resource quality according to the tourists' expectations based on three tourist typologies: sun-sea-sand tourism, rural tourism and cultural tourism. The examination of the tourists' expectations allowed the

researches to develop recommendations for managing organizations operating in different tourism directions while planning their activities oriented towards better service quality (Blazquez et. al., 2012). The methodology of studying the perception of service quality in hotels of Tijuana, Mexico (Ruiz et al., 2018) generates scientific interest. The research on volunteer tourism and mutually beneficial activity and realization of its participants' expectations is of special scientific interest (Proyrungroj, 2017). Characteristic features of the development of tourism in mountain regions of Kazakhstan have been identified. Tourism is considered as a versatile and concentrated area of human activities, therefore the research of mountain tourism is thought to be integral and purposeful acquisition of knowledge in a wide range of courses (Espenbetov et al., 2017).

In the context of the psychology of tourists it is scientifically important to consider the results of the research on a motivational component of social expectations in the theories of personality motivation (Popovych, 2014).

We consider the mental states of expectation for leisure as an integral complex of available characteristics, which affect the expected accepted result of a tourist's leisure, usually positive, or the one providing an appropriate level of services.

Theoretical analysis of the scientific literature showed that the place and role of tourists' mental states of expectation for leisure have not been studied thoroughly and this issue requires urgent attention.

Hypothesis.We assume that the structure, variables and interdependence of the factors of tourists' mental states expectation for leisure in Ukraine are important components of efficient tourist activities; the use of the research results will contribute to efficient organization of services provided for holidaymakers.

Purpose. To examine the structure, variables and interdependence of the factors of the mental states of expectation for leisure of tourists on the Black Sea coast as a factor of globalization and identification of tourism into the European and World areas.

## 2. Methodology

While developing the methods to examine tourists' mental states of expectation for leisure we were guided by a number of fundamental methodological principles, applied in the studies on cognitive mental states (Prokhorov et al., 2015) and mental states of expectations in educational and professional activities (Popovych & Blynova, 2019).

It is important to outline the relevant complex of those psychological content parameters, which will determine the content components of tourists' mental states of expectation for leisure. It is the use of content analysis that makes it possible to measure psychological content parameters of organizing leisure activities relevantly, since the text reconstructs the things done or obtained. The tourists' mental states of expectation for leisure were described by means of the content-analysis method "Expected situation" and the mental state of an expected result of leisure was described by means of the content-analysis method "Realization of expectations". Such methodology and organization of the research ensured validity and reliability of the empirical research. However, the accuracy of the information obtained depends on the respondents' ability to describe an expected situation and the realization of expectations in the context of performing the actual activity. Further the tests with standardized questionnaires and factor analysis were applied according to the purpose and subject of the research. The chosen tests allowed determining the complex of characteristics (variables), which reflect the factor structure of the mental states of expectation for leisure to best advantage. Such methodology and logic of the empirical research prove the fact that the mental state of expectation for leisure is an integral complex of the available characteristics which correlate with a person's mental activity (Izard, 1991) and influence the expected result of a person's activity (Popovych & Blynova, 2019).

## 3. Material and Methods

## 3.1. Participants

The participants of the research were the tourists who were offered complex tourist services on the Black Sea coast, in the holiday hotels of Bulgaria and Ukraine: "Argisht Palace Hotel" (Varna, Bulgaria), "Burevisnyk" (Lazurne, Ukraine), "Chaika" (Lazurne, Ukraine), "Halychanochka" (Zaliznyi Port, Ukraine), "Stambul" (Zaliznyi Port, Ukraine). The research participants were the respondents of 18-62 years of age, children did not take part in the research. Their average age was 32.8 years. The sample consisted of 132 persons who participated in the research of the factor structure of the mental states of expectation for leisure. The research was conducted according to ethical standards of committee on the rights of the experiments of the Helsinki declaration.

## 3.2. Organization of research

The empirical profile was developed throughout June 2018 and September 2018. The organizers of the research randomly chose tourists who voluntarily agreed to take part in the empirical research. The permission and consultations of the holiday hotels' administration were given in advance.

## 3.3. Procedures and instruments

Tests with standardized questionnaires were used to measure the research parameters of the tourists. The questionnaire "Level of social expectations" (LSE) (Popovych, 2017):

the level of social expectations of personality ($LSE_p$), the level of awareness of the expected events ($LAE_p$), the level of the expected attitude towards the participants of interpersonal interaction ($LEA_p$), the level of the expected performance ($LEP_p$). Ten mental emotional states: interest ($I_n$), joy (J), surprise (S), grief ($G_r$), anger (A), disgust (D), contempt (C), fear (F), shame ($S_h$), guilt (G) and Parameter 11 – the coefficient of self-feeling ($C_s$) were determined by the method for examining emotions "Differential Emotions Scale IV-A" ("DES") (Izard, 1993). The responses were evaluated by means of the unipolar semantic differential scale, its value was within the range of 1 (entirely inappropriate) and 4 (absolutely right). The questionnaire "The level of aspirations of personality" ("LAP"): internal motif (IM), cognitive motif (CM), avoidance motif (AM), the motif of competition (MC), the motif of changing activity (MCA), the motif of self-respect (MS), the significance of results (SR), task complexity (TC), volitional effort (VE), the estimation of the level of the achieved results (ELAR), estimation of personal potential (EPP), the projected level of mobilizing efforts (PLME), the expected level of results (ELR), the regularity of results (RR), initiative (I). The responses were evaluated by means of the bipolar semantic differential scale, its value was within the range of -3 (absolutely disagree) and +3 (absolutely agree). The indexes of reliability, obtained by means of Cronbach's alpha, were: $\alpha_{LSE} = 0.821$; $\alpha_{DES} = 0.758$; $\alpha_{LAP} = 0.731$). The coping-test "Way of Coping Questionare" («WCQ») (Lazarus & Folkman, 1984; adapted by Kriukova & Kuftiak, 2007) was used to determine coping-strategies – eight ways to overcome challenges in different areas of mental activity: confrontation (C), distantiating (D), self-control (SC), seeking social support (SSS), accepting responsibility (AR), avoidance (A), planning to solve a problem (PSP), positive reestimation (PO). The responses were evaluated by means of the unipolar differential scale, its value was within the range of 0 (never) and 3 (often). The methods "Expected situation" (Popovych, 2017) and "Realization of expectations" (Popovych, 2017) were used to determine the characteristics of social expectations: internality/externality ($IE_p$), activeness/passiveness ($AP_p$), openness/closeness ($OC_p$), adequacy/inadequacy ($AI_p$). The dichotomous scale was used, Cronbach's alpha was $\alpha = 0.812$. The indexes of reliability of the methods used and the tests of Cronbach's alpha were within sufficient 0.7 and high 0.9 levels.

## 3.4. Statistical analysis

Statistical processing of the empirical data and graphical representation of the results were performed by means of the statistical programs "SPSS" v. 23.0 and "MS Excel". Spearman's correlation coefficients (rs) were used to find and determine the correlation between the indexes obtained. The verification of the parameters of normal distribution was performed by means of one-sample Kolmogorov-Smirnov's criterion λ. Arithmetic mean value of minimum (min), maximum (max), parameters (M) and mean-square deviation (SD) were calculated. The differences between the values of the parameters at the level p≤0.05 are considered statistically significant.

# 4. Results

## 4.1. The content analysis of the mental states of expectation

## for leisure

The method "Expected situation" implied a brief description of the tourists' behavior before leisure time (8–10 sentences). The respondents described cognitive, emotional, value and conative manifestations concerning leisure, other situations were not considered (n=145). After the leisure time, all the respondents described (8-10 sentences) the realization of their expectations, reconstructing the social reality (n=137). The results were evaluated using the scales minimum (min), maximum (max), arithmetic mean value (M) and mean-square deviation (SD), given in Table 1.

**Table 1**
The mean values and mean-square deviations of the characteristics
of the tourists' mental states of expectation for leisure (n=137)

| Scale | Minimum, min | Maximum, max | Arithmetic mean, M | Mean-square deviation, SD |
|---|---|---|---|---|
| IEp | 0.10 | 0.87 | 0.49 | 0.20 |
| APp | 0.10 | 0.85 | 0.48 | 0.21 |
| OCp | 0.20 | 1.10 | 0.71 | 0.23 |
| AIp | 0.20 | 1.25 | 0.74 | 0.23 |

Note: min – minimum; max – maximum; M – arithmetic mean; SD – mean-square deviation.

The results obtained from content analysis proved that the dominant state of internality of expectations is characteristic of 18.92% of the tourists, the state of externality of expectation for leisure – of 21.63%, activeness of expectations – of 20.73% of the tourists, the state of passiveness of expectations – of 34.17%, the state of openness – of 47.13%, the mental state of closeness of expectations – of 21.01%, adequacy of expectations – of 46.21% and inadequacy of expectations – of 19.17% of the research participants. The indicators of polarity of expectations were identified in 10.1% of the research participants and ambivalence of expectations – in 8.1%. Further statistical analysis was performed by the data of only those respondents whose mental states of expectations had complete descriptions and were dominant (n=132).

## 4.2. The factor structure of the mental states of expectations for leisure

The obtained results of the research parameters were evaluated considering the scales of minimum (min), maximum (max), mean arithmetic value (M) and mean-square deviation (SD) given in Table 2.

**Table 2**
The values of the scales of the research parameters (n=134)

| Scale | Minimum, min | Maximum, max | Arithmetic mean, M | Mean-square deviation, SD |
|---|---|---|---|---|
| «LSE» | | | | |
| The level of social expectations of | 41 | 93 | 68.78 | 13.23 |

| personality | | | | |
|---|---|---|---|---|
| The level of awareness of the expected events | 10 | 24 | 17.40 | 3.45 |
| The level of the expected attitude towards the participants of interpersonal interaction | 10 | 19 | 14.67 | 1.85 |
| The level of the expected performance | 19 | 53 | 36.83 | 8.79 |
| «DES» | | | | |
| Interest | 3 | 12 | 7.48 | 2.42 |
| Joy | 3 | 12 | 10.06 | 2.35 |
| Surprise | 3 | 12 | 6.89 | 2.61 |
| Grief | 3 | 6 | 3.35 | 0.83 |
| Anger | 3 | 10 | 6.46 | 1.64 |
| Disgust | 3 | 6 | 3.16 | 0.67 |
| Contempt | 3 | 10 | 3.72 | 1.70 |
| Fear | 3 | 9 | 4.01 | 1.71 |
| Shame | 3 | 9 | 4.32 | 1.74 |
| Guilt | 3 | 8 | 3.60 | 1.30 |
| The coefficient of self-feeling | 0.9 | 2.9 | 1.79 | 0.52 |
| «LPC» | | | | |
| Internal motif | 5 | 20 | 12.85 | 2.87 |
| Cognitive motif | 8 | 21 | 15.18 | 2.77 |
| Avoidance motif | 3 | 20 | 11.61 | 3.61 |
| The motif of competition | 4 | 19 | 12.04 | 3.28 |
| The motif of | | | | |

| changing activity | 4 | 21 | 12.60 | 3.62 |
|---|---|---|---|---|
| The motif of self-respect | 8 | 21 | 13.64 | 3.05 |
| The significance of results | 3 | 17 | 8.55 | 3.04 |
| Task complexity | 2 | 18 | 5.81 | 2.56 |
| Volitional effort | 5 | 19 | 12.78 | 3.03 |
| The estimation of the level of the achieved results | 4 | 14 | 9.80 | 2.05 |
| Estimation of personal potential | 8 | 20 | 13.84 | 2.88 |
| The projected level of mobilizing efforts | 9 | 21 | 13.93 | 2.60 |
| The expected level of results | 3 | 14 | 9.81 | 2.03 |
| The regularity of results | 5 | 21 | 13.67 | 2.46 |
| Initiative | 9 | 21 | 12.81 | 2.60 |
| «WSQ» | | | | |
| Confrontation | 16.67 | 75.00 | 47.34 | 20.03 |
| Distantiating | 12.50 | 83.33 | 49.89 | 25.15 |
| Self-control | 16.67 | 83.33 | 71.46 | 16.10 |
| Seeking social support | 12.50 | 71.43 | 40.57 | 21.29 |
| Accepting responsibility | 16.67 | 83.33 | 54.43 | 20.98 |
| Avoidance | 12.50 | 83.33 | 49.09 | 26.30 |
| Planning to solve a problem | 12.50 | 83.33 | 64.10 | 20.43 |
| Positive reestimation | 12.50 | 71.43 | 48.32 | 18.94 |

The complex of 38 psychological parameters is relevant and methodologically substantiated, that reflects the subject of the research on the tourists' mental states of expectations for leisure. The names of the scales reflect the essence of the research parameter. The similar scales allow comparing the obtained values of the research parameters: the level of the expected performance (LEPp) and the expected level of results (ELR). We consider the obtained results to be highly reliable because the values LEPp (0.885) and ELR (0.448) are close and load F1 (see Table 3). The correlation matrix with 38 variables was determined with the principal component method. Nine factors have their own values, which are more than unity and explain 76.34% of the variable dispersion (Table 3).

**Table 3**
The matrix of the factor loadings of the
mental states of expectation for leisure

| Scale | FA | FB | FC | FD | FE | FF | FG | FH | FI |
|---|---|---|---|---|---|---|---|---|---|
| LSEp | 0.107 | **0.912** | -0.211 | | | | | | |
| LAEp | | **0.815** | -0.335 | | | | | | 0.146 |
| LEAp | | **0.751** | -0.173 | 0.148 | | | | | |
| LEPp | | **0.885** | -0.168 | | | | | 0.149 | |
| In | **0.974** | | -0.016 | 0.053 | | | | | |
| J | **0.950** | | -0.036 | | 0.053 | | | | |
| S | **0.952** | | 0.019 | | | | | | -0.028 |
| Gr | **0.983** | | | 0.067 | | | | -0.028 | |
| A | **0.953** | | | | 0,041 | -0.027 | | | |
| D | **0.984** | | | 0.064 | | | | | -0.028 |
| C | **0.945** | -0.040 | | 0.073 | | | | | |
| F | **0.959** | | | | 0.034 | | -0.051 | | |
| Sh | **0.932** | | | | 0.053 | -0.031 | | | |
| G | **0.906** | 0.043 | | | | | | -0.022 | |
| Cs | **0.960** | | -0.019 | | | 0.057 | | | |
| IM | | | | -0.283 | | | | -0.450 | 0.296 |
| CM | | | **0.604** | -0.279 | | | | -0.456 | |
| AM | | | | 0.388 | | | 0.480 | -0.345 | |

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|
| MC | **-0.537** | | | 0.411 | 0.398 | | | | |
| MCA | | -0.419 | | | 0.325 | | | | **0.532** |
| MS | | | **0.530** | | | 0.316 | | -0.284 | |
| SR | | **-0.748** | | | | | | 0.296 | 0.312 |
| TC | | | | | | | **0.514** | 0.483 | 0.157 |
| VE | | | 0.337 | -0.285 | | | **0.512** | | |
| ELAR | | | | | | | 0.374 | **-0.559** | 0.351 |
| EPP | | 0.281 | 0.489 | | | -0.321 | | | |
| PLME | | | **0.643** | -0.376 | 0.340 | | | | |
| ELR | | 0.448 | | 0.413 | | | | -0.369 | |
| RR | | **0.565** | 0.275 | | | -0.254 | | | |
| I | | | 0.285 | **-0.592** | | | | | 0.383 |
| C | | | **-0.503** | -0.308 | 0.417 | | | | |
| D | | | | 0.197 | **0.650** | -0.523 | | | |
| SC | | | -0.437 | | **-0.502** | -0.336 | | | |
| SSS | | | | -0.334 | 0.441 | **0.538** | | | |
| AR | | | 0.371 | | | | 0.327 | **0.505** | |
| A | | | **-0.741** | -0.380 | 0.345 | | | | |
| PSP | | | | | **-0.584** | **0.591** | | | 0.195 |
| PO | | | | **0.563** | | -0.422 | | | 0.423 |
| Dispersion, % | 27.17 | 11.90 | 8.62 | 6.53 | 6.02 | 5.03 | 4.25 | 3.72 | 3.10 |
| Σ dispersion, % | 27.17 | 39.07 | 47.69 | 54.22 | 60.24 | 65.27 | 69.52 | 73.24 | 76.34 |
| Value | 10.32 | 4.52 | 3.28 | 2.48 | 2.29 | 1.91 | 1.62 | 1.41 | 1.18 |

**FA** "Emotional self-regulation" shows the dependence of the expected leisure on a tourist's dominant emotional state, on their mood for leisure, dominant emotions and self-feeling. A negative correlation with the motif of competition evidently proves the

lack of any competition and aspiration to achieve anything. The factor "emotional self-regulation" is a key one in expectation for leisure, its effect is correlated with value and sense self-regulation of a person's behavior.

**FB** "Expected regularity" outlines the definiteness of the expected leisure which will happen despite evident significant motifs, unfinished tasks, that is proved by a negative correlation with the motif of significance (-0.748). Such a mental state of expected leisure indicates the tourists' aspiration to switch over from a daily working rhythm and relax.

**FC** "Cognitive self-regulation" is a mental state of expectation for leisure, which is correlated with a cognitive motive and the motif of self-respect and it is accompanied by a significant projected level of mobilizing efforts. Such tourists seek new cognitive emotions, they are ready to overcome challenges while looking for new impressions. In difficult situations that can happen at leisure time they do not try to confront and cannot run away from problems. Sometimes they cause these problems.

**FD** "Self-regulation of reconsideration" is a mental state of expectation for leisure, when a subject tries to submerge in his inner world, in his "Self", to experience and revalue past events and facts, estimate them properly at a given time. Such a mental state is not definite, it is accompanied by a lack of initiative (-0.592).

**FE** "Distant self-regulation" is a tourist's aspiration to distance themselves from responsibilities, routine tasks and professional activities. Such tourists do not focus on solving their inner problems, on "Self" or revaluing anything. Such a mental state of expectation for leisure is accompanied by a lack of self-control and reluctance to solve any problems, even those which emerge immediately at leisure time and can improve its quality. At the organized leisure time such tourists bring destructions to its realization.

**FF** "Affiliation-contact self-regulation" is characterized by a subject's aspiration to be better than others, actively communicate with others, make impressions and create a general positive image. A subject plans to solve a problem, communicates much but does not get down to solving it in indefinite situations which can accompany leisure activities. This mental state of expectation for leisure is an aspiration for support and acknowledgement of one's own rating and professional position not only from the part of the people around, but also in one's own eyes.

**FG** "Volitional self-regulation" of expectation for leisure shows that those tourists' mental state at leisure time does not differ from the mental state in their professional activities. Such subjects perceive leisure as another task to solve. Thus a procedural component of leisure disturbs them less, since they are concentrated on resulting components.

**FH** "Self-regulation of responsibility" is characterized by a high level of accepting responsibility by a subject expecting leisure time. It is correlated with an internal position, a subject's aspiration to accept responsibility in life situations. Such a mental state can be accompanied by a lack of correlation with the estimation of the level of the results achieved. A tourist's overrated internal position is not always reasonable and does not contribute to high-quality leisure.

**FI** "Change of activity" is domination of the motif of changing activity in expectation for leisure. The place of this factor in the structure of the mental states of expectation for leisure allows stating that FI is not a main mental state of tourists.

The following factors have loadings which are beyond the limits of the total dispersion of variables (0.927 and less). Thus the results of the statistical processing allowed presenting 9 basic factors (76.34 determining the structure of the mental states of expectation for leisure (Fig. 1).

**Figure 1**
The structure of the mental states of expectation for leisure

FI; 3.10%
FG; 3.72%
FH; 4.25%
FF; 5.03%
FE; 6.02%
FD; 6.53%
FC; 8.62%
FB; 11.90%
FA; 27.17%
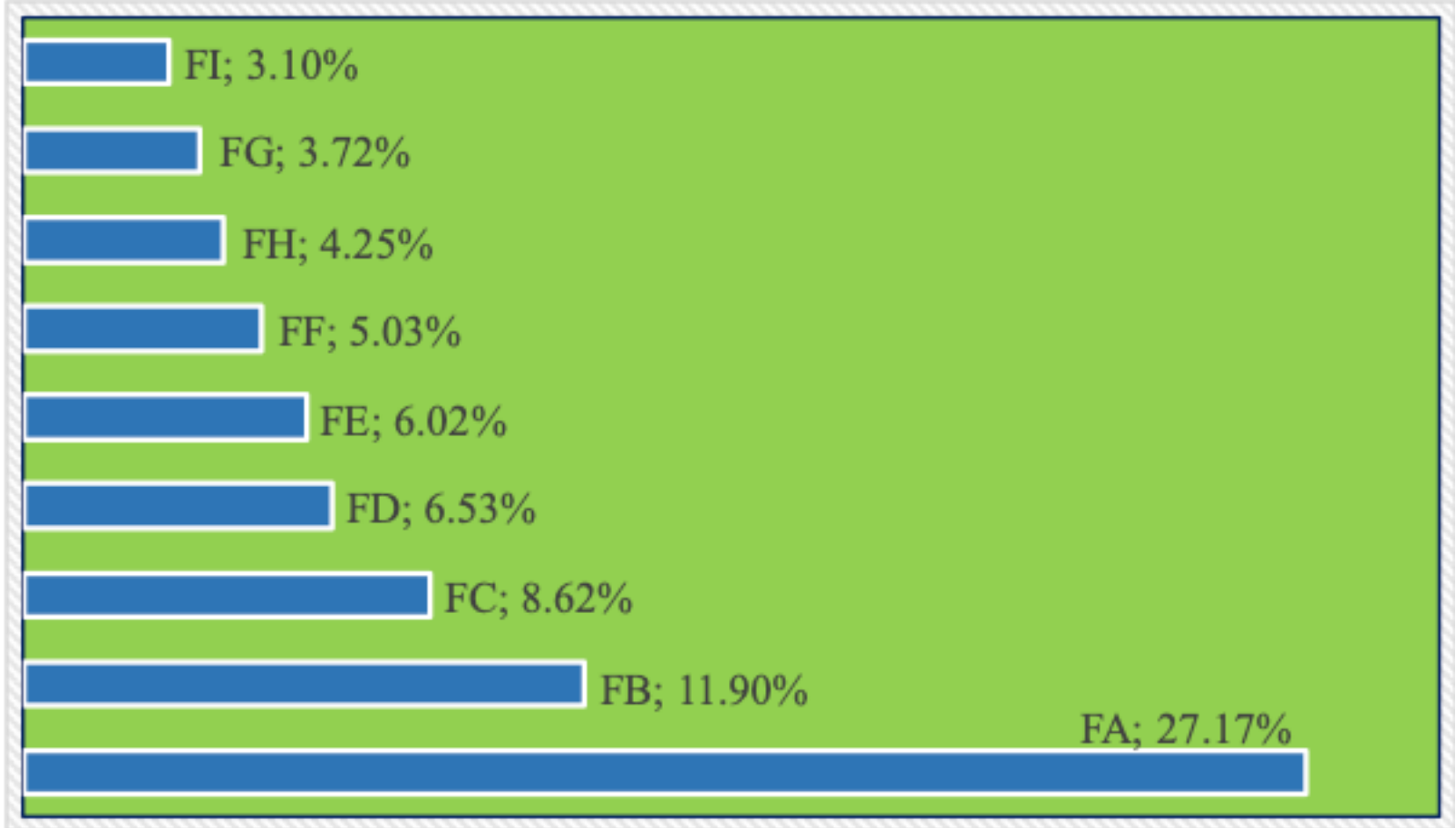
## 4.3. The interdependence of the factors determining the structure of the mental states of expectation for leisure

We will analyze the most robust correlations between the chosen factors (see Table 4). The correlation of FA and FB (0.384), FA and FC (0.322) is the most significant one (p≤0.01). FD has the largest number of significant correlations – six: with FA, FC, FD, FE, FF and FH. Therefore "expected regularity" of leisure is an important component in the structural and functional organization of the tourists' mental states. The most dependent factors in the structure of the states of expectations are: FB, FA and FD.

**Table 4**
The correlation matrix of the components of the
structure of the mental states of expectation for leisure

| Factor | FA | FB | FC | FD | FE | FF | FG | FH | FI |
|--------|------|------|------|------|------|------|------|------|------|
| **FA** | 1.000 | 0.384** | 0.322** | 0.138** | 0.021 | 0.028 | 0.131** | -0.041 | 0.088* |
| **FB** | 0.384** | 1.000 | 0.269** | 0.211** | 0.099* | 0.091* | -0.043 | -0.170** | 0.018 |
| **FC** | 0.322** | 0.269** | 1.000 | 0.178** | 0.011 | 0.045 | 0.032 | -0.242** | 0.048 |
| **FD** | 0.138** | 0.211** | 0.178** | 1.000 | -0.037 | -0.061 | 0.198** | -0.133** | 0.052 |
| **FE** | 0.021 | 0.099* | 0.011 | -0.037 | 1.000 | 0.098** | -0.077 | -0.011 | -0.029 |
| **FF** | 0.028 | 0.091* | 0.045 | -0.061 | 0.098** | 1.000 | 0.084* | -0.033 | -0.038 |
| **FG** | 0.131** | -0.043 | 0.032 | 0.198** | -0.077 | 0.084* | 1.000 | -0.034 | 0.159** |
| **FH** | -0.041 | -0.170** | -0.242** | -0.133** | -0.011 | -0.033 | -0.034 | 1.000 | -0.217** |
| **FI** | 0.088* | 0.018 | 0.048 | 0.052 | -0.029 | -0.038 | 0.159** | -0.217** | 1.000 |

Note: * – statistical significance of p≤0.05; ** – statistical significance of p≤0.01.

# 5. Discussion

There is a lack of studies on the mental states of expectation for leisure in the scientific literature on the psychology of tourist activities. The researchers found out that mental states of expectations often acquire steadiness and become personality traits (Izard, 1991; Prokhorov et al., 2015; Popovych, 2017). Thus the dominant mental states of expectation for leisure in the structure under study affect the content characteristics of tourist activity and some of its content components. In particular, FE "distant self-regulation" and FF "affiliation-contact self-regulation" are oppositely directed, which that is important in organizing leisure activities with tourists and methodical training of animation groups. In particular, simultaneous presence of the leisure subjects with FD "self-regulation of reconsideration" and FG "volitional self-regulation" makes the organization of activities for such a group difficult and it has a negative impact on the level of interaction. It is evident that organization of leisure requires knowledge and skills to diagnose tourists' mental states of expectation for leisure by external indicators and differentiate them.

We state that the chosen complex of methods and tests allowed examining the research subject. The methods "Expected situation" and "Realization of expectations" were used to outline important aspects of the tourists' behavior – the mental state of expectation for leisure. It allowed differentiating one mental state of expectations from another, determining the characteristics of the mental states of expectation for leisure. The vast majority of the respondents' responses outlined the expected situation of leisure directed at solving a particular problem which is an image of the expected result. The variables of the mental states of expectation for leisure and the correlation of the factors reflect the levels of the tourists' regulatory abilities at the initial stage of leisure experience. The achievement of the expected result is directly dependent on the kind of the mental state of expectation for leisure. The obtained results have much in common with the empirical research on the regulatory role of mental states in the structure of cognitive and mental resources of personality (Thoman et al., 2011; Prokhorov et al., 2015; Popovych & Blynova, 2019).

Our hypothesis is confirmed since the structure, variables and interdependence of the factors of tourists' mental states of expectation for leisure in Ukraine are important components of efficient tourist activities; there are empirically substantiated reasons to state that using the research results will contribute to efficient organization of tourist services.

# 6. Conclusions

The obtained results of the research on tourists' mental states of expectation for leisure will contribute to operationalizing the problem-solving in tourist activities and high-quality services for holidaymakers. The issue of the correlation of a certain mental state of expectation for leisure and the algorithm of personnel actions aimed at providing these services still requires attention.

The content analysis of the tourists' responses showed that the mental states of expectation for leisure occurring in the context of tourist activities are a rather complex phenomenon. The content analysis allowed qualitative interpretation of the mental states of expectation for leisure, differentiating one state from another, determining the characteristics of the mental states of expectation for leisure. Factor analysis was used to determine the structure of the mental states of expectation for leisure consisting of 9 basic factors (76.34%). It was determined that the main factor is FA "emotional self-regulation" (27.17%) correlated with FB "expected regularity" ($rs=0.384$; $p \leq 0.01$) and FC "cognitive self-regularity" ($rs=0.322$; $p \leq 0.01$).

It was substantiated that the structure, variables and interdependence of the factors of the mental states of expectation for leisure are important components of efficient tourist activities; the obtained empirical research results will contribute to operationalizing tourists' leisure and services provided for them. The research results can be useful for

managers of tourist activities, operators of tourism business, owners of holiday hotels, for those who deal with tourism and administration of its structural components and also for researchers in the psychology of tourist activities.

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