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Tourism product as a display features of tourism industry

Туристичний продукт як відображення особливостей туристичної галузі

Abstract. It is possible to improve the tourist image of Ukraine as the tourist state, due to adjusting and development of modern infrastructure of region, basis of that is made by tourist enterprises.

Thus, to provide of effective activity of tourist enterprises and their steady development it is needed to have a clearly defined categorical apparatus.

So, basic categories such as “tourism product” and “travel company” remain uncertain, which in turn adds ambiguity in the definition of the main types of tourism enterprises and their main goal.

Therefore the aim of the article is to consider problems related to the disclosure of the nature, the concept and definition of derivative tourism enterprises in order to avoid duplication and the emergence of contradictions in the interpretation of the categories “travel company”, “tourism product” and “activity of tourism enterprises”.

the previous theoretical analysis of the views of scientists in the field of tourism and the regulatory law, that regulates activity of tourism enterprises, states that there is no solidarity among the scientists on the constituent elements of the tourism product, there is no sole interpretation of the category “travel company”, and there are some differences in the views on principal activities of tourism enterprises. This is due to the complexity and polyfunctionality of tourism phenomenon but this is also the basis for the further attempts to unify the category “travel company” and “tourism product”.

Taking into account the abovementioned facts, we believe that tourism product is a reflection of the of tourism enterprises and we offer the authors’ definition of the category “travel company” as business entity which conduct business, innovation and mediation activity to get profit, creating and implementing of the tourism product.

Keywords: travel company, travel agent, travel operator, activity tourism enterprises, and tourism product.

Анотація. Для того щоб поліпшити туристичний імідж України як туристичної держави, необхідно налагоджувати та розвивати сучасну інфраструктуру регіону, основу якої складають туристичні підприємства.

Але для забезпечення ефективної діяльності туристичних підприємств та їх сталого розвитку потрібно мати чітко визначений категорійний апарат. Так, невизначеними залишаються такі базові категорії як “туристичний продукт” та “туристичне підприємство”, що в свою чергу додає неясності у визначення основного типу діяльності туристичних підприємств та їх головної мети.

Метою статі є розгляд питань пов’язаних з розкриттям сутності, поняття й визначення похідних туристичних підприємств з метою уникнення дублювання та виникнення суперечностей у тлумаченні категорій “туристичне підприємство”, “туристичний продукт” та “діяльність туристичного підприємства”.

Розвівши попередній теоретичний аналіз поглядів науковців у сфері туризму та нормативно-правової бази, що регулює діяльність туристичних підприємств, можна констатувати про відсутність солідарності науковців, щодо складових елементів туристичного продукту, однозначності трактування категорії “туристичне підприємство”, а також розбіжності у поглядах на основну діяльність туристичних підприємств. Це пояснюється ефектом складності та поліфункціональності явища туризму та створює основу для подальших спроб уніфікувати категорії “туристичне підприємство” та “туристичний продукт”.

На основі викладеного, вважаємо, що саме туристичний продукт є відображенням діяльності туристичних підприємств і пропонуємо авторське визначення категорії “туристичне підприємство” як господарюючого суб’єкта, що з метою отримання прибутку здійснює підприємницьку та інноваційну діяльність, створюючи та реалізуючи туристичний продукт.

Ключові слова: туристичне підприємство, туристичний агент, туристичний оператор, діяльність туристичного підприємства, туристичний продукт.

Introduction. Tourism is one of the most profitable and fastest growing sectors of the world economy. Tourism stimulates development of national economy of country, allows increasing currency receivables due to development of inbound tourism, effective use of natural, historical and cultural potential. Field of tourism services is growing rapidly in most countries, and for some is the basic source of funds of the state budget. Our state has an

enormous tourist potential that is why tourism should be declared as a priority sector for Ukraine's development.

It is possible to improve the tourist image of Ukraine as the tourist state, due to adjusting and development of modern infrastructure of region, basis of that is made by tourist enterprises.

Thus, to provide of effective activity of tourist enterprises and their steady development it is needed to have a clearly defined categorical apparatus.

So, basic categories such as "tourism product" and "travel company" remain uncertain, which in turn adds ambiguity in the definition of the main types of tourism enterprises and their main goal.

Overview of sources. Certain aspects of the categorical apparatus study of travel companies are examined in scientific studies of domestic and foreign authors O. Durovych, M. Kabushkin, V. Kvartalnov, N. Chornenka, V. Kiptenko, A. Smolii, O. Liubitseva, N. Bocharova, L. Chernobay, I. Kulyniak, I. Zorin, D. Mayer, L. Diadechko, Y. Bogdanov, M. Malska, I. Shkola. All of authors offer their own interpretation of the essence of these categories.

The aim of the article. Therefore the aim of the article is to consider problems related to the disclosure of the nature, the concept and definition of derivative tourism enterprises in order to avoid duplication and the emergence of contradictions in the interpretation of the categories "travel company", "tourism product" and "activity of tourism enterprises".

Results of research. The main object of supply and demand in the tourism market is the tourist product. Effectiveness of the tourism business and its further development depends on the quality and diversity of tourist products. Therefore, it is appropriate to consider the nature of the concept of tourism product.

Founder of Marketing Science Professor Kotler (Kotler, 1998) said that the product is a combination all the things that we may offer on the market for consumers to purchase, use, consumption, and can satisfy a need.

However, the tourism product has some specific features. In Table 1. the definition of "tourist product" is presented.

Table 1

The basic definition of the category of “tourist product” (created by author)

Number	Definition	Author, source
1.	The set of material (consumer goods) and intangible (in the form of services) values that are necessary to meet the tourists’ needs during the travel	V. Kwartalnov, V. Kiptenko, Kyfyak, V. Smolii, V. Fedorchenko
2.	It is the right of a tour, concerning the implementation of tourists’ need	Y. Balabanov, A. Balabanov, V. Senyn, M Efremova
3.	Difficult and ambiguous set of goods and services that are for tourists of the local population	V. Herasymenko
4.	The set of services and products for tourists	N. Chornenka
5.	Complex of produced goods and services that characterize a particular time and are produced for use in a specific natural and social environment.	P. Stanev, N. Enev, E. Atanasova
6.	Complex of services and products that create tourist trip (tour) or those that have direct relevance to it.	V. Saprunova
7.	The set of functional characteristics, properties of services (products), which the company sells and consumers buy.	I. Opolchonov
8.	Complex of set of diversified elements.	R. Lankar, R. Olle
9.	The complex of tourist services that are necessary to meet the needs of tourists during travels;	I. Shkola
10.	Complex of services and goods of tangible and intangible benefits and resources for tourist consumption, realized on the tourist market	O. Lyubitseva
11.	Set of services that included in the cost of tourist travel on a particular route of comprehensive services	O. Beydyk
12.	Pre-developed complex of tourist services, which combines at least two services that are being sold or offered for sale at a specified price, which includes	About Amendments to the Law of Ukraine “About Tourism”: The

	transportation services, accommodation services and other tourist services that are not related to transportation and accommodation (services organizing visits to cultural sites, recreation and entertainment, souvenirs, etc.).	Law of Ukraine of 18.11.2003. № 1282-IV
13.	Developed set of travel services, works and goods (package of travel services), consisting of at least two or more single or multiple travel services, works, goods and means of support, other tourism resources sufficient to meet the needs of tourists in the process with the purpose of tourism	M. Malska, V. Khudo

In general, the definition of tourism product can be identified by certain characteristics. Thus, a group of Ukrainian authors examines the product as the organizational process of the formation and implementation of the tour (by the Law of Ukraine “About Tourism” in 1995, M. Malska, V. Khudo V (Malska, 2012), Russian scientists characterize the product in the legal point of view (I. Balabanov A. Balabanov (Balabanov, 1999), Senin V. (Senin, 2000), M. Efremova (Efremova, 1999), some of the scientists, taking into account the market relations, stress on the economic role of tourism product in the process of addressing consumer demand for tourist services during their trip (O. Beydyk, 1998).

However, we think this interpretation ignores the fact that the services are realized not only on a camping trip, but during the process of preparation to it. There is also internal tourism, which sometimes doesn't need transport.

All authors emphasise on the integrated nature of the tourism product, divide them on platform components of the tourism product. Most of the authors agree that tourism product is set of products specific purposes and a set of services (transport, accommodation facilities, travel services, entertainment, etc.) that are useful and attractive for the tourist.

The concept of “tourism product” can be studied from different perspectives: economic and marketing. Peculiarity of marketing point of view is that the tourism product is characterized by taking into account social, creative and intellectual activity. However, in this case, this definition does not sufficiently reflect the economic substance of the tourism product (Saprunova, 1997). On the part of producer services tourism product is a combination

of a number and quality of products and services are mainly of recreational character, used in a specific time by consumers and included to the tour program.

N. Kabushkin (Kabushkin, 2004) underlines the specificity of the tourism product: the inherence of the source formation. Thus, he identifies tourism as a tourism product.

Also, the author notes that in the context of tourism product service has multiple integral signs, namely the presence of the client and the impossibility of maintaining this service. In this regard, the implementation of the tourism product increases personal aspect, because it causes much attention in the planning of paid staff and interpersonal contacts.

The same relationship between the tourism product and tourism industry sees V. Kyfiak (Kyfiak, 2003), which states that the production of tourism product is the process of converting resources into tourist product, which occurs at different economic subjects: from subsistence farms to modern enterprise

Taking into account the nature of the tourism product and the features it offers to the tourist and recreational services, it should be considered the following:

- tourism product is a complex concept, its elements are complementary, the poor quality of one of them means the use an important multiplier method;
- tourism product has own “certainty” that created both the consumption and fixed in time and space, virtually no ability to create reserves, even if the demand for it would be set;
- peculiarity of the tourism product is that its formation coincides with the time of consumption and it is impossible to offer tourism product later;
- tourism product can not be translated into the subject in order to demonstrate commodity to his potential customers, encouraging attendance of a tourist region. It takes a special approach for advertising and promotional activities of the tourism product. In this sense, the best variants of such activity are travel fairs, conferences and presentations;
- consumer has to overcome a certain space for tourism product. Therefore, during the implementation of marketing programs in the tourism business it should be considered the existence of a large interchangeable competition, the possibility to replace other types of tourism activities recreational nature of the market and replace most components tourism product;
- demand on tourism product is elastic, so that the structure and level of consumption of tourist products are rapidly changing under the influence of prices of goods and services. In addition, demand is concentrated in time (in short resorts, tourist season) and place (in some centers, tourist areas) (Munin, 2009).

The result of author`s research of the tourism product is understanding of this concept as a complex of products and services, special purpose, expressing the relationship between business tourism market and consumers in the production, creation, promotion and sales.

To sum up, “tourism product” is a central component of the functioning of tourism enterprises, which shows its functionality and defines activities. In this context, it is necessary to explore the essence of the main tourist enterprises and definition of this category.

Tourist activity is characterized by diversity. There are travel companies that are engaged in agriculture, family, water, cycling, individual, business, space tourism, organized tours or act as intermediaries, acting in the same State or cooperating with many countries. This is not a complete list of tourist activity; in the encyclopaedia 53 types of tourism are represented. Therefore, it is reasonable to analyze the concept of enterprise providing tourist services in terms of its core business in the market.

Different sources give different interpretations of enterprises operating in tourism: travel agency, tour desk, tourism organization, tourism company, the subject of tourism, tour operator, tour agent etc.

For example author (Chornenka, 2009) characterizes the travel company as “an independent entity that has legal personality and provides commercial and research activities for profit”. The author identifies three tourist sites such as: tourism centres, tourism organizations and tourism enterprises.

An excellent interpretation is offered in the works of N. Kabushkin (Kabushkin, 2004), where the tour company is regarded as an important component that creates tourism offer within the subsystem “tourism destinations”. With this interpretation agrees V. Kiptenko (Kiptenko, 2010). He distinguishes tourism enterprises by the type of services they provide. For example, some clients have only tourism, but for others tourism is one of the few areas of their business. Businesses that operate only in tourism, tourism enterprises are called primary services, and companies that profit not only from tourism tourism enterprises secondary services. Thus, the first enterprise services form the basis of existence of tourism and service second group companies cover only some of the tourist demand because tourism is their only one of several sources of livelihood, but their services are not just tourists.

Specialists distinguish tertiary services company serving the entire population of the territory, while meeting the needs of tourists (Kiptenko, 2010).

Belarusian author A. Durovych (Durovych, 2004) considers that travel company is a synonym for travel companies, claiming that they “provide for international tourists an

internal transportation and required package (accommodation, meals, excursions) and other brokerage (insurance, visas, etc.)". He believes that the tourist enterprise is of mediating character - between the consumer (tourist) and manufacturers (hotel, transport, and restaurant).

On the tourist portal "Saga" – there is such definition of tourism as a company that performs sales of travel services to consumers.

Interesting interpretation gives Russian scientist, a specialist in the tourism sector Valerii Kvartalnov (Kvartalnov, 2000). He identifies in the field of tourism four groups of subjects that interact among themselves tourists, organizations that provide goods and services to tourists, local authorities and the host. In his view organizations that provide goods and services to tourists are the entrepreneurs, who see in tourism a profit by providing goods and services to take account of the tourist market.

Encyclopaedic dictionary of tourism contains a definition of "tourist firm", which means the company that sells tourist services to consumers. Taking into account their implementation, they are divided into travel agents and tour operators (Senin, 2000).

This point of view supports researcher O. Lyubitseva (Lyubitseva, 2003). It classifies tour operators, dividing them into proactive and receptive. Initiative tour operators - those that specialize in international tourism, focused mainly on foreign travel and operate on the basis of direct contracts with producers of services (hotels, transport companies etc.) or receptive tour operators. Receptive tour operators specialize in foreign tourism, trim tours and maintenance programs in the places where tourists through direct contracts with producers of services (hotels, catering, entertainment, etc.).

The Law of Ukraine "About Tourism", defines category of "tourist agents" is the enterprises, institutions and organizations regardless of ownership, physical person duly registered and licensed to perform activities related to the provision of tourism services. Today, however, this definition has lost value due to the abolition of licensing.

For comparison's laws, some other CIS countries (Azerbaijan (Republic Act of Azerbaydzhan "About tourism"), Russian Federation (Federal Law "On the basis of tourist activities in the Russian Federation"), the Republic of Moldova (Law of the Republic of Moldova "About tourism")) no treatment "tourist enterprise". So, in the legislation of the Russian Federation noted the term "tourist activity" which includes the tour operator and travel agency activities, and other activities count on travel organization.

In European countries, tourism activities are also divided into tour operator and travel agency. For example, Dorothy Meyer (Meyer, 2003) of the Institute of International

Development, London tour operators defines as companies that combine two or more travel services (such as transport, accommodation, food, entertainment, sightseeing) and sell them through travel agencies or directly to final consumers as a product (called a package tour).

Other interpretations of the definition of tourist enterprises:

1. An organization that is engaged in assembling and selling tours (Zorin, 2005).
2. Business-related pleasure, knowledge and comfort (Bocharova, 2006)
3. Economic-technological system formation and implementation of the tourism product in order to meet the demand for travel services (Diachenko, 2007).

After analyzing the different views on the concept of enterprise providing tourist services can be noted that the definition has no single approach. Tour company is defined as a subject component, mediator, entrepreneur, business, organization, system.

Thus, the main activity of tourist enterprise is a business that is carried out in two aspects: financial - which provides guidance on maximizing profits, marketing - provides guidance on the sale of services to customers.

In the process of business travel company interacts with government agencies and businesses. This category includes travel and advertising agents, insurance companies, companies that provide transportation and accommodation, local authorities and health and others. Interaction takes place in the form of taxes, utility bills, pay fees, obtain bank guarantees and loans, interest payments on loans, processing insurance policies custom advertising and participation in trade fairs, competitions, charity events etc.

The aim of this activity is to replenish the budgets of different levels of government and other businesses. A travel company in the process of business activity finds a niche on the market, and forms its competitive position, create its own image and segment of consumers.

In addition, tour operators carry more innovation. Innovation aim is to create new or improve existing tourism product. It includes market research to study the market and tourist behavior, trending, seasonal changes of fashion. These activities cost money and are associated with the risk of not recouping them. As a result, they create innovative tourism offer, which is the driving force for the development of tourism in Ukraine.

Each activity is aimed at the creation and marketing of the tourist product, which is the link that binds the owner and employees of travel companies, providing travel services travel services with the buyer. All activities are interrelated, and with proper planning and implementation of plans to ensure the successful operation of tourism enterprises.

Conclusion. Thus, the previous theoretical analysis of the views of scientists in the field of tourism and the regulatory law, that regulates activity of tourism enterprises, states

that there is no solidarity among the scientists on the constituent elements of the tourism product, there is no sole interpretation of the category “travel company”, and there are some differences in the views on principal activities of tourism enterprises. This is due to the complexity and polyfunctionality of tourism phenomenon but this is also the basis for the further attempts to unify the category “travel company” and “tourism product”.

Taking into account the abovementioned facts, we believe that tourism product is a reflection of the of tourism enterprises and we offer the authors’ definition of the category “travel company” as business entity which conduct business, innovation and mediation activity to get profit, creating and implementing of the tourism product.

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