

## Using the tourist and recreational services as a factor of facilitating the social development of the region

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**Abstract.** In the modern world the requirements for timely recovering the labour ability in order to ensure the smooth and efficient production process have been significantly raised. Over the last years, the Russian government had made the considerable efforts in order to increase the level of the economic development of the Russia's Primorsky Territory, but meeting the population's needs for recreation has not been sufficient yet. The results of studying the good and bad impressions brought away by the territory inhabitants after a vacation are suggested in the work. The analysis methods are based on preparing the consumer typologies, developed upon the typology of the respondents' free answers.

[Schmidt J.D., Martysenko N.S. **Using the tourist and recreational services as a factor of facilitating the social development of the region.** *Life Sci J* 2014;11(12s):691-698] (ISSN:1097-8135). <http://www.lifesciencesite.com>. 150

**Keywords:** consumer typology, questionnaire, tourist and recreational services, program of the regional tourism development

### Introduction

With emergence of the market economy in Russia the domestic scientists have paid the considerable attention to developing the scientific knowledge of the consumption theory, the consumer behaviour analysis and studying the consumer demand for various goods and services. In this field the special attention is paid to the consumer behaviour analysis in the tourist service market [1]. Such attention to these issues could be adequately explained, as nowadays the tourist industry is one of the largest, remunerative and most fast-growing sectors of the world economy, which manufactures about 10% of the gross world product [2].

The main factor, which under the current conditions transforms recreation and tourism into the most important aspects of the employables recreation, is the scientific and technical revolution. It results in complicating the production as a whole and its separate technological processes. Along with the change in the production elements the requirements for a worker raise: the level of his basic education and vocational training, skills, body condition and ability to quickly adjust to the changing manufacturing environment.

Increasing the role of recreation and tourism is to a large extent determined by growing urbanization, which is closely related to the concentration of production and the development of the productive forces. The living conditions in a modern city with the high plant concentration ratio, polluted atmosphere, noise, heavy traffic volume increase the infection risk and impede the recreation process.

It is much more difficult to mitigate the nervous fatigue, than the physical activity one. In the modern world, if there are any miscalculations and errors, the treat to inflict an injury is elevated, what determines the high responsibility of each employee and increase the level of his nervous and mental stress. Therefore the requirements for not only the body condition of the employables and their resistance to the nervous and mental stress, but also for timely recovering the labour ability in order to ensure the smooth and efficient production process have been significantly raised.

One has to pay a heavy price for underestimating the importance of recreation and tourism in the modern world. When investigating the disasters, which convulse the Russian society, instead of the equipment failure, the "human factor" is often qualified as the reason of it.

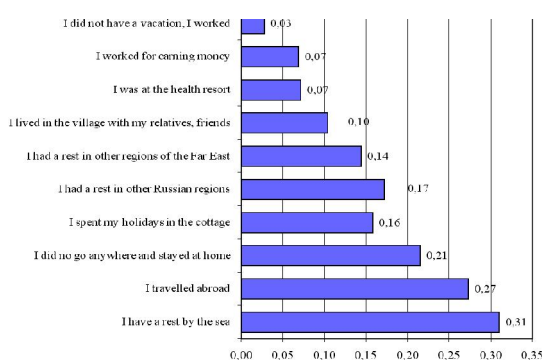
### Body

Significant intensifying of the effects of the social and economic development differentiation, not only at the level of the Federation constituent entities, but also at the intraregional level - the municipal units, could be seen in the Russian Federation [3, 4]. The presence of such differentiation results in the inefficient use of resources, what inevitably affects the overall performance of the state and regional economy. One of the deprived Russian territories by its social and economic development is the Primorsky Territory. This could be proved by the constant decrease in the territory population, which already has the extremely low population density, differing significantly from that of the border countries, which nowadays have the highest economic growth rates.

Over the last years, the Russian government have made the efforts for increasing the level of the economic development of the territory, but the population's needs for recreation are far from being sufficiently met.

With the authors involved the long-term, large-scale surveys of the cycles of using the tourist and recreational services in the Primorsky Territory have been conducted. The general information for identifying and analysing the structure of using the tourist and recreational services is the data of the answers to the open-ended questions from questionnaires, in which the consumers have expressed their opinions in a free text format. The processing methods, which ensure the shift from the unstructured to structured data have been developed for analysing such data [5, 6]. A complex of setting the task of analysing the structure of the tourist product consuming cycles, the methods of the computer data representation, the data processing methods and the specialized software is the new tools for evaluating the structure of using the tourist services. Developing our own analysis methods by no means suggests that we do not use the traditional methods of the data analysis. Our approach updates and extends the features of the common analysis methods.

Let's consider some study results. The following multiple choice question has been used in the questionnaire for studying the structure of spending the free and vacation time: "How have you spent your last vacation?". Frequency distribution of respondents by the vacation time preferences is shown in the Fig. 1.



**Fig. 1. Frequency distribution of respondents by the vacation time preferences (according to the 2012-2013 research data)**

In fact, a number of the employees, who do not use the vacation, is much greater than 10% ("I did not have a vacation" or during the vacation I worked for earning money"). Nowadays the practice of using

several short holidays or several short-term holidays throughout a year is very popular.

It should be noted, that a ratio of the population, which spends its vacation time at home is high. It is due to the shortage of funds for a good rest in a major part of the population. Most people could not afford heavy expenditures on a vacation. The expenditure data during a vacation indicate this. About 65% of the respondents spend up to \$500 on a vacation, more than \$1,000 is spent by only 25% of the respondents.

Nowadays a ratio of the Primorsky Territory inhabitants, who use their vacation time to travel abroad, is rather high. This could be explained by availability of visiting neighbouring China, but this issue will be considered later.

The researchers of spending the vacation time are often interested in the question of precisely what kind of activity the examined region inhabitants prefer to be engaged in their free time [7, 8, 9]. We have found out what the Primorsky Territory inhabitants prefer to do during their vacation using the open-ended question: "What is your favourite activity during a vacation (please, give a detailed answer) \_\_\_\_\_". The respondents could indicate several types of the recreation activity in their detailed answers.

As a result of structuring the answers to this open-ended question the tourist services consumer typologies of the tourist and recreational activity preferences have been exposed. The computer technology used for performing the typing operation is described in the work [10].

The data of more than 6.5 thousand respondents surveyed in different years have been used for determine the typologies. The respondents have given more than 11,000 answers on spending their vacation time. In other words, it is by average about two answers per one respondent. The information on the typology of the respondents' answers is shown in the Table 1. As a result of processing the qualitative data 54 similar alternate answers (subcategory) had been identified, which have been combined into 13 types (categories) of answers.

The most popular recreation types for the Primorsky Territory inhabitants are the outdoor activities. This could be explained by the worldwide trend in using the "outdoor" tourism types and the inhabitants' accustomization to the severe conditions of the Far East. The other extreme - the passive activity ranks second. People are so tired of work, that many of them prefer just lying on the couch at home, watching TV, instead of thinking about the work.

**Table 1. The scope of the preferred tourist and recreational activity of the Primorsky territory inhabitants during the vacation**

Category Number	Category	Category Frequency	Subcategories	Subcategory Frequency
1	Active People	0.26	Outdoor Activity	0.0306
			To Have a Rest by the Sea	0.1535
			Swimming	0.0362
			Fishing	0.0376
			To Have a Rest near the Water	0.0029
			Boat Tours	0.0061
			Amusements	0.0026
2	Tourists	0.09	Outdoor Games	0.0005
			Tourism and Tours	0.0575
3	Researchers	0.11	To Have a Rest outdoors	0.0295
			Entertainment Program and Excursions	0.0879
			Cultural Recreation Activity	0.0099
4	Gastronomers	0.01	Search for New Experiences	0.0082
			To Eat Tasty Food	0.0056
			To Drink Alcohol	0.0027
5	Inactive People	0.14	To Drink Beer	0.0024
			Passive Activity	0.1449
6	Loners	0.10	Walks	0.0382
			Reading	0.0304
			Positive Emotions	0.0073
			To Admire the Landscape	0.0017
			To Acquire New Knowledge	0.0034
			To Take Pictures	0.0065
			Seclusion	0.0019
			Hobby and Creativity	0.0032
			To Work at the Computer	0.0020
			To Listen to Music	0.0007
			To Play the Musical Instrument	0.0005
7	Housewives	0.10	To Do Shopping	0.0461
			Additional Earnings	0.0015
			Cottage Activity	0.0242
			Construction and Home Improvement	0.0032
			To Pick Mushrooms and Berries	0.0046
			To Take Care of Children	0.0092
			To Manage the Household	0.0055
			Cooking	0.0048
8	Sportsmen	0.03	To Knit and to Embroider	0.0039
			To Go in for Sport	0.0207
9	Extreme Sports Lovers	0.02	Winter Sports	0.0073
			Extreme	0.0092
			To Hunt	0.0080
10	Self- and Health Care	0.02	Diving	0.0072
			To Return to Health	0.0123
			To Take Care of Oneself	0.0061
11	Seeking a Life Partner	0.04	To Relax	0.0051
			Attending Cafés, Bars and Night Clubs	0.0155
			To Entertain Oneself	0.0160
			To Get to Know Someone	0.0048
			To Attend Discos	0.0044
12	Communicative People	0.03	To Have Sex	0.0031
			Communication	0.0290
			To Have Fun	0.0055
13	Family Activity		To Sing Songs	0.0002
			Family Joys	0.0278

**Table 2. Bad impressions marred the vacation time**

Category Number	Category	Category Frequency	Subcategories	Subcategory Frequency
1	Personal and Family Problems	0.13	Quarrel	0.011
			Ruining the Plans	0.020
			Irritant	0.029
			Parting	0.011
			Personal Problems	0.030
			Family Troubles	0.018
2	Time Constraints	0.11	Rare Answer	0.009
			The End of Vacation	0.030
			The Shortness of Vacation	0.080
3	Safety	0.07	Unfavourable Vacation Time	0.001
			Accidents and Tragic Occurrences	0.014
			Unpleasant Neighbours	0.017
			Belongings and Property Loss	0.018
			The Others' Negative Attitude	0.004
			The Local Population's Attitude	0.010
			Vacation Safety	0.004
			Criminal Situation	0.003
4	Food Supply	0.01	Terrorism	0.003
			Poor Quality Food	0.012
5	Low Level of Culture	0.03	Unusual Food	0.003
			Ill-Mannered Behaviour	0.027
6	Environment	0.10	Beach Pollution	0.022
			Pollution	0.026
			Insects	0.015
			Noise	0.009
			Water Pollution	0.012
			Population Pollution	0.009
			Bad Ecology	0.006
7	Tour Conditions	0.18	Airline Companies' Services	0.042
			Custom Clearance Problems	0.031
			Trying Journey	0.063
			Transport Problems	0.031
			Travel Inconveniences	0.009
8	Disease	0.06	Disease	0.065
9	Unpleasant Duties	0.05	Household Chores	0.010
			Business Calls during the Vacation	0.024
			Unpleasant Duties	0.014
10	Service Level	0.08	Low Service Level	0.030
			Living Conditions	0.024
			Poor Quality of the Travel Agency Services	0.026
			Improper Beach Facilities	0.003
11	Solvency	0.18	Money Problems	0.139
			High Prices	0.038

It is particularly important to know the bad impressions of some elements of the tourism products, brought away after the vacation, for analysing the structure of the vacation time preferences. The bad impressions were investigated using the question from the questionnaire: "What has marred your holiday\_\_\_\_\_".

As in the previous case, a list of the simple statements was drawn up using the respondents' overall answers about the bad impressions during the

vacation. After a set of the work sessions on typing the answers a table of the unique responses was considerably reduced. Then the simple statements were arranged into 43 subcategories, which were combined into 12 categories. The results of typing the respondents' answers were summarized in the Table 2.

In the table the answer frequencies are calculated by categories and subcategories. Most bad impressions are due to the bad weather. There were more than 29% of such answers. The answers

concerning the weather were excluded from the calculations for clarity (Table 2).

Most bad impressions of the territory inhabitants are due to the lack of funds for spending their vacation according to their needs. A considerable number of respondents attributes their negative responses to the conditions of travel to recreations.

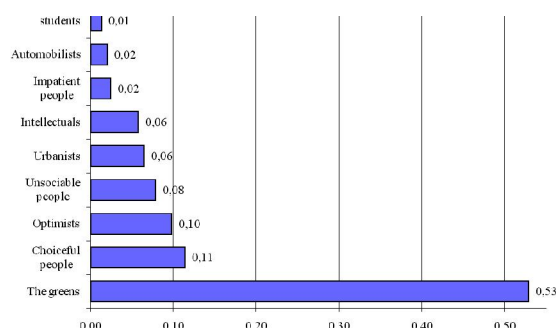
In the questionnaires, we have also studied the travel geography of the territory inhabitants during the vacation. The study was conducted according to four focus areas.

**The first focus area** – is the shifts for recreation and tourism within the region. The Primorsky Territory inhabitants show very high mobility while travelling to recreation areas by the sea in the summer period.

The coastal holiday remains the most mass type of activity. Therefore, we regularly conduct the mass surveys of the territory inhabitants on using this type of activity.

In the course of studies, we have investigated the questions of "where and how?" the territory inhabitants have a rest by the sea. Within this work we do not have an opportunity to consider the results of such studies in more detail, moreover the geographical names could say little to the readers, who are unfamiliar with the Primorsky Territory. Let's introduce just one result according to the statistics of the negative responses to the seaside holidays. In this case we have used the same procedure, as in the previous cases.

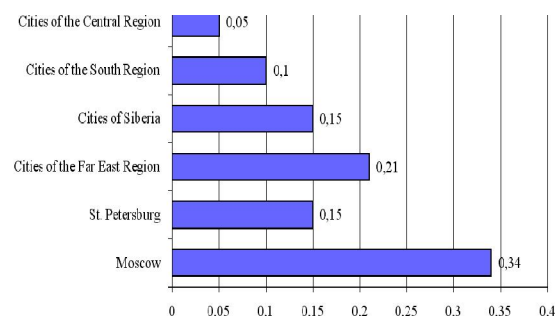
A structure of the respondents' negative response typology, who use the coastal and bathing tourism product, has shown, that, first of all, the ecological condition of beaches and the sea area initiates the negative response by 53% of the respondents (the "Greens" category) (Fig. 2).



**Fig. 2. Frequency distribution of consumers by the negative responses to the coastal holidays**

As the represented typology of the holidaymakers' negative responses indicates, the tourism development in the Primorsky Territory depends on the implementation of the projects, which contribute to the environmental safety of the territory, as well as the projects, which develop the transport infrastructure. The consumer typology of the recreation activity preferences or the interests determines, what should be produced, and the typology of the negative responses determines, what should not be allowed while manufacturing the tourism products, i.e. it determines the quality of the tourist and recreational product.

**The second focus area** – is to study the shifts of the Primorsky Territory inhabitants over the Russian territory. Not many territory inhabitants could afford the long-distance tours. A list of the cities, which the territory inhabitants have indicated, includes about 200 cities of Russia and the world. About 150 of them - are the Russian cities. From the entire list of the cities about 70% of all the responses account for the four most popular cities: Moscow (34%), St. Petersburg (15%), Khabarovsk (13%), Vladivostok (7%). The Russian cities have been combined by regions in order to compare the travel destinations (Fig. 3).



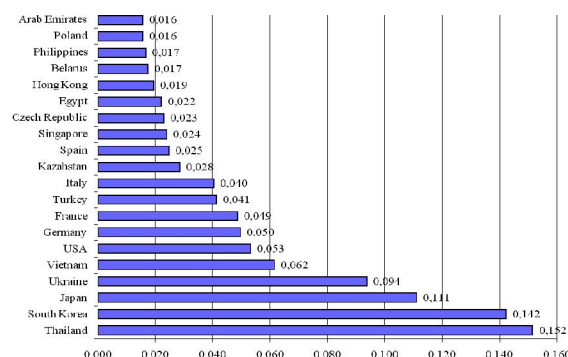
**Fig. 3. Frequency distribution of respondents by the travel destinations through the Russian cities**

**The third focus area** – is studying the shifts when leaving the country (visiting foreign countries). Among the foreign countries visiting China has been studied separately, as these visits are the most mass ones. Almost a half of all the Russian tourists, who visit China, leave the Primorsky Territory.

A list of the countries, which have been visited by the territory inhabitants over the last three years, includes more than one hundred countries. The ratio of the 20 most popular countries is 77% of the total number of countries (Fig. 4). Among these countries, Thailand has recently established itself as a leader (15%), it is followed by the Primorye neighbour countries, such as South Korea - 14% and



Japan - 11%. This leading group also includes Ukraine. This could be explained by the fact, that many Primorye inhabitants are of the Ukraine heritage and have relatives in this country.



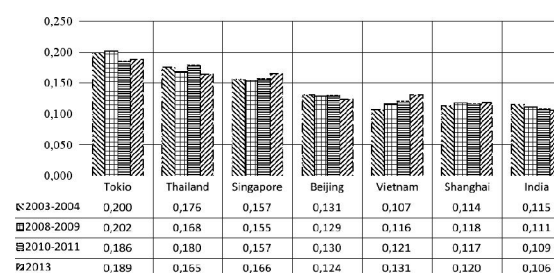
**Fig. 4. Indexes of visiting the 20 most popular world countries (according to the 2013 Survey)**

While evaluating the future tourism development in the Primorsky Territory, we have made the analysis of the APR country tour preferences. This analysis was carried out according to the data of the answers to the following question from the questionnaire:

"Arrange the tours in order of your preferences so, if there were a choice (at the position [ ] one should fill in the progressive preference number: 1, 2, and so on, and in the answer one could add his own destination - otherwise)

Thailand [ ]; Tokyo [ ]; Singapore [ ]; Vietnam [ ]; Shanghai [ ]; Beijing [ ]; India [ ] otherwise \_\_\_\_\_".

The calculations of the preference indexes were made for the four time periods (Fig. 5.). As the diagram in the Fig. 5 shows the order of the tour preferences has not been changed during the examined periods. However, the quantitative assessments of tours have a little bit changed. The desire to visit Japan and Thailand has been reduced. Decreasing the interest in Japan could be explained by the increase of duties on the Japanese cars. Many tourists have visited Japan for purchasing the Japanese used cars. Declining the interest in the Thailand holiday could be explained by the fear, which arose after the disaster, which have killed more than 200,000 people. The interest in Vietnam has increased naturally. Over the last years, the mass media have provided a lot of information on the economic success of this ancient country. Over the last years, the high rates of the tourism development could be seen in this country.



**Fig. 5. Indexes of the APR country tour preferences of the tourists from the Primorsky territory (according to the surveys conducted from 2003 to 2013)**

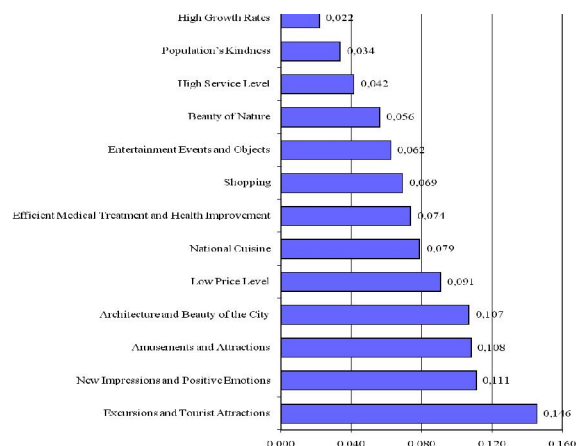
Despite the desire of the Primorsky Territory inhabitants to visit the other countries, than China, for the tourism reasons, the trends in the tourism preferences vary slightly over the time in the territory. This is primarily due to the fact, that the amount of the people, who could afford the expensive tours, is not so large. There are also the constraints imposed by the time factor. Most visits to China - are the journeys to the border cities at the weekend or for a few days (short holidays). The long-distance journeys are not only more expensive, but also require more time.

As the most tours from the Primorsky Territory are carried out to neighbour China, this destination we have investigated separately. When studying the packaged tours to China we were interested in all the aspects of the full-service packaged tour (travel geography, transport, living conditions, amusements, costs and so on) [10]. In the context of the full-service packaged tour to China the two following open-ended questions from the questionnaire are the most informative:

"What is your best and the most vivid impression of visiting China: \_\_\_\_\_";

"What is your worst impression of the visit to China: \_\_\_\_\_".

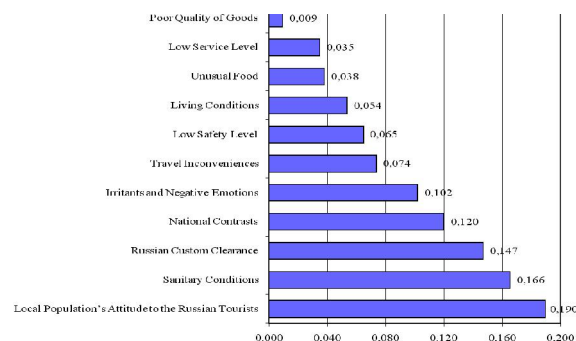
While processing these open-ended questions three levels of typing were carried out. On the first level the respondents' initial responses are handled, on the second level the responses are combined into subcategories, on the third level the subcategories are combined into the categories, reflecting the various characteristics of the current process or phenomenon in the social and economic system. The results of the third level of typing by the two above mentioned open-ended questions are presented in the Fig. 6 and the Fig. 7.



**Fig. 6. Frequency distribution of the tourists from the Primorsky territory by the good impressions of the visit to China**

The obtained results concisely reflect a structure of the interests and bad impressions, to which the tourists attribute their visit to China. The results of all three levels of typing are used when solving the practical problems.

The analysis of the tourists' good impressions shows that the most vivid impressions of tourists have been brought away not by shopping, as it is widely accepted, but by the excursions and tourist attractions.



**Fig. 7. Frequency distribution of the tourists from the Primorsky territory by the bad impressions of the visits to China**

Among the factors, which arise the concern during a visit to China, the attitude of the local residents to the Russian tourists, in other words, safety is primarily specified by the tourists. Therefore, we have intentionally investigated the changes in the local residents' attitude to the tourists. It should be recognized, that the majority of the respondents concerned about the attitude of the local population, use the tours to the border cities. On the

contrary, those, who visit more distant cities, note the population's kindness.

The individual tourists note, that the Russian tourists themselves are to blame for poisoning the relationships. However, it could not be denied, that the shopping business, which thrives in the border cities of China, attracts the criminals. The crime rate in the border cities of China is much higher, than in the country by average. As a result, the Russian tourists hardly ever visit China alone. The tourists usually make a journey with their friends or relatives.

In all fairness, it should be noted, that the Chinese tourists are pardonably much more concerned about their safety during their visit to Russia.

The issue of the tourism and recreation development should be an integral part of the Russian state social policy. The regional programs of the tourism development should be strongly supported by the central and regional authorities. Nowadays in the countries, which are the leaders in the tourism development rates, the strong state support in the field of the tourism could be seen.

The tourism development manifested in its multidimensional nature, close interdependence of almost all fields of activity, allows using it as an effective tool for facilitating the social and economic growth on the regional level. The tourism affects all the aspects of the regional development, contributing to the increase of the regional budget, the improvement of the social and market infrastructure, the solution of the unemployment problem by increasing the new employment opportunities, and establishing the international and interregional ties. The issue of developing the inbound and domestic tourism is of the particular importance for the Primorsky Territory, which has the high tourist and recreational potential, the unique natural, cultural and historical resources [1].

Today, it is necessary to radically change the operation of the Russian Customs, which is a huge obstacle for developing the international tourism. The clear standards for the customs service and the responsibility for its violation should be introduced.

## Conclusions

The development of the tourism industry should rely on the opinion of the general public - the consumers of the tourism services. It is necessary to consider the consumers demand for the tourism products and to facilitate the development of the appropriate structural elements of the complex to establish a rational structure of the regional tourism complex. For this purpose the constant monitoring of consumers should be carried out. The works in this

field are performed by the scientists from different countries [11, 12].

The programs of developing the international inbound tourism should be based on clear positioning of the regional tourism product in the tourist service market of the border countries. Some tourist attractions in the regions, which could be a driving force for developing the tourism industry should be equipped according to the world standards.

The developed typologies could be applied in other Russian regions and could be also useful for studying the consumption processes in other countries.

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7/28/2014