

Geography

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UNDERSTANDING SERVICE-TOURISM INTERACTIONS AND THEIR
INFLUENCE ON SUSTAINABLE TOURISM

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The article considers the issues of new field of scientific knowledge the science of service. The author analyses the views on the subject of its study, high lights the importance of this problem not only from a scientific point of view, but also from the perspective of the educational process in the profile “Service” and “Tourism” assumed the formation basic knowledge about the service. The author distinguishes understanding of service in the narrow and broad sense and proves his point of view, but also pays attention to the correlation of the concepts of service sectors.

Keywords: service, services, tourism, provides service, system of services, tourism inflexibility.

The service has several meanings in our reality. It makes sense to discuss the most common concepts. Especially in the post-Soviet countries the concept of service is presented as a non-productive sector. A number of countries service is also perceived as a system of services, service or provides, service or deliver. In such a situation a systemic approach is required to change and offer the following: our services considered as a system service, and services designed to meet the spiritual needs of people accept as action or improvement to satisfy the material demands. The services are further divided into attendance and delivery. The first, one is ideal for preparing, the second, one is real and ongoing. In this case we can use software as a service model (SaaS), in which subscribers provides ready application software, fully serviced provider. Supplier in this model independently manages applications, providing customers with access to functions with client devices.

Service is the market segment a special category of customers, for which the whole service system is developed. According to this model, management services begin with a market niche (the market segment) and then moving counterclockwise, it leads to the concepts of “service concept”, “service delivery system” and “image”. The image is seen here as an information tool, through which management can influence the state of consumers and suppliers of resources foreign policy.

We can describe some features of service: the absence of the goods, service is an activity or experience; difficulties in providing reference materials; purchase of services associated with the risk for the customer; service cannot be demonstrated; absence of the patent system, free entry to the market for competitors consumers is

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involved in the provision of services; involvement in the process of service groups of consumers, the control problem; companies providing services is its staff, the perception of the supplier is determined by the client's attitude to its employees.

There are a lot of services, tourism is one of them. It is a service that aims to cater to the demands of the movement through recreation and health rehabilitation. Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home [1].

Who is a tourist? A tourist is a person, who travels largely for pleasure. Perhaps to see the sights, meet people, enjoy a different climate, and learn new places or enjoy new experiences [2]. Tourism has the following features:

- Tourism is highly inflexible. It can be seen, when the seating capacity in a transport facility, hotel rooms is fixed and it is impossible to meet the sudden demand during seasons. While during off-seasons the demand is less and capacity remains un-utilized. Tourism has the fixed location. Its means the destinations are fixed and efforts are required to make the potential tourists to visit the location.

- The service provided by this industry is highly perishable. For example: an unused hotel bed or a vacant seat in an airplane leads to non-utilization of capacity.

- Modern tourist establishment requires large financial investment both to start and to maintain the services making it highly risky as the rate of return is critically important.

- The destination's tourism product is comprised of an environmental element and a service element. In terms of how tourists experience the destination product, Smith [2] felt that the tourism product begins with the physical plant followed in succession by service, hospitality, freedom of choice and involvement. The latter two transform the primary (physical plant) and secondary (service and hospitality) inputs into the experiential output. Murphy et al. interpreted the tourism product as the combination of the "environmental impacts of the destination's setting, plus the effects of service infrastructure on the visitor experience" [3].

- The tourism product is largely based upon services provided to tourists and requires much interaction with the destination's attributes. In this regard, services influence tourists directly through personal encounters with the host members, who carry out those services.

A service is thought to be "an activity or a series of activities of a more or less intangible nature that normally, but not necessarily, takes place in the interaction between the customer and service employees and/or physical resources or goods and/or systems of [4] the service provider". Service quality is a "measure of how well the service level delivered matches customers' expectations. Delivering quality service means conforming to customer expectations on a consistent basis". Services are an essential part of the tourism experience, and thus service quality is a crucial aspect of satisfying tourists [5]. Vogt and Fesenmaier [6] found that tourists evaluate their service experience, on who delivers the service, and the extent to which the service provider accurately understands the nature of the tourist's needs and wants, as opposed to what the service is. This highlights the importance of the host community to ensure tourists perceive a sense of quality with their service experience. Parasuraman et al. [5] took an exploratory qualitative approach to investigating the concept of service quality. Through executive

interviews and consumer focus groups, they also found that service quality is judged on the difference between the consumer's expectations and perceptions of the actual service performance experienced. Revealed in the consumer focus groups were similar evaluative criteria for forming expectations about and perceptions of service quality. At least were devised ten determinants of service quality [4]:

- 1) *reliability*: involves consistency of performance and dependability;
- 2) *responsibility*: refers to the willingness of employees to provide service;
- 3) *competence*: possessing the skills and knowledge to perform the service;
- 4) *access*: means being approachable and easy to contact;
- 5) *courtesy*: characterized by politeness, respect, consideration, and friendliness;
- 6) *communication*: keeping customers informed and listening to them;
- 7) *credibility*: involves trustworthiness, believability and honesty;
- 8) *security*: freedom from danger, risk and doubt;
- 9) *understanding/knowing the customer*: making an effort to understand the customer's needs;

- 10) *tangibles*: the physical evidence of the service.

This multi-item instrument was later revised to assure non-overlapping of the ten determinants, and was narrowed down to five dimensions of service quality: reliability, responsiveness, assurance, empathy and tangibility. SERVQUAL model is a widely recognized approach to measuring service quality, and dimensions identified have been applied to an array of service sectors, including the tourism industry, which shows the model's flexibility [4, 6–9]. Despite the praised acknowledgement of the SERVQUAL model, a number of criticisms exist. One such criticism is the apparent instability of the dimensions. Whether using the original ten determinants of perceived service quality or the five dimensions of service quality, Woods and Deegan [9] advocate the idea of having criteria for setting standards reflecting consumer expectations is what is relevant.

The model was used by Kvist and Klefsjo [4], who studied which of the original ten dimensions of service quality were perceived to be important to tourists. This was tested in three phases: before the tourism experience in the form of a questionnaire to assess service quality expectations; during the tourism experience in the form of face-to-face interviews with the intent of asking questions, while impressions were still fresh in the participants mind; and after returning home, again in the form of a questionnaire to evaluate, which of the ten dimensions were most important to creating service quality in their tourism experience [4].

By using a mixed method approach of questionnaires and interviews, the authors were able to adequately capture any difference in tourist's perceptions of service quality throughout the course of the vacation.

In the first phase, results indicated that reliability, competence and tangibles were the three most important dimensions of service quality. In the third phase, after the experience, results showed again reliability, competence and tangibles to be the three most important dimensions of service quality, although variation and differences existed among nationalities. Of greater importance, however, may be the fact that differences in the rankings of service quality dimensions occurred over time (the course of the vacation). In [4] attribute change in ranking of service quality dimensions to either dissatisfaction with how a dimension was handled, or participants experienced something during the trip that was perceived as being important to them. According to the authors, tourists changing perceptions of quality as a result of

their tourism experience is an area understudied within the tourism literature. It seems that legitimately distinguish understanding of “service” in the broad and narrow sense. In the former case the term “service” covers services and service. In the narrow sense of the “service” is perceived as a service.

Each service has a greater or lesser service component. In our opinion, justified the assertion of those scholars, who think that any service has a service component, and if talking about a particular service, we can say that it is that kind of activity, the service involves the question of how (in the sense of “good, bad ...” service) and this or that service to the consumer. In the role of a person can act the consumer (individual), the legal entity (enterprise, institution) and the society.

Service can be connected both to the process of marketing and operation of material goods (machinery, equipment, vehicles, and the implementation of any service (restaurant, information, service in transport). The rapid development of the service as the service is now dictated by three main reasons: 1) the complexity of the material production; 2) increased competition; 3) the desire of companies to increase their income. In today’s economy service component products or services becomes an essential tool of competition, including financial derivatives production. We are talking about the production, including industrial services, has become a modern economy as a complex and important subsystem of economic activity. In this regard, the statement that “the service it is a professional integrated activities to create conditions and assist in the provision of quality public services, correlated to the individual customer’s needs” [10], suffers limitations.

As for the concepts of “service sector”, “collar” and “scope of service”, the respect to them can also be traced very different points of view. For example, in the dictionary “Service and Tourism” collar somehow identified with the scope of services to the population, “the scope of public service (Service Industry) – a set of sectors of the economy, the product of which (consumer goods) acts as defined appropriate activities (services). A feature of social labor employed in public service is a direct impact on the person as an object of application of labor. The scope of services to the public include the trade and public catering, housing and communal services, consumer services, passenger transport and communications, education, cultural institutions, health care, physical culture and sports, social security (as an activity for the public service)” [11].

In our opinion this is a very narrow interpretation of the scope of services. It has been recognized that the service-tions activities are related not only to the intangible, but also to the material production, service activities permeate nearly all sectors of the economy, so, it is very difficult to accurately delineate the boundaries of the service sector. Rather, it is really “area of distribution” service-ing activities that (area) in some sectors of the economy is the main, and in the other, with the obligatory presence, occupies a smaller “area” such as in the mining and manufacturing industries. Thus, the most important features of the service sector is its heterogeneity, mobility “borders”. The problem of the establishment of “borders” service sector is very acute.

Services Service Scope Associated with queuing associated with individual service meets domestic needs are met diverse needs. Having personal service among other things provides services to bring to the consumer products industry, construction and other organizations to statistical science and practice, as the ambiguity of the

interpretation of the category directly manifested in the reflection structure of the national and world economy, the definition of a particular country's rating as a result of economic development, the quality of its economic growth and quality of life, the coherence and integration of statistical data of the totality of economic activities, different levels of economic processes, including specific sectors and regions.

Given the comparison is very contradictory and does not differ correctness. At least, it raises many questions and requires a more serious argument. The same applies to the assertion that “the overall transformation of services in the sphere of service due to market relations in the economy” [11].

International tourist arrivals almost quadrupled in the past 30 years and domestic tourism is also active in the most developed and newly industrialized countries. At the same time, the travel motion of geographically spread to reach in almost all countries of the world, becoming for many of them is an important sector of the economy in terms of income generation, foreign exchange earnings and creation of new jobs.

Awareness of the issues that the stability-originally referred to the natural environment, but now also includes social, economic and cultural spheres, as well as in the built environment, is greatly developed in the course of these 30 years. Today, most governments, international development agencies, trade associations, academic institutions and non-governmental organizations recognize that without stability can be no development that creates benefits for all stakeholders, solve the serious and urgent problems, such as extreme poverty, and stores precious natural and man-made resources, on which human well-being is based.

The tourism sector cannot remain indifferent to the problem of stability. That is why the World Tourism Organization focuses its advisory services and technical assistance on policy, guidelines development, management techniques and instrumentation that enable national and local Government and the tourism industry to integrate the principles of sustainable development in their decision-making and day-to-day operations. That is why the United Environment Program launched a program that aims to integration of environmental sustainability in the decision-making process in the tourism industry and in the choice of buying consumers through the dissemination of technical know-how and build business networks, to promote “stability” in the tourism sector.

Creating a more sustainable tourism, service builds for tourism social, economic and nature environment on different aspects of sustainable development, carried out over the past years or so.

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Ս. Ռ. ՍՈՒՎԱՐՅԱՆ

ՍԵՐՎԻՍ-ՏՈՒՐԻԶՄ ՀԱՍԿԱՑՈՒԹՅՈՒՆՆԵՐԻ ԱՌՆՉՈՒԹՅՈՒՆՆԵՐԸ ԵՎ ԴՐԱՆՑ ԱԶԴԵՑՈՒԹՅՈՒՆԸ ԿԱՅՈՒՆ ԶԲՈՍԱՇՐՋՈՒԹՅԱՆ ՎՐԱ

Ամփոփում

Հոդվածում քննարկվում է սերվիսագիտության կարևորագույն հարցադրումներ՝ կապված սերվիս, ծառայություններ, սպասարկում, մատուցում, զբոսաշրջություն հասկացությունների հետ: Հարցադրումները հատկապես վերաբերում են նոր գիտության ոլորտի կրթական գործընթացի կազմակերպմանը: Հեղինակը առանձնացնում է հասկացությունների տարակարծությունների պատճառները և առաջարկում է համակարգել Սերվիսը՝ որպես ծառայությունների ամբողջություն, իսկ ծառայությունները որպես սպասարկման և մատուցման համալիր:

С. Р. СУВАРЯН

СООТНОШЕНИЕ ПОНЯТИЙ “СЕРВИС” И “ТУРИЗМ” И ИХ ВЛИЯНИЕ НА УСТОЙЧИВЫЙ ТУРИЗМ

Резюме

В статье рассматриваются вопросы новой области научного знания – сервисологии. Анализируются взгляды на предмет ее исследования, подчеркивается актуальность указанной проблемы не только с научной точки зрения, но и с позиции образовательного процесса по профилям “сервис” и “туризм”, предполагающего формирование основополагающих знаний о сервисе. Автор выделяет понимание “сервиса” в узком и широком смысле и обосновывает свою точку зрения, а также обращает внимание на соотношение понятий “сервис”, “услуги”, “обслуживание” и “предоставление услуг”.