

A New Tourism Product Formation: Synergetic Possibilities of Business Environment

MARHARYTA V. SHARKOⁱ, PAVLO V. SHMULEVYCHⁱⁱ

The business environment is a system that has its own structure and therefore, possesses synergy, i.e. the ability to self-organize. Self-organization is a unique happening in open systems that are studied by relatively new interdisciplinary science of Synergetics. The tools that it suggests are not widely used in Economics. Understanding of any economy as a system with some level of synergy is a core for the development of new policies, especially at regional levels while central government bodies provide nonefficient development decision-making. This work studies specific synergetic possibilities of the business environment that are relevant for the formation of new tourism products. The uniqueness of every touristic destination emphasizes the importance of regions as well as communities in its popularization. This study gives a detailed description of synergetic possibilities of business environment on a regional level that can be used for the development of brand-new tourism destinations. The importance of information flows is revealed. The organizational processes in the distribution of information are assumed as a leading principle of effective use of synergetic possibilities of a surrounding system while presenting new ecological products (particular events and destinations in general) in a tourism context. The conditions, in which the mentioned is possible, are also explored on the example of Kherson region in Ukraine and organization process of the specific festival in its southern part in 2017 – Tryhutty International Kite Festival. Kherson region and Ukraine at all have huge tourism potential that is still not realized. Thus, the development of new tools for brand-new tourism products formation is up-to-date. Approaches to using the synergy in tourism are proposed based on Ukrainian and Indian experiences.

Keywords: business environment, information, synergetic possibility, synergy, tourism product.

Abbreviations:

IKF – international kite festival.

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JEL Codes: Z32, R11

Introduction. Forecasting of the business environment behavior is determined by the complexity of this environment's structure. The study of synergetic possibilities allows taking into account the influence of uncertainty on the results of tourism economic activity within the framework of this business environment. Within Ukrainian integration into the European economic system, the theme of local initiatives in tourism and environmental protection is becoming more urgent. With the entry into force of the Ukraine-EU Association Agreement and the corresponding reform of the country's economy, regions in general and communities, in particular, are receiving more and more tools and opportunities for self-organization. At the same time, the business environment has received a powerful impetus for self-organization. This has been caused by the need of adaptation to new realities, such as conformity of products and services with standards, certification of goods, the specification of environment

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protecting requirements, and the quality of resources. For tourism, the most important factor is a significant increase in the tourist flow due to the launch of the Ukraine-EU visa-free regime. An increase in the number of Ukrainian tourists in Europe will also contribute to the awareness of Europeans about Ukraine, to increase of their interest in our country and, accordingly, to increase of incoming tourism to Ukraine.

Problem statement. The publications analysis on the indicated problem shows that the business environment synergetic possibilities are formed due to the actual activities of many participants, such as public organizations, local leaders, authorities, farmers, researchers, journalists, etc. The opportunity of new tourism products formation on the basis of ecologically significant objects (ecotourism) should be viewed from the standpoint of using the business environment synergetic possibilities, typical for some specific area. Foreign and Ukrainian scientists' works study various manifestations of synergy in the tourism business environment [1–8].

Ecological aspects of tourism are discussed in [7]. This approach is based on system theories, related to Synergetics, and includes a variety of tools of the economy's ecological basis, in particular, its tourism branch. Approaches to the tourism development as a component of the competitive Ukrainian economy are considered in the works [2, 3]. They substantiate important worldview aspects of tourism, as the industry is oriented to the natural and cultural environment. Tourism, along with various manifestations of related industries, brings real benefits to the local population. The role of economic behavior as the basis for the tourism development takes into account psychological factors in the acquisition of tourism products [9]. In most works, the methodology of studying tourism is not synergetics, but other interdisciplinary approaches.

Tools of Synergetics in the application to the tourism sphere were not considered earlier. This refers to the unsolved parts of the general problem.

The purpose is to identify and explore the synergetic possibilities of the business environment in which a new tourism product is being formed.

Results of the research. As the methodology for the study of the stated problem, the toolkit of Synergetics was chosen. Synergetics is the science that studies the processes of self-organization in a system in the presence of external perturbations [11, 25].

The key concepts of using the business environment possibilities are synergy, self-organization, level of development direction and attractors. Synergy is the ability of a system to shape its development from inside, not always within the framework of a certain program that is given from outside. Self-organization is the spontaneous formation of highly ordered structures from “the embryo” or even from the chaos [11]. A different formulation is a spontaneous transition from an unordered state to an ordered one, due to the simultaneous synchronous action of many subsystems [1, 13, 14]. According to these definitions, each system has a certain level of synergy. The vector of development is called an attractor. An attractor is a phenomenon that is formed due to the presence of synergy in the system. It attracts to itself intermediate states of the system [19–24].

Thus, synergy is the basis of self-organization. An attractor is a specific form of its manifestation. Synergy is a characteristic that cannot be measured and calculated at this stage of the scientific development. At the same time, it has quite specific manifestations. Their study, measurement, and description make it possible to define some level of the system's synergy development. This, in turn, allows us to predict the development more accurately in conditions of uncertainty. Subsequently, we can understand the scale of the transformations, which the system can be subjected to.

Information should be considered as the main manifestation of synergy in the tourism sector business environment. Information generators, channels and the breadth of its distribution, control over its quality and reliability are among the key synergetic characteristics of the tourist business environment [1, 17]. It can be assumed that the tourism product itself is a manifestation of the synergy of the entire surrounding business environment, as it includes the benefits created by other sectors, like transport, food industry, services, etc. [2, 8]. Hence, the information becomes a connecting link of all accompanying goods. Let us consider this in more detail.

Complex tourism product is a purposeful combination of goods, services, works and other tangible and intangible objects, necessary and sufficient to meet the needs of tourists and other travelers, which is in accordance with the objectives of travel and is proposed for sell [2].

In the world practice, the concept of “tourist destination” is also used. That is a territory that has unique tourist resources, offers a certain set of services that meet the needs of tourists and satisfy their demand, and therefore possesses outstanding image and popularity in the tourism field of the country or region [2, 6].

In our opinion, these scientific definitions do not take into account the most important for modern realities information factor. Even with the presence of related services of outstanding quality in some particular environmentally significant place, it cannot become a tourist destination without the (simple) knowledge of tourists about its existence. It is (simply) the knowledge of tourists about the importance and uniqueness of this place that makes it possible to form a tourist product. Knowledge, formed on the basis of correctly distributed information, is one of the key factors for the development of a new tourism product and tourism activity at all. This is the information flow that can become the basis of the attractor, which will form a strong trend to increase in popularity and to develop a specific tourist destination.

Ukraine has serious and most unique tourist resources and offers a wide range of services. Nevertheless, it cannot be called a tourist destination with stable demand. In particular, in the case of Ukraine, an important factor was the information one. As can be seen from Table 1, the number of foreign tourists has decreased by half since 2014. This is a consequence of the events in the East of Ukraine and the annexation of the Crimean peninsula. Information distributed by all the world's media actually represented Ukraine as a country in a state of war. That was naturally perceived as a danger for foreign tourists. In this context, it is interesting to note that the share of tourists who visited the Kherson region (southern Ukraine), located on the border with the Crimea, shows a strong tendency to increase, from 7 % in 2011 to 22.5 % in 2015. That will be explained below.

Table 1
 Dynamics of tourist flows to Ukraine for 2011–2015

Year	General amount of tourists (domestic and foreign), thousands of people	Growth rate compared to the previous year, %	The share of tourists who visited the Kherson region, %
2011	21415	101,4	7,0
2012	23013	107,5	7,3
2013	24671	107,2	10,1
2014	12712	51,5	17,3
2015	12428	97,8	22,5

The popularization of the region requires stimulation. It is even more difficult when a goal is to attract foreign tourists. One of the typical tools to popularize tourism in a particular region is the organization of a festival with some special topic. This presumes the creation of a powerful information flow. We suggest considering the synergetic features of the tourism business environment on the example of the Tryhuty International Kite Festival 2017, which was held in southern Ukraine in May 2017.

In order for a tourist to become a consumer of a particular tourism product, he or she must have reliable information: namely, what where when will take place, the festival program, target audience, places of festival activities. Tryhuty IKF 2017 was the first international festival in the field of kites in the history of independent Ukraine. It was initially problematic from viewpoint of little knowledge of wide audience on this topic (kite flying). Nevertheless, 5–6 thousand tourists visited the festival. That exactly showed the result of right information campaign. It included the popularization of the unique ecological features of the Tryhuty (Trykhaty) village, where the main festival event was held, and the southern Ukrainian region in general.

On one hand, information is an impulse for every particular tourist and group of tourists to come and visit the festival – i.e. it is, in the words of synergetics, the impact of an external factor. Its result is that fluctuations of individual elements of the system can become synchronous and form a unified behavior of the collective. On the other hand, this information becomes a synergetic possibility of the environment. It directly affects a wider range of stakeholders, understanding information as the means of production that can be used by an infinite number of producers [1]. The all-Ukrainian tourism organizations and associations have included Tryhuty IKF 2017 in their catalogs and presentations. Regional virtual groups in social networks actively discussed the preparation and implementation of the festival. They forced the appearance of those who wish to become festival partners and advertise themselves, or assist in the organization. The broader institutional formations considered their abilities to include this event in their field of interest.

Anyway, a tourism product is tied to a specific geographical location. This is the first restraining factor for its development. For example, the Gujarat International Kite Festival in India, known for many years, can hardly be conducted in, say, State of Telangana or State of Goa. Expand of such a tourism product can only be in deep, and not in breadth. At the same time, Telangana State's own product – the Telangana International Kite Festival, that takes place immediately after Gujarat's one – as experience shows, attracts same tourists and visitors of Gujarat IKF. This is possible due to the fact that these festivals are especially held one after another. This cooperation is a clear manifestation of the synergy in the tourism sector and becomes a stimulus for increasing the profitability of each individual tourism product due to cost sharing. For example, the Gujarat IKF organizers cover for foreign kite flyers tickets to India only, whilst the Telangana IKF organizers have to cover, thus, only return tickets for those participants who are coming to their festival after the Gujarat's one.

Tryhuty IKF 2017 was organized precisely according to the model of the mentioned Indian festivals. Today the process of forming territorial organizations (communities) is underway in Ukraine. In this context, the festival was held. A tourism product is attached to the ownership rights of a specific organization or institution. This factor is also a restraining factor since it is the right of the community or institution to dispose of its land as a resource. And accordingly, it is the owner of the rights to this location has a decisive voice for a new tourism product creation. These arguments are aimed at preserving the ecology, as the basis for the ecotourism development. Hence, it becomes beneficial to the local population. It is the

availability of potential benefits that stimulate the business environment and its development. According to Synergetics, finding an equilibrium state is the key to successful development [11]. Therefore, the most successful self-organization in creating a new tourist destination is possible by reaching a compromise between the interests of business and local residents. It is important to take into account that, being right-holders, local residents should understand and get into life their responsibility for the territory.

Consequently, the activation of the business environment synergetic possibilities should also include the activation of synergy in a particular community – the collective of people. Here, the key factor is the leadership and competence of individual community members. Weak synergy within the community should be built up through “bottom-up” activities – by NGOs through education, advocacy, advertising and information activities in general [22, 23].

On the festival example – participants of the territorial community should understand what the festival gives them. For someone, this can be an opportunity to earn, selling their goods (for example, home food, handmade, etc.) and services (help in the festival organization), and realize their personal potential, raise their popularity and authority.

Generation of additional cash flows – the inflow of free energy in terms of synergetics – is not that evident, but still a leading factor in building up synergy within the business environment of a particular tourism product. The higher the popularity of the tourism product is, the greater is the income that all those interested can expect. At the same time, consumers of a new tourism product based within a newly created tourist destination can receive pleasure, which is far-reaching of their expectations. Being the goal of their journey, such pleasure means satisfaction of tourists’ cultural, spiritual and other intangible needs in a unique way.

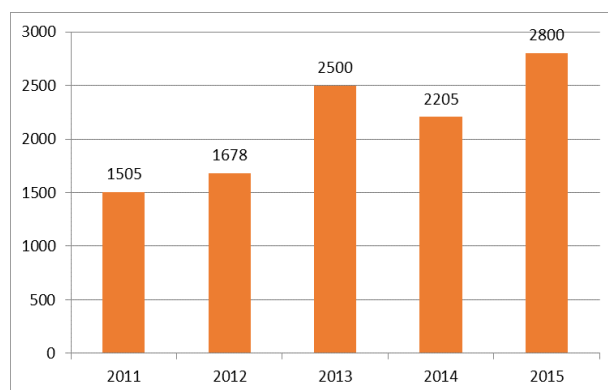


Figure 1. Dynamics of tourist flows into the Kherson region for 2011–2015, thousands of people

As it can be seen in the diagram (Figure 1), the overall dynamics of incoming tourists flow to the Kherson region is positive. A small decrease in the number of visitors to the region to 2.2 million people happened in 2014 due to the situation in Ukraine, but the following year the number of tourists significantly exceeded the indicator of 2013. This can be explained as the result of actual problems with visits to the Crimea by Ukrainian citizens as well as by international tourists. Here comes the understanding of Kherson region by them as a kind of “substitute”. Although each region is unique for tourism, travelers consider first of all their security while planning a trip. In our opinion, this fact shows some kind of desire for tourists to look for new, not well-known destinations.

A tourist is a consumer of a specific product that clearly involves his or her cognitive processes. To conduct these processes, i.e. to see and to get to know, the tourist possesses quite short time in comparison with locals and, moreover, with the time it took for this place of interest (ecological attraction) to form. This proves that the entire infrastructure, as well as the organization of the trip itself (in form of a tour or an excursion), should be planned thoroughly and realized in each possible tiny detail. The more complex the system will be, the more opportunities the tourist will have to get to know it (to reflect it in his or her conscious) within the time limit of his or her trip. Maximal use of synergetic possibilities within the system will help to increase the amount of free energy, as it is called in synergetics, to come into the system. This means that perception processes of tourists will “capitalize” in consumption of local goods and services by them, the i.e. inflow of both Ukrainian and foreign currencies. The latter is connected with the problem of international tourism development in the region.

Conclusions and prospects for further research. The activation of the business environment synergetic possibilities gives a stimulus for an increasing number of small structural entities and individual elements to become producers of creative factors of a new tourism product. Using our example – professionals more experienced in other areas give advice and improve the final product – the festival. The interdisciplinary aspect, in this case, is very well manifested.

The activation of the business environment synergy is among the factors determining the development of tourism in general and in particular a new tourism product within the framework of a specific new tourist destination. The ecological aspect is especially noticeable in this case. On one hand, the preservation of a certain ecological attraction is possible only in the framework of maintaining the existence of the entire ecosystem in which it is located. On the other hand, this ecosystem is a geographical reference for the business environment in which the tourism product is being formed and will be consumed in the future.

The tourism product formation is impossible without a wide range of synergetic possibilities of (business-)environment, in particular, infrastructural and informational. At the same time, the activation of such possibilities through the festival organization plays one of the defining roles in the new tourism product creation, especially when opening a fundamentally new tourist destination.

Further research is possible in the field of identifying specific synergetic characteristics of the business environment in which a new tourism product is being formed. This may be possible by identifying the preferences of tourists attending typical attractions around the world. Other important future research problems are the definition and formation of methodical approaches to pricing in the framework of radically new tourism products, and studying particular features of the costs of a new tourism product. All these areas can be the basis for further development of a specific toolkit for enhancing the business environment synergetic possibilities.

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**Формирование нового туристического продукта:
синергетические возможности бизнес-среды**

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Бизнес-среда – это система, которая имеет собственную структуру и, следовательно, обладает синергией, т. е. способностью к самоорганизации. Самоорганизация – уникальное явление в открытых системах, которое изучается относительно новой наукой синергетика. Инструменты, которые она предлагает, в экономике широко не используются. Понимание любой экономики как системы с определенным уровнем синергии – это основа для развития новых видов экономической политики, особенно на региональных уровнях в контексте принятия центральными органами власти неэффективных решений в сфере развития. В данной работе изучаются конкретные синергетические возможности бизнес-среды, которые имеют отношение к формированию новых туристических продуктов. Уникальность каждой туристической дестинации подчеркивает важность участия регионов и территориальных общин в ее популяризации. Данное исследование подробно описывает синергетические возможности бизнес-среды на региональном уровне, которые могут быть использованы для создания совершенно новых туристических дестинаций. Выявлена важность информационных потоков. Организационные процессы распределения информации предлагаются нами в качестве ведущего принципа эффективного использования синергетических возможностей окружающей системы при выведении на рынок новых экологических продуктов (конкретных ивентов и в общем дестинаций) в туристическом контексте. Условия, в которых возможны вышеупомянутые процессы, изучаются на примере Херсонской области и процессе организации конкретного

фестивалю на юге Украины в 2017 году – Международного фестиваля воздушных змеев Tryhuty. Херсонская область и Украина вообще обладают огромным туристическим потенциалом, который до сих пор не реализован. Таким образом, разработка новых инструментов для создания новых туристических продуктов является актуальной. Некоторые подходы к использованию синергии в туризме предлагаются на основе украинского и индийского опыта.

Ключевые слова: бизнес-среда, информация, синергетическая возможность, синергия, туристический продукт.

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**Формування нового туристичного продукту:
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Бізнес-середовище – це система, яка має власну структуру і, відповідно, володіє синергією, тобто здатністю самоорганізації. Самоорганізація – унікальне явище у відкритих системах, яке вивчається відносно новою наукою синергетика. Інструменти, які вона пропонує, в економіці широко не використовуються. Розуміння будь-якої економіки як системи з певним рівнем синергії - це основа для розвитку нових видів економічної політики, особливо на регіональних рівнях у контексті прийняття центральними органами влади неефективних рішень у сфері розвитку. У даній роботі вивчаються конкретні синергетичні можливості бізнес-середовища, які стосуються формування нових туристичних продуктів. Унікальність кожної туристичної дестинації підкреслює важливість участі регіонів і територіальних громад в її популяризації. Дане дослідження докладно описує синергетичні можливості бізнес-середовища на регіональному рівні, які можуть бути використані для створення абсолютно нових туристичних дестинацій. Виявлено важливість інформаційних потоків. Організаційні процеси розподілу інформації пропонуються нами у якості основного принципу ефективного використання синергетичних можливостей навколишньої системи при виведенні на ринок нових екологічних продуктів (конкретних івентів і загалом дестинацій) в туристичному контексті. Умови, у яких можливі вищезгадані процеси, вивчаються на прикладі Херсонської області та процесі організації конкретного фестивалю на півдні України в 2017 році – Міжнародного фестивалю повітряних зміїв Tryhuty. Херсонська область та Україна взагалі володіють величезним туристичним потенціалом, який досі не реалізований. Таким чином, розробка нових інструментів для створення нових туристичних продуктів є актуальною. Деякі підходи до використання синергії в туризмі пропонуються на основі українського та індійського досвіду.

Ключові слова: бізнес-середовище, інформація, синергетична можливість, синергія, туристичний продукт.

JEL Codes: Z32, R11

Table: 1; Figure: 1; References: 25

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